

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 free of political and/or religious motivation. Requests must not promote discrimination, hatred, violence and/or racism, and shall not represent individual conviction or interest.

Illumination requests must adhere to all relevant City of Ottawa policies and by-laws 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
- Sports achievements
- National Days (Accredited Foreign Missions)

Ottawa-Based Causes, Campaigns, Festivals and Events

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
- Foreign missions accredited to Canada
- 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
- The provincial or federal governments, including their crown corporations and agencies.

Sports Achievements

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

Sports Level	Eligibility
Professional or Elite Sports, including: <ul style="list-style-type: none">• 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>
Semi-Professional Sports	<i>a. First post-season game</i> <i>b. Upon winning a championship or final</i>
Amateur Sports, including: <ul style="list-style-type: none">• 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>

Community Lighting Program - Application Process

Illumination requests must be submitted using the [online application form](#). All fields must be completed unless otherwise indicated. Incomplete submissions, and those requests submitted without a formal application form will be ineligible for consideration.

Illumination dates will be assigned on a first-come, first-served basis. Alternate dates will be offered to same-day applicants whenever possible.

Application Deadlines

Illumination Requests (WITHOUT FEE)

Illumination requests are officially accepted twice per calendar year. The following application deadlines apply:

- In late October/ November to reserve illumination dates within the first six months of the following year (January 1 - June 30)
- In May to reserve illumination dates within the second part of the following year (July 1 - December 31)

Eligible requests submitted within these application periods will be processed and scheduled WITHOUT FEE.

LAST-MINUTE Illumination Requests – FEES WILL APPLY

LAST-MINUTE Requests submitted outside of the aforementioned application periods will be accommodated as possible based on eligibility and scheduling availability. Eligible LAST-MINUTE illuminations will be subject to a late transaction fee (minimum \$250).

Note that LAST-MINUTE requests must be submitted at least five business days in advance of the desired illumination date.

Application Details

Requests can be submitted for one of 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.

Foreign Missions accredited to Canada are eligible to apply for a one-day illumination, exclusively on their National Day. Alternate days are not permitted.

Eligible applicants whose request cannot be accommodated due to scheduling conflicts may be offered an alternative lighting date.

To encourage illuminations from a maximum number of organizations per year, the City will consider only the first one request submitted by any organization for each application period.

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

Applicants are fully responsible for all promotional and/or marketing initiatives related to their illumination and shall assume all related costs.

Requests will be approved on a one-time basis. Requests for annual campaigns must be submitted on a recurring basis.

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
- The illumination occurs on the correct date.

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.

Please note that the colours depicted in the table below are approximations and may actually appear slightly lighter/darker. Organizations who are looking for a more accurate colour match are encouraged to consider a custom colour selection (RGB-based codes).

The OTTAWA Sign does not have the technical capability needed to support dark colour tones.

	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 will not be approved to have the sign dimmed or turned off.

The LED lights, although always on, are not visible in bright daylight.

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 \$250), which will reflect colour and pattern complexity. Costs incurred for customization will be subject to credit card payment directly to the City's third-party contractor.

The City nor its contractor cannot guarantee colour matching.

Requests for the Customization Option 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. Applicants will be notified by email of the decision and their allocated illumination date(s).

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

