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:

<table>
<thead>
<tr>
<th>OUTLET</th>
<th>NUMBER OF WINNING</th>
<th>NUMBER OF NON-WINNING</th>
<th>TOTAL PER OUTLET</th>
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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:

<table>
<thead>
<tr>
<th>SIZES IN METRIC BRAND, MODEL</th>
<th>NO. OF WINNERS</th>
<th>COST OF EACH</th>
<th>TOTAL COST</th>
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TOTAL/OUTLET

TOTAL FOR ALL OUTLETS

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)
- TV/CINEMA AD (Story board)
- WEB-BASED ADS (Screenshots of online ads)
- EMAIL-BASED ADS (Email transcript)
- TEXT-BASED ADS (Text transcript)
- POSTER (Proof of Ad Artwork)
- STREAMER (Proof of Artwork)
- PRINT AD (Proof of Artwork)
- MAILERS (Proof of Artwork)
- FLYERS (Proof of Artwork)
- 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

SIGNATURE

PRINTED NAME

DATE

ADVERTISING AGENCY

SIGNATURE

PRINTED NAME

DATE