



Medicine Hat
The Gas City

Lighting for a Cause

PROGRAM CRITERIA & GUIDELINES

Request for Saamis Tepee
Colour Illumination

Lighting for a Cause

Request for Saamis Tepee Colour Illumination

The City of Medicine Hat values community awareness activities because they bolster community spirit and enhance a sense of belonging to the community.

The purpose of the 'Lighting for a Cause' program is to:

- reflect the spirit of City Council's Strategic Plan 2019-2022
 - document can be found at <https://www.medicinehat.ca/government/mayor-city-council>
- support one or more of the following objectives:
 - promote awareness of important social causes
 - emphasize the spirit of the community by accentuating and celebrating the spirit of living in Medicine Hat
 - promote a sense of belonging in the community

Please read these guidelines carefully to ensure that your request fits with the criteria. If after reading the guidelines you are still uncertain if your project is eligible, please contact the 'Lighting for a Cause' Program Administrator at lightingforacause@medicinehat.ca for clarity and assistance.

Application for request can be found at:

<https://www.medicinehat.ca/government/departments/community-development/cultural-development/saamis-tepee>

I. APPLICATION PROCESS

To be considered, all requests must be:

- received via on-line application of the 'Lighting for a Cause' request form
- completed by a management representative of the official organization making the request
- received by the Community Development Department at least 30 days in advance of lighting date requested

II. ELIGIBLE CAUSES

Lighting will be considered for:

- nondenominational events/causes
- nonpolitical events/causes
- registered charitable events/causes

Lighting cannot be considered for:

- personal occasions (e.g. birthdays, anniversaries)
- political events or observances
- religious figures, events, organizations or institutions
- commercial requests (ie product launches, corporate events, advertising)

The City of Medicine Hat reserves the right to use discretion when determining if a cause is deemed eligible.

III. FEES

Subject to approval, an administration fee is required:

- \$250 per week (minimum)
- \$500 for month (maximum)

A \$50 deposit is required to secure your date(s) and the balance is required in full prior to the lighting.

IV. DURATION OF LIGHTING

Lighting time can span a duration from one day up to one month.

V. REQUEST EVALUATION

An approval of any illumination is at the sole discretion of the City of Medicine Hat and not subject to appeals or negotiation. All requests will be evaluated based on meeting the above-mentioned guidelines as well as:

- the nature of the cause
- history and background of the organization, cause or event
- how the lighting will be used to benefit the cause or event
- marketing plan to educate the public on why Tepee is illuminated in colour

Applicants will receive an email response stating whether or not an application has been approved. Due to the high volume of applications, not all requests may be accommodated. Applications will be considered on a first-come, first-served basis. Applications may be submitted up to six months in advance.

The City of Medicine Hat wishes to stress that if an application is declined, it is not a reflection of the merits or importance of any requests.

Lighting for a Cause

Request for Saamis Tepee Colour Illumination

ONLINE APPLICATION

Organization Name (if applicable)

Contact Name

Street Address

Address Line Two

City

Province

Postal Code

Country

Phone Number

Email

Describe the event associated with your request

Lighting Date Request

Duration of Lighting (one day to one month)

COLOURS REQUESTED

There is the ability to have various colours with the following options:

1. One colour for entire Tepee
2. Upper pod and lower pod different colours
3. Each pole in a separate colour (11 in total)

Please indicate your lighting choice(s):

1. One colour for entire Tepee:

2. Upper Pod of Tepee:

Lower Pod of Tepee:

3. Each pole in a separate colour (11 in total):

Please provide details of how you intend to market the illumination; communicating to the public as to why the Saamis Tepee is illuminated in colour.

This could include:

- Advertising
- Brochures
- Newsletters
- Promotional giveaways
- Invitations
- Media outreach
- Posters
- Press materials
- Remarks
- Website
- Other

Please provide any additional details that are relevant to this request: