



Philippine Amusement and Gaming Corporation



MEMORANDUM

March 18, 2024

TO : ALL LICENSEES

FROM : THE ASSISTANT VICE PRESIDENT
Gaming Licensing and Development Department

SUBJECT : RESPONSIBLE GAMING MANDATORY ELEMENTS ON ADS

As part of PAGCOR's commitment to upholding the principles of Responsible Gaming (RG) and ensuring a safe and enjoyable environment for our patrons, it is imperative to maintain compliance with the RG mandatory elements in all gaming advertising materials.

In this light, we wish to reiterate the incorporation of the following RG elements into various advertising channels, including but not limited to radio, TV, print ads, web-based promos, and other media outlets, pursuant to Section VII of the Responsible Gaming Code of Practice Version 6.0:

1. **RG Slogan:** All advertisements must prominently feature the approved Responsible Gaming slogan "Game Responsibly. Keep it Fun".
2. **21 Years Old Logo:** The "21 Years Old" logo should be included in all materials to emphasize the legal age for gaming activities.
3. **RG Tag Line:** TV, radio, and mobile/web-based ads (for the duration of or at the end of the ad) must include the RG tagline "Gaming for 21 years old and above only. Game Responsibly. Keep it Fun."

In addition, may we request the inclusion of the PAGCOR logo in advertising materials, as applicable, following the official PAGCOR Brand Style Guide. You may request for a copy of the slogan/logo/s and the Brand Style via ResponsibleGaming@pagcor.ph. The guide and logo/s will only be provided one time per licensee. We would like to seek your cooperation in ensuring the proper use and control of the PAGCOR logo and Brand Style.

Please note that failure to comply with these RG mandatory elements may result in regulatory action and penalties.

Thank you for your continuing support of PAGCOR's Responsible Gaming program.


MA. VINA CLAUDETTE P. OCA

cc: Chairman and Chief Executive Officer
Senior Vice President, Land-Based Operations
Assistant Vice President, EGLD, OGLD, TGD, SMD

MET LIVE BUILDING Central Business Park 1-A, Macapagal Boulevard cor. EDSA Extension Pasay City, Metro Manila
Website: www.pagcor.ph