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		Form No.	GLDD - 987
		Revision No.	6
		Effectivity	Aug. 20, 2025

CRM FORM NO. 33

Use this form to request approval from PAGCOR regarding proposed marketing and/or casino promotions, to wit:

a) *Licensee to request approval from PAGCOR regarding new marketing and/or casino promotions at least five (5) business days prior to implementation date. In the event that the submitted Implementing Rules and Guidelines (IRG) requires revisions, the final/corrected version of the IRG shall be submitted to GLDD at least one (1) business day prior to implementation date.*

b) *Licensee to request approval from PAGCOR regarding modifications to previously submitted marketing and/or casino promotions at least five (5) business days prior to implementation date. In the event that the submitted IRG requires revisions, the final/corrected version of the IRG shall be submitted to GLDD at least one (1) business day prior to implementation date.*

c) *For marketing and/or casino promotion that is similar to one which has been previously consulted with PAGCOR, Licensee to request approval from PAGCOR at least one (1) business day prior to implementation date.*

PLEASE NOTE THAT PAGCOR RESERVES THE RIGHT TO CONDUCT POST-AUDIT OF ALL MARKETING PROMOTIONS.

Licensee : _____

Casino Location: _____ Date : _____

Date of Implementation : _____

Check the applicable box. For initial submission of marketing and/or casino promotions, fill up Item A of Section A. For modifications to marketing and/or casino promotions, fill up Item B of Section A. For marketing and/or casino promotions similar to one previously consulted with GLDD, fill up Item C of Section A.

SECTION A: MARKETING PROMOTION

- ☐ A. New/Initial marketing and/or casino promotions with accompanying IRG attached as Annex ____
- ☐ B. Modifications to previously submitted marketing and/or casino promotions with accompanying IRG attached as Annex ____
- ☐ C. Marketing and/or casino promotion similar to one previously consulted with GLDD, with accompanying IRG attached as Annex ____

This is to certify and confirm that the attached IRG of the intended marketing and/or casino promotions is consistent with PAGCOR's prescribed standard format and contains the following details:

- | | |
|----------------------|--|
| a. Title | f. Terms and Conditions |
| b. Period Covered | g. Irregularities and Resolution |
| c. Objectives | h. Impact of the Marketing and/or Casino Promotion |
| d. Prized | i. Promotional Materials |
| e. General Mechanics | j. Remarks (Other concerns that need to be included) |

We further confirm and undertake to do the following:

- Implementation of marketing and/or casino promotion's IRG shall be coordinated with the PAGCOR Monitoring Team (PMT).
- The Licensee shall not directly poach on another licensees' or PAGCOR's customers by actively enticing or transporting them to the Licensee's casino.
- All costs and expenses including prizes for this promotion shall be considered as marketing expenses which are solely for the account of and shouldered by the Licensee.
- GLDD and the PMT shall be informed of any changes/cancellation to the promotion's rules and prizes prior to implementation.

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SECTION B: PHOTOGRAPH AND/OR VIDEO COVERAGE (IF APPLICABLE)

A photograph and/or video coverage of the abovementioned marketing promotion shall be conducted during the following dates and in the following locations:

DATE	LOCATION

(Please use additional sheet if necessary.)

We confirm and undertake to do the following:

- The conduct of photograph and video coverage inside the casino premises shall be in accordance with Regulation 15 Section 10 of the Casino Regulatory Manual for Licensed Land-Based Casinos.
- The abovementioned undertakings shall be carried out in close coordination with the PMT.

Name of Requestor: _____ **Position Title :** _____

Signature : _____ **Date:** _____

SECTION C: SUBMISSION INSTRUCTIONS

Once Section A is completed, please submit this form to GLDD via the PAGCOR Enterprise Content Management System (ECMS) which may be accessed through the following URL: www.ecms.pagcor.ph along with the corresponding attachment/s.

If submission of this form is done through the ECMS, an e-mail notification confirming receipt shall be received. The status of the application can be viewed and monitored through the online account created using the same system. Operator can also download and print the acknowledgment generated as proof of submission.

If no e-mail notification is received, the Operator may inquire from the Gaming Licensing & Development Department through the contact details:

Tel. No. (+632)8522-0299/8522-1357/8522-1324 (Local 1148)

SECTION D: ACTION TAKEN (TO BE FILLED OUT BY GLDD)

☐ A. RETURNED on _____ due to:
(date)

☐ Incomplete / Incorrect entry/ies stated in the form ☐ Incomplete submissions

☐ Incomplete / Erroneous IRG

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By:

Signature over Printed Name: _____

Position Title: _____



B. RECEIVED FOR PROCESSING on _____ with assigned Reference No. _____
(date)

By:

Signature over Printed Name: _____

Position Title: _____

Approved by:

Senior Regulatory Officer, CLRD