



Willis Tower is privately owned by BRE 312 Owner LLC.

Selection as a Willis Tower Lighting Partner is at the sole discretion of the ownership and management of Willis Tower. Willis Tower is a privately owned building—not owned by the City of Chicago or the State of Illinois - and, therefore, has its own selection review and policies. Selection as a Lighting Partner is a privilege, not an entitlement. Only the official applicants on the original submitted application will receive written notification stating whether your application has been approved or denied on official Willis Tower letterhead sent via e-mail. Follow-up calls, emails and faxes are not necessary and may not be responded to; please assume that the written notification you receive is the final response from Willis Tower.

Applying to become a Willis Tower Lighting Partner does not guarantee approval. Moreover, past Lighting Partners must apply each year to be considered and are not automatically guaranteed to be selected again.

Willis Tower celebrates many cultures and causes in the world community with iconic lightings. Outside of its tradition of lightings for the standard holidays of Valentines Day, St. Patrick's Day, Mother's Day, Memorial Day, Independence Day, Halloween, Winter Holidays, and New Years, Willis Tower has a specific policy against lighting for religious figures, religious organizations, and additional religious holidays. Additionally, Willis Tower maintains a policy against lighting for any political affiliations, statements, or positions.

Due to the high volume of applications, Willis Tower is under no obligation to provide specific feedback to any individual or organization regarding the status, merit and/or denial of its application. If you do not agree to these terms, your application will not be considered and submitted through the review process.

(Print Name of Main Contact Person) _____ on behalf of

(Organization Name/Applicant) _____ has

read, understands, and agrees to the above terms.

Signature **(REQUIRED)**

Willis Tower Lighting Partner Application

Applicant/Organization:

Contact Person:

Address:

Phone:

Email:

Tell us about your organization. Please provide a boilerplate.

Describe the event associated with your request:

Date of the event/special lighting:

Date by which decision from Willis Tower is desired (**REQUIRED**):

Please specify the proposed illumination fee to Willis Tower:

Color requested – two (2) maximum

Available colors: White, Blue, Red, Green, Cyan, Yellow, Magenta, Purple, Orange, Light Blue, Lavender, Light Pink, Light Green, Gold, Maroon, Dark Red

- Color 1 _____
- Color 2 _____

Is this an annual or one-time event?

Have you previously submitted a lighting request for this event?


- Was it approved?
- If yes, please provide dates.

Have you approached other buildings regarding lighting for this event?

- If yes, which buildings?

Are other events associated with this request?

- If yes, please describe.
Please specify how Willis Tower and its logo (see above) would be featured in your organization's media and promotional materials, advertisements, advisories, etc. and the length of time Willis Tower would be featured. Check all that apply.

Willis Tower Involvement		Description	Length of Time Featured (if applicable)
<i>Advertisements</i>			
<i>Brochure</i>			
<i>Celebrity Spokesperson/Photo Opportunity</i>			
<i>Donor Wall</i>			
<i>E-mail Blast</i>			
<i>Flyer</i>			
<i>Invitations</i>			
<i>Journal</i>			
<i>Journal Ad</i>			
<i>Media Outreach (Local)</i>			
<i>Media Outreach (National)</i>			
<i>Media Outreach (International)</i>			
<i>Newsletter</i>			
<i>Organization Publication</i>			
<i>Photo Opportunities with Willis Tower Lights and/or at Skydeck</i>			
<i>Poster</i>			
<i>Press Conference</i>			
<i>Press Materials</i>			
<i>Program</i>			
<i>Promotional/Giveaway Materials (i.e. tee shirts, water bottles, hats, bags, etc.)</i>			
<i>Remarks (i.e., at gala dinner, etc.)</i>			
<i>RSS Feed</i>			
<i>Website/Link to www.willistower.com</i>			
<i>Other (please specify)</i>			

Kindly email application to zthomas@willistower.com