



DEPARTMENT OF TRADE AND INDUSTRY
FAIR TRADE ENFORCEMENT BUREAU

SALES PROMOTION APPLICATION FORM
___ REDEMPTION ___ GAME

_____ 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. 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 JOIN?: _____

() 9. HOW TO JOIN: _____

() 10. WHO ARE DISQUALIFIED TO JOIN?:

Employees of promoting agency (_____), advertising agency (_____) and participating outlets including their relatives up to second degree of consanguinity or affinity are disqualified from joining the promotion.

() 11. ALLOCATION OF PRIZES PER OUTLET:

OUTLET	NUMBER OF WINNING	NUMBER OF NON-WINNING	TOTAL PER OUTLET
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL FOR ALL OUTLETS _____			

() 12. SCHEDULE OF PRINTING, SEALING AND SEEDING OF WINNING ENTRIES / CHECKING OF GAME PARAPHERNALIA:

() 13. HOW TO WIN: _____

() 14. HOW TO DETERMINE VALID WINNING ENTRIES: _____

() 15. PRIZES WITH SPECIFICATION:

(SIZES IN METRIC BRAND, MODEL)	NO. OF WINNERS	COST OF EACH	TOTAL COST
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL/OUTLET _____			
TOTAL FOR ALL OUTLETS _____			

() TRIP, SCHOLARSHIP & CELLPHONE PRIZES:

TRANSFERABLE

CONVERTIBLE TO CASH

CASH CONVERSION VALUE: _____

() 16. NUMBER OF TIMES A PARTICIPANT CAN WIN: _____

() 17. NOTIFICATION OF WINNERS: _____

() 18. ANNOUNCEMENT OF WINNERS: _____

() 19. WHO SHALL PAY 20% TAX FOR PRIZES EXCEEDING Php 10,000.00:

() 20. PERIOD OF REDEMPTION/CLAIM PERIOD: _____

() 21. COMPLETE ADDRESS OF REDEMPTION CENTER:

For GMA winners: _____

For PROVINCIAL winners: _____

() 22. HOW TO CLAIM PRIZES: _____

() 23. ATTACHMENTS

() COMPLETE MECHANICS

() CONTROL MEASURES (*Procedure in handling, collecting, safekeeping of entries and ensuring the fairness in determination of winners*)

- PROMO PARTICULARS: (*Design of redemption and game paraphernalia, layout including screenshots of digital formats, process flowchart, computer program/system*)
- 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, Certificate of Business Name Registration/SEC Registration, Articles of Incorporation, By-laws
 - Certificate of product registration
 - NTC certificate of registration/approval
 - Certificate of Accreditation of Service and Repair Shop
 - Product Standard Certificate
 - HLURB issued License
- MEMORANDUM OF AGREEMENT/CONFORME WITH DROPCENTERS / REDEMPTION CENTERS / PROMO PARTNERS
- HOUSE AND LOT PRIZE : *title, blueprint, specifications, model, location map, property cost, floor and lot area measurements*
- APPRAISED VALUE OF JEWELRY SIGNED BY LICENSED GEMOLOGIST
- SALES PROMOTION ACTIVITY SHEET

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