



DEPARTMENT OF TRADE AND INDUSTRY  
FAIR TRADE ENFORCEMENT BUREAU

SALES PROMOTION APPLICATION FORM  
PREMIUM

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. PURCHASE AMOUNT REQUIRED: \_\_\_\_\_

( ) 8. WHO ARE QUALIFIED TO AVAIL?: \_\_\_\_\_

( ) 9. HOW TO AVAIL: \_\_\_\_\_

( ) 10. BUNDLED ITEMS

LIST OF ITEMS	COST OF EACH	PAY ONLY	SAVINGS/PREMIUM
Bundle 1			
_____	_____		
_____	_____		
_____	_____		
TOTAL:	_____	_____	_____
Bundle 2			
_____	_____		
_____	_____		
_____	_____		
TOTAL:	_____	_____	_____

( ) 11. COST OF FREE PRODUCT: \_\_\_\_\_

( ) 12. AMOUNT TO BE PAID: \_\_\_\_\_

( ) 13. PREMIUM/FREE ITEM SPECIFICATIONS AND PROJECTED COST:

ITEM, BRAND, MODEL, SIZES IN METRIC (A)	PROJECTED QUANTITY (B)	COST OF EACH (C)	TOTAL COST (B) X (C)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL PER OUTLET	_____	_____	_____
TOTAL FOR ALL OUTLETS	_____	_____	_____

( ) TRIP, SCHOLARSHIP & CELLPHONE PRIZES:

TRANSFERABLE

CONVERTIBLE TO CASH

CASH CONVERSION VALUE: \_\_\_\_\_

( ) 14. WHO SHALL PAY 20% TAX FOR PRIZES EXCEEDING P10, 000.00: \_\_\_\_\_

( ) 15. PERIOD OF REDEMPTION/CLAIM PERIOD: \_\_\_\_\_

( ) 16. COMPLETE ADDRESS OF REDEMPTION CENTER:

For GMA winners: \_\_\_\_\_

For Provincial winners: \_\_\_\_\_

( ) 17. HOW TO CLAIM PREMIUM/PRIZES: \_\_\_\_\_

( ) 18. 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/ REDEMPTION CENTERS / PROMO PARTNERS
- ( ) HOUSE AND LOT PRIZE : title, blueprint, specifications, model, location plan, cost and area of house, cost and area of lot
- ( ) APPRAISED VALUE OF JEWELRY SIGNED BY LICENSED GEMOLOGIST

**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