

License Commission City of Lowell
375 Merrimack Street, Lowell, MA 01852

Application from section 12 licensee, chapter 138 MGL, for services of
promoter – entertainer – performer

To the License Commission:

The undersigned manager respectfully requests that a license be granted for a promoter –
entertainer - performer whose services are to be rendered to the licensee:

Licensee: _____

Business name: _____

Business address: _____

Manager name: _____

Day time telephone: _____

Event: _____

Event location: _____

Date of event: _____

Hours of event: _____

Signature of Manager: _____

Information for a Promoter Entertainer Performer

Name _____

Signature of Promoter-Entertainer-Performer: _____

Assumed Name(s): _____

[attach copy of registration filed with Mass. Dept. Public Safety of true name and assumed name]

Signature of assumed name of [Promoter-Entertainer-Performer]: _____

Business name: _____
[attach copy of certificate]

Business address _____
City/Town, State, Zip Code _____

Notary Seal, date of expiration _____

Date: _____

Forward application to:

John Pyers, Executive Secretary Law Department
City Hall, 3rd Floor, 375 Merrimack St., Lowell, MA 01852

Phone: 978-674-4156

Email: JPyers@lowellma.gov

2.12 PROMOTER EVENTS

Any licensee utilizing the services of a promoter, defined as an individual acting as a third party to the licensee for advertisement and to generate revenue for the licensee, shall acquire either directly or through the promoter, a separate promotion license from the License Commission. The licensee shall specify, in writing, the specific event(s) being promoted. The licensee shall not engage any promoter or a promoted event that is not specifically covered under the separate promoter license.

Licensees are required to notify the Lowell Police Department and Lowell License Commission at least 14 days in advance when they are using anyone to promote and/or self-promoting an event in such a manner that they anticipate a larger than normal attendance. The licensee must note every person or company promoting the event, how they are promoting the event, and anticipated attendance.