

	MARKETING AND/OR PROMOTION REQUEST AND APPROVAL FORM Electronic Games	Page No.	Page 1 of 3
		Form No.	EGLD - 433
		Rev. No.	9
		Effectivity	June 11, 2026

EG Form No. 28
EGLD Reference No.: _____

Use this form to request approval from Electronic Gaming Licensing Department (EGLD) for the proposed marketing activity and/or promotion. Only requests with complete information and/or attachment/s will be processed. Failure to provide the required information could result to non-processing of the request. Cut-off for submission of request shall be 4:00 P.M.

Licensee / PAGCOR – Accredited Entity: _____

(As reflected in the Gaming License / Certificate of Accreditation)

Gaming Venue Location / Office Address: _____

(As reflected in the License / Accreditation)

Game Offering/s: _____

Nature/Title of Marketing Activity/Promotion: _____

Date of Implementation: _____

SECTION A: MARKETING AND/OR PROMOTION (TO BE PROVIDED BY LICENSEE / PAGCOR – ACCREDITED ENTITY)

This is to request approval of the proposed marketing activity and/or promotion.

 This request is our: ☐ **Initial Submission** ☐ **Resubmission**

This is to certify and confirm that the IRG of the intended marketing activity and/or promotion is consistent with PAGCOR's prescribed standards.

We further confirm and undertake to do the following:

- Implementation of marketing and/or promotion's IRG shall be coordinated with PAGCOR's Compliance Monitoring and Enforcement Department Electronic Games (CMED-EG).
- The Licensee / PAGCOR – Accredited Entity shall not directly poach on Licensee / PAGCOR – Accredited Entity's or PAGCOR's customers by actively enticing to the Operator's gaming venue.
- Marketing activities and/or promotions must target lower middle income and above customers.
- All costs and expenses including prizes for this marketing activity or promotion shall be considered as marketing expenses which are solely for the account of and shouldered by the Licensee / PAGCOR – Accredited Entity, as applicable.
- Schedule of promotional bingo game/s shall not coincide with PAGCOR's Nationwide Linked Games.
- All marketing and/or promotion proposal is coordinated and acknowledged by their corresponding partner Licensee / PAGCOR – Accredited Entity.

Printed Name: _____ Signature: _____

(Authorized Representative)

Position Title: _____ Date: _____

SECTION B: SUBMISSION INSTRUCTIONS

Once Section A is completed, please submit this form to EGLD along with corresponding attachment/s. Hard copies may be submitted directly to the EGLD office or scanned copies may be emailed using the e-mail addresses as indicated below:

Electronic Gaming Licensing Department
 Philippine Amusement and Gaming Corporation
 MET LIVE BUILDING Central Business Park 1-A Macapagal
 Boulevard cor EDSA Extension, Pasay City 1300
 Tel. nos.: (+632) 8522-0299 Local 1569
 E-mail address: eGaming_Forms1@pagcor.ph

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SECTION C: ACKNOWLEDGEMENT / REJECTION OF REQUEST (TO BE FILLED BY EGLD)

Notification for marketing and/or promotion is:

☐ **RECEIVED FOR ACKNOWLEDGEMENT**

☐ **RETURNED**

_____ Due to incomplete IRG

_____ Unacceptable proposed marketing activity or promotion

_____ Due to conflict of schedule

_____ Incomplete documentation or information

Approval for marketing and/or promotion is:

☐ **REJECTED** due to insufficient details / for reasons deemed unacceptable / late filling

☐ **RECEIVED FOR PROCESSING AND EVALUATION**

Evaluation/Observations:

By: Printed Name: _____

Signature: _____

Position Title: _____

Date: _____

Checked and reviewed by:

Sr. Regulatory Officer

REMARKS

SECTION D: APPROVAL OF REQUEST (TO BE FILLED BY EGLD)

☐ **RECOMMENDED FOR APPROVAL** – subject to the condition/s set under **Remarks** below, if any

By: Printed Name: _____

Signature: _____

Position Title: _____

Date: _____

Approved by:

Assistant Vice President II, EGLD

REMARKS

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___ New Marketing

**EGLD Reference No. of the
previously approved marketing request**
(Please attach the previously approved marketing request)

- ___ **Modification** (Minimal amendment on IRG – Corresponding amendment must be presented as “From” and “To”.) _____
- ___ **Expansion** (The approved marketing promo will be implemented on new gaming venue/s. Same IRG must be strictly implemented.) _____
- ___ **Resumption** (Implementing a previously approved marketing promo which concluded. Same IRG must be strictly implemented.) _____
- ___ **Extension** (Continuation on the period of implementation of approved marketing promo. Same IRG must be strictly implemented.) _____

A. TITLE

B. PERIOD COVERED

C. OBJECTIVES

D. PRIZES

E. GENERAL MECHANICS

F. TERMS AND CONDITIONS

G. IRREGULARITIES AND RESOLUTION

H. PROMOTIONAL MATERIAL

(Note: All advertising requests shall be coursed through the Gaming Licensing and Development Department (GLDD), using GLDD Form 1036, and submitted through responsiblegaming@pagcor.ph)

I. OTHER CONCERNS THAT NEEDS TO BE INCLUDED