

## **Community Lighting Program Guidelines and Eligibility**

The following guidelines and eligibility criteria have been adopted to ensure the OTTAWA sign is illuminated through a fair and transparent process that recognizes the diverse needs of the local community.

Through its sign illumination program, the City aims to provide an interactive and memorable experience for all; support Ottawa-based not-for-profit and charitable causes; celebrate Ottawa-based events and achievements; and promote development of Ottawa's tourism sector.

To be considered eligible, all requests must reflect a position of objectivity and non-partisanship, and be committed to representations that are:

- Non-religious;
- Apolitical and non-diplomatic;
- Free of discrimination, hatred, violence and/or racism; and
- Of benefit to the wider community.

Illumination requests must adhere to all relevant City of Ottawa policies and bylaws, and will be evaluated by City staff to ensure eligibility and compliance.

\*As a result of COVID-19, public health-related measures may result in unexpected changes and cancellations to the illumination schedule.

\*\*The fee for standard illuminations is being waived at this time as a result of COVID-19. Fees for customized and last-minute requests remain in effect, as detailed in the document below.

### **Community Lighting Program - Eligibility Criteria**

Community lighting requests will be considered in celebration or recognition of a broad range of local, Ottawa-based initiatives, specifically:

- Not-for-profit and charitable causes;
- Not-for-profit and charitable awareness campaigns;
- Festivals and events; and
- Sports achievements.

ALL applicants need to complete the following form and submit it to [illuminations@ottawa.ca](mailto:illuminations@ottawa.ca). All fields must be completed unless otherwise indicated. *Incomplete or late submissions, and those requests submitted without a formal application form, will be ineligible for consideration.*

## Ottawa-Based Causes, Campaigns, Festivals and Events

Requests in this category will be accepted and reviewed by the City twice per calendar year. Applications will not be accepted outside of these periods.

The following organizations are eligible to submit requests within this category:

- Registered charitable organizations with local chapters;
- Incorporated not-for-profit organizations with local chapters;
- Groups and organizations whose mandates, programs or activities are directly related to the City of Ottawa by way of an existing funding or partnership agreement;
- Groups and organizations whose mandates, programs or activities correspond with relevant days of awareness, celebration, or promotion, as recognized by the Government of Ontario or the Government of Canada, or a Ministry or Department thereof; and
- The provincial or federal governments, including their crown corporations and agencies.

## Ottawa-Based Professional or Elite, Semi-Professional and Amateur Sports Achievements

Applications may be submitted throughout the year and will be approved based on eligibility and scheduling availability. It is recommended that requests be submitted at least two weeks in advance for processing. While requests with shorter turnaround times will be considered where possible, these will be subject to a last-minute administration fee (min. \$200).

Wherever possible, last-minute sports requests will be processed within one full business day. Business days are defined as Monday to Friday, 8 am to 5 pm. Any request received outside of these hours, including weekends and Statutory Holidays, will be processed on the next business day.

Approvals for last-minute sports requests will be subject to payment in advance of the illumination date. Late payments will result in a cancellation of the request.

<b>Sports Level</b>	<b>Eligibility</b>
<b>Professional or Elite Sports, including:</b> -Ottawa Senators -Ottawa Redblacks -Atlético Ottawa -Ottawa BlackJacks	<i>a. First game of the season</i> <i>b. First post season game</i> <i>c. Upon winning a championship or final</i>
<b>Semi-Professional Sports</b>	<i>a. First post-season game</i> <i>b. Upon winning a championship or final</i>

<b>Amateur Sports, including:</b> -Ottawa 67's -Amateur teams associated with accredited postsecondary institution or registered with the Canadian Amateur Athletic Association	<i>a. Upon winning a championship or final</i>
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### Community Lighting Program - Application Details

Community Lighting Requests must be submitted using the online application form. Requests received beyond the application deadline will be ineligible for consideration. Applicants may resubmit such requests during the next application period.

The City cannot accept requests made by third parties on behalf of an organization or team. All requests must be made by the organization or team itself to ensure:

- The organization or team is aware and approves of the OTTAWA sign being illuminated on its behalf;
- The organization or team's branding and/or colours are represented appropriately; and
- The illumination occurs on the correct date.

To encourage illuminations from a maximum number of organizations per year, the City will consider only one request per applicant per application period.

Lighting requests will be approved on a one-time basis. Requests for illumination for ongoing annual campaigns must be submitted every calendar year.

The City will not incur any expense relating to the advertising or promotion of approved lighting requests.

### Community Lighting Program - Colour Selection

Lighting requests must include a minimum of one colour selection, and may include up to six colours (maximum of one colour per letter) selected from the pre-set options below.

	1.Gold		10.Cyan		18.Violet
	2.Orange		11.Sky blue		19.Magenta
	3.Yellow		12.Medium blue		20.Crimson
	4.Pale green		13.Blue		21.Red
	5.Lime green		14.Dark blue		22.Orange red
	6.Light green		15.Navy		23.Light coral
	7.Green		16.Purple		24.Pink
	8.Aquamarine		17.Medium violet		25.White
	9.Dark cyan				

Requests can be submitted for the following timeframes:

- One day (from 6 am one day to 5:59 am the next day)
- Multiple days (consecutive)
- One week (from 6 am on Day 1 to 5:59 am on Day 7)

Multiple day and week-long requests will be accommodated to the extent possible. However, such requests may be condensed at the City's discretion and as required to serve the needs of a maximum number of organizations.

The sign will not be dimmed or turned off. The LED lights, although always on, are not visible in bright daylight.

A maximum of one lighting request will be approved and scheduled per 24-hour period.

In all cases, requests must reflect the colour(s) associated with the campaign, cause, event or festival, and in no way contribute to sponsor recognition.

### **Community Lighting Program - Customization Option**

The City, at its discretion, may facilitate the customization of illumination colours and/or patterns on behalf of an applicant. Such requests will be subject to an administration fee (minimum \$200), which will reflect colour and pattern complexity. Approvals for custom requests will be subject to payment in advance of the illumination date. Late payments will result in a cancellation of the request. The City or its contractor cannot guarantee colour matching.

Requests for the Customization Option (minimum \$200) need to be accompanied by colour codes in RGB format and a detailed pattern description at time of application.

### **Community Lighting Program - Evaluation**

Community lighting requests will be reviewed by a selection committee composed of City staff. Evaluation will be based on conformity to the illumination objectives and eligibility categories, as well as on the following criteria:

- a) Requests will be evaluated on a first come, first served basis.
- b) Requests will not be accepted outside of the defined application periods.
- c) Eligible applicants whose request was denied based on scheduling availability may be offered the opportunity to submit an alternative lighting date.

Staff will endeavour to provide notification of acceptance within one month of the submission deadline. Notification will be made within the same day for last-minute sports achievements.

Every effort will be made to fulfill approved lighting requests. Nevertheless, extenuating circumstances (ie. operational failure, power outage) may result in revision, delay or cancellation without notice. In such event, and where operationally possible, parties may be eligible to select an alternative illumination date without charge.

Inquiries relating to the OTTAWA sign and its illuminations should be directed to [illuminations@ottawa.ca](mailto:illuminations@ottawa.ca)