



The Tower Lighting Program

Thank you for your interest in becoming a Tower Lighting Partner.

Effective December 1, 2017 all lighting requests must be made via this application.

No other method of request will be considered.

Terms of Application:

- The Tower has developed review procedures and policies. The Tower has sole discretion over what lightings are and are not approved. These polices are subject to change at any time without notice.
- The organization sponsoring the lighting request must demonstrate that it has a viable marketing plan to promote the cause or organization and to raise public awareness of the meaning of the requested display. The marketing plan should include steps to recognize the Tower for participation.
- The Tower will be the sole determinant of the length of all the displays.
- The Tower will make every effort to accurately create the requested color but due to the nature of the lighting system and natural causes it cannot guarantee an exact match to the requested color.
- The Tower does not display specific lighting programs for any religious figures or religious organizations. Only health related causes will be considered.
- There is no automatic renewal agreement. All previous Tower Lighting Partners must reapply each year to be considered.
- The applicant/contact will receive written notification stating whether the application has been approved or denied via email.
- The Tower is under no obligation to provide specific feedback to any individual or organization regarding the status, merit, and/or denial of its application.
- Requests for lighting that strictly promotes for profit enterprises are never recognized.

Building Lighting Partner Program Application

Contact & Initiative Information

Name of person submitting this light request *

Email address of application submitter *

I have read and understand The Tower Terms of Application. *

_____ I agree

Name of organization sponsoring this light request*

Name of Initiative / Cause (for example: "Breast Cancer Awareness" or 10th Annual Walk of Hope") *

Contact Name*

Contact Title*

Contact Email*

Contact Phone*

Please explain the mission of your organization in 300 words or less including the number or participants and the activities surrounding the event. *

Maximum Allowed: 300 words

Please describe the event or cause associated with your lighting request in 300 words or less. *

Maximum Allowed: 300 words

What are the dates you would like your lighting displayed? Please include start and end dates. NOTE: Please request a minimum of one week and up to a maximum of two weeks for your request. We cannot approve requests longer than two weeks or shorter than one week. *

Is this an annual event or a one-time event? *

Annual

One-time

Have you previously submitted a lighting request for this cause or event? *

Yes

No

Not sure

If so, was it approved? *

Yes

No

Not sure

Lighting Request Details

What color(s) are you requesting? Please note that standard colors are: red, blue, green, orange, and pink. Requests for standard color lighting must be submitted at least four weeks prior to the earliest date you indicate above. Requests for non-standard colors must be submitted at least five weeks prior to the earliest date you indicate above.

In 300 words or less, please describe your organizations marketing plan to promote this cause or event and to raise public awareness of the meaning of the colored lighting, including any steps to recognize the efforts of participating buildings. *

Attachment 1: Please attach any files that you believe are relevant to your light request (such as a marketing plan, flyer, brochure, etc.). This field is NOT mandatory. No attachment is required.

Attach File to Email
pcfirms@poecronk.com