



DEPARTMENT OF TRADE AND INDUSTRY
FAIR TRADE ENFORCEMENT BUREAU

SALES PROMOTION APPLICATION FORM
DISCOUNT

DATE

PROMO TITLE

() 1. NAME OF SPONSOR: _____

- ADDRESS: _____
- TELEPHONE NO.: _____
- AUTHORIZED REPRESENTATIVE: _____
- DESIGNATION: _____

() 2. NAME OF ADVERTISING AGENCY: _____

- ADDRESS: _____
- TELEPHONE NO.: _____
- AUTHORIZED REPRESENTATIVE: _____
- DESIGNATION: _____

() 3. PROMO PERIOD: _____

() 4. COVERAGE: ☐ GMA ☐ NATIONWIDE ☐ OTHERS _____

() 5. LIST OF PARTICIPATING OUTLETS/BRANCHES: _____

() 6. PRODUCTS/SERVICES PROMOTED:

BRAND	MODEL, SPECIFICATIONS, SIZES (in metric, enclose English size in parenthesis)
_____	_____
_____	_____
_____	_____
_____	_____

() 7. LIST OF ITEMS ON SALE:

Brand, Model, Size in metric	Regular Price	Discounted Price	% of Discount
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

☐ 8. ATTACHMENTS

☐ COMPLETE MECHANICS

☐ PROMO PARTICULARS (Schedule of payment amortization for installment offers)

☐ MEDIA UTILIZED:

☐ RADIO AD (Audio Script)

☐ POSTER (Proof of Ad Artwork)

☐ TV/CINEMA AD (Story board)

☐ STREAMER (Proof of Artwork)

☐ WEB-BASED ADS (Screenshots of online ads)

☐ PRINT AD (compre)

☐ EMAIL-BASED ADS (Email transcript)

☐ MAILERS (compre)

☐ TEXT-BASED ADS (Text transcript)

☐ FLYERS (compre)

☐ OTHERS: _____

☐ REGISTRATION REQUIREMENTS

☐ For first-time applicants: Business/Mayor's Permit, Business Name Registration Certificate/SEC Registration Certificate, Articles of Incorporation, By-laws

☐ Certificate of product registration

☐ NTC registration/approval

☐ Certificate of Accreditation of Service and Repair Shop

☐ Product Standard Certificate

☐ HLURB issued License

☐ MEMORANDUM OF AGREEMENT/CONFORME WITH PARTICIPATING OUTLETS

UNDERTAKING

I/We hereby understand and agree that:

1. DTI-FTEB SPD shall act on this application within fifteen (15) days from receipt of **complete documents.**
2. If I/We do not receive any communication from DTI FTEB - SPD after submission of complete documents/requirements within the prescribed fifteen (15) days, the above application shall be deemed approved. However, such presumption of approval shall not absolve us from violations other than our lack of permit from your Office.

Authorized Representative of:

SPONSOR

ADVERTISING AGENCY

SIGNATURE

SIGNATURE

PRINTED NAME

PRINTED NAME

DATE

DATE