



## Light Up the Blackpool Tower Application Form

Thank you for your interest in lighting up The Blackpool Tower. Please see the terms and conditions below. All applications are subject to review.

### Terms of Agreement:

- Selection of applicants is a privilege, not an entitlement and all decisions are made at the discretion of The Blackpool Tower management team.
- Any requests made by an organization must be made by a board or staff member. Requests on the behalf of an organisation will not be considered.
- Applications can be made by individuals for events such as weddings, anniversaries and birthdays.
- The Blackpool Tower is under no obligation to provide feedback to any individual or organization regarding the status, approval or denial of its application.
- Only the applicant on the original submitted application will receive written notification on the result of your application. This should be considered a final response from The Blackpool Tower.
- Previous successful applicants are not automatically guaranteed to be selected again.
- If you hold an annual event you will need to re-submit a new version of this form each year for consideration

Note: Applications will not proceed to our review process until you have agreed to the above terms and conditions.

**Name (Please print):**

**Organization Name/Applicant (Please print):**

**I have read and understood the above terms and conditions (Please tick):**

**Signature:**

***Please Note:*** All booking requests must be received before the end of the month preceding the requested Date for lighting up the Tower to provide adequate time for Programming.

Please complete all 3 pages of this form and return to [paul.burnett@blackpool.gov.uk](mailto:paul.burnett@blackpool.gov.uk)

|                                                                               |  |                        |  |
|-------------------------------------------------------------------------------|--|------------------------|--|
| <b>First Name:</b>                                                            |  | <b>Surname:</b>        |  |
| <b>Name of Company (If applicable)</b>                                        |  |                        |  |
| <b>Email Address:</b>                                                         |  |                        |  |
| <b>Postal Address:</b>                                                        |  |                        |  |
|                                                                               |  |                        |  |
| <b>Post Code:</b>                                                             |  | <b>Contact Tel No:</b> |  |
| <b>Why do you wish to light up the Blackpool Tower?</b>                       |  |                        |  |
|                                                                               |  |                        |  |
| <b>Date of Event</b>                                                          |  |                        |  |
|                                                                               |  |                        |  |
| <b>Tell us about your Company (if applicable)</b>                             |  |                        |  |
|                                                                               |  |                        |  |
| <b>Describe the nature of event associated with your request</b>              |  |                        |  |
|                                                                               |  |                        |  |
| <b>Date by which you require a decision from us</b>                           |  |                        |  |
|                                                                               |  |                        |  |
| <b>Is this request associated with any other event? If yes please explain</b> |  |                        |  |

|                                                        |                         |
|--------------------------------------------------------|-------------------------|
| <b>Please provide details of your lighting request</b> | <b>Colour of Tower:</b> |
|                                                        | <b>Colour of Heart:</b> |

Please outline below how the Blackpool Tower will feature in any promotional material and media releases from yourself/organisation. Please also outline the length of time The Blackpool Tower will feature in these publications and the estimated audience it will reach

| <b>Please Tick:</b> | <b>The Blackpool Tower Exposure</b>                                                                         | <b>Description</b> | <b>Estimated Target Audience</b> |
|---------------------|-------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------|
|                     | <b>Advertisements</b>                                                                                       |                    |                                  |
|                     | <b>Brochures</b>                                                                                            |                    |                                  |
|                     | <b>Celebrity Endorsement</b>                                                                                |                    |                                  |
|                     | <b>E-mail</b>                                                                                               |                    |                                  |
|                     | <b>Flyers</b>                                                                                               |                    |                                  |
|                     | <b>Invitations</b>                                                                                          |                    |                                  |
|                     | <b>Local Press</b>                                                                                          |                    |                                  |
|                     | <b>National Press</b>                                                                                       |                    |                                  |
|                     | <b>Newsletter/E-newsletter</b>                                                                              |                    |                                  |
|                     | <b>Posters</b>                                                                                              |                    |                                  |
|                     | <b>Promotional Materials</b>                                                                                |                    |                                  |
|                     | <b>Remarks</b>                                                                                              |                    |                                  |
|                     | <b>Social Media</b>                                                                                         |                    |                                  |
|                     | <b>Website (including link to <a href="http://www.theblackpooltower.com">www.theblackpooltower.com</a>)</b> |                    |                                  |
|                     | <b>Other (please specify)</b>                                                                               |                    |                                  |