

# COMMUNITY-LED EVENT

APPLICATION FOR ACCREDITATION / USE OF "PANAGBENGA", LOGO OR INCLUSION IN FESTIVAL CALENDAR

2ND Floor BVCB Building, Jose Abad Santos Drive, Burnham Park, Baguio City 2600 PHILIPPINES | Telefax +63 74 4424315

<b>NAME OF APPLICANT:</b>	
<b>COMPANY (IF ANY):</b>	
<b>CONTACT NUMBER/S:</b>	
<b>BUSINESS ADDRESS</b>	
<b>EMAIL ADDRESS</b>	
<b>NAME OF EVENT:</b>	
<b>DATE AND TIME OF THE EVENT:</b>	
<b>VENUE OF EVENT:</b>	
<b>BRIEF DESCRIPTION OF THE EVENT:</b>	
<b>SOURCE/S OF FUNDING:</b>	
<b>DETAILS OF PRIZES (IF ANY):</b>	
<b>DETAILS OF SPONSORS (IF ANY):</b>	
<b>CAPITALIZATION OF EVENT (COST):</b>	
<b>PARTICULARS</b>	<input type="radio"/> <b>USE OF "PANAGBENGA", LOGO, ARTWORK (Please see attached rates)</b> <input type="radio"/> <b>INCLUSION IN THE CALENDAR OF EVENTS</b> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>Website</span> <span>Posters</span> <span>Social Media Account</span> </div>

**Please attach the following to this form:**

- Letter of intent, Surety bond
- Letter of confirmation of venue reservation
- Copy of proof of payment for all necessary taxes and licenses of the event
- Copy of proposed collateral materials (posters, tickets, banners, etc.) in hardcopy and soft copy. Accredited events will be included on the Panagbenga Website and its social media pages
- Detailed projected revenue and expenses for the event

\_\_\_\_\_  
SIGNATURE OF PROPONENT

\_\_\_\_\_  
APPROVED BY:

RECOMMENDED FOR APPROVAL: \_\_\_\_\_

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### POLICIES AND GUIDELINES FOR COMMUNITY-LED EVENT ACCREDITATION

1. Submit the following documents no later than 30 days from the proposed event date:
  - a. The Community-Led application form;
  - b. Letter of intent addressed to the Board of the Foundation through the Organizing Committee;
  - c. Submission of surety bond equivalent to the value of the event's proposed prizes (if any) no later than 30 days. The surety bond is to be released by the Foundation after the successful conclusion of the event;
  - d. Letter of confirmation of venue reservation no later than 30 days.;
  - e. Copy of proof of payment for all necessary taxes and licenses no later than 30 days;
  - f. Copy of proposed collateral materials (posters, tickets, banners, etc.) in hardcopy and/or soft copy. Accredited events will be included on the Panagbenga Website;
  - g. Detailed projected financial statement of the event.
2. "Panagbenga", its logo, and artworks published on its social media pages shall be used exclusively on all collateral materials of the proposed events only until the proposed date of the event. Any other use of the logo not specified on this form, unless otherwise approved by the Foundation is not allowed. The Panagbenga logo shall be prominently displayed on the upper left side including but not limited to, posters, tickets, solicitation letters, etc. A certificate of accreditation from the Baguio Flower Festival Foundation, Inc. (BFFFI) office will be provided for the use of the "Panagbenga", logo and artwork (**See Policies and Guidelines for the use of the Panagbenga Logo**).
3. Non-revenue generating events may, at the option of the Executive Committee, be exempted from the Royalty Fee. For revenue-generating events, **please see the Royalty Rates for the use of the Panagbenga Logo**. This shall be applied payable upon approval of the event.
4. The proponent shall be responsible for processing all necessary permits, and payment of all taxes and licenses pertinent to the event.
5. Posting of all collateral materials shall be done within the vicinity of the event location. Posters of the event cannot be displayed or installed in any of the designated Panagbenga streamering sites without the prior written approval of the Board of Trustees thru the Executive Committee.
6. The proponent shall immediately remove all their collateral materials after the event.
7. The proponent hereby authorizes the Foundation or its designated officer and abides by its ruling in matters regarding any dispute arising from their event as it deems fit.

### POLICIES AND GUIDELINES ON THE USE OF THE PANAGBENGA LOGO AND INCLUSION IN THE CALENDAR

1. No person or entity may use the Panagbenga Logo or any form derived from it without written approval by the Foundation.
2. All entities desiring to include their event in the Panagbenga Calendar of Events shall pay a minimum fee of Php5,000.00 for the cost of administration/publication for collaterals and posters and inclusion in the website.
3. The Organizing Committee reserves the right to decline requests for inclusion in the calendar or use of the festival logo for **ANY** reason
4. The Foundation shall apply its policies on political participation.
5. Applicants shall submit a letter of intent addressed to the Foundation through the Organizing Committee stating the purpose for the use of the Logo and/or inclusion in the calendar. This letter should be submitted to the Foundation no later than 30 days before the date of intended use.
6. The applicant shall attach the following documents to the letter of intent as follows:
  - a. Description of where the logo is to be used;
  - b. Description of the event
  - c. In case of usage for a community-led event, a certificate of accreditation from the Baguio Flower Festival Foundation, Inc. (BFFFI) office;
  - d. In case of usage for merchandising activities, the following should be submitted:
  - e. Letter of intent addressed to;
    - Project Proposal;
    - Permits and licenses (Business permit, SEC documents (corporation) /DTI (sole proprietorship/ partnership, BIR );
    - Projected financial statement of the project.
7. The right to use the Panagbenga logo is non-transferable and can only be used by the applicant.
8. The Panagbenga logo may not be altered in any manner without the written approval of the Foundation.
9. A Royalty Fee shall be levied for the use of the Panagbenga Logo. Royalty fee shall be paid no later than 30 days before the use of the logo. (**See Royalty Rates**)
10. Failure to comply with any of the rules and regulations set forth in this guideline may subject the applicant to the following.
  - Revocation of the approval on the use of the Panagbenga logo;
  - The Foundation may impose a penalty on the offending party, the amount of which shall be determined by the Executive Committee as it deems fit
  - Banning of the proponent from joining any Panagbenga event or filing of appropriate charges as the Foundation deems fit.

I am willing to abide by all the policies and guidelines set forth by the Baguio Flower Festival Foundation, Inc. (BFFFI).

CONFORME: \_\_\_\_\_  
(SIGNATURE ABOVE PRINTED NAME / DATE)