

<b>I. DISCOUNT PROMO</b>	
<b>Sales Promo Permit Application Requirements</b>	
Filled – up application and duly signed by the authorized representative ( <i>can be downloaded the auto-generated form via iredis</i> )	
Detailed sales promo mechanics	
Layout of promo collaterals one of which must contain the detailed promo mechanics.	
List of products on sales reflecting the original price, discounted price and % discount	
For online ads: screenshots of online publication of promo mechanics/ads and all other promo related landing pages	
<b>Attachments (if applicable)</b>	
Product Standard Certificate for products covered by mandatory standard (see List of Products Under Mandatory Certification at <a href="http://www.bps.dti.gov.ph">www.bps.dti.gov.ph</a> )	
Certificate of Accreditation of Service and Repair Shop from DTI	
National Telecommunications Commission (NTC) Permit/Registration for:	
<ul style="list-style-type: none"> <li>- Call/SMS promo rates</li> <li>- Surfing Services Promo</li> <li>- 4-digit access number or code to be used for SMS promo material</li> <li>- Value Added Services (VAS) that are packaged with voice</li> <li>- New product offers and their pricing schemes</li> </ul>	
HLURB License for real property promo and authority to sell	
Memorandum of Agreement between promoting agency and participating outlet/co-sponsor/promo partner	
<b>Advertising materials requirements</b>	
<u>For public telecommunications services:</u>	
<ul style="list-style-type: none"> <li>• average broadband speed must be indicated minimum broadband speed to be experienced by the customer 80% of the time (minimum of 265 kbps) must be indicated</li> </ul>	
<ul style="list-style-type: none"> <li>• the claim “fastest speed” for broadband is NOT ALLOWED</li> <li>• the word “UNLIMITED” shall not be allowed, if there are conditions imposed on “UNLIMITED” services maximum (“up to”) broadband speed may be indicated</li> </ul>	
<u>For ads with special claims:</u> (e.g. “the best”, “no.1”, “biggest”, “best-selling”): source of special claim with supporting copy of research/test/survey results/scientific or statistical finding, article from journal/book/newspaper/magazine	
<u>For ads with image of Philippine Peso:</u> Clearance from Bangko Sentral ng Pilipinas (BSP)	
<u>For ads with image of Philippine National Flag or Philippine historical/cultural sites:</u> Clearance from National Historical Commission of the Philippines	
<u>For ads using copyrighted image:</u> (Philippine Airlines, Enchanted Kingdom, Disney): permit from copyright owner	
<b>II. PREMIUM PROMO</b>	
<b>Sales Promo Permit Application Requirements</b>	
Filled – up application and duly signed by the authorized representative ( <i>can be downloaded the auto-generated form via iredis</i> )	
Detailed sales promo mechanics	
Layout of promo collaterals one of which must contain the detailed promo mechanics	
For online ads: Screenshots of online publication of promo mechanics/ads and all other promo related landing pages	

<b>Promo Particulars</b>
Voucher or similar instrument with the following minimum contents: <ul style="list-style-type: none"> <li>• Validity period of at least 1 year</li> <li>• Redemption center</li> <li>• How to avail</li> <li>• Claiming terms and conditions</li> </ul>
Certificates/Check/Card/Vouchers or similar instrument to be sold at promo rate (should be valid for at least 1 year from date of issue)
<b>For System Aided/Online Promo</b>
<ul style="list-style-type: none"> <li>• System description and features</li> <li>• Systems flowchart</li> <li>• Reply/content messages for SMS/electronic system based promo</li> <li>• Screenshot of all other promo related landing pages/webpages</li> </ul>
<b>Waiver stating the following (for text-based promos):</b>
In the event that it is determined by a Court of Competent Jurisdiction that (promo title) is a form of gambling or wagering, (sponsor) will submit to the rules and regulations required by the pertinent Government Agency.
Sponsor/content provider) shall not forward any unsolicited text messages to subscribers during the promo period, after the subscriber turns off the subscription, and after the promo period.
In case inadvertent or unsolicited text message is sent to the subscriber due to failure of the system to recognize subscriber request to turn off subscription, (sponsor/content provider) will revert or refund the cost
<b>Attachments (if applicable)</b>
Product Standard Certificate for products covered by mandatory standard (see List of Products Under Mandatory Certification at <a href="http://www.bps.dti.gov.ph">www.bps.dti.gov.ph</a> )
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<b>Advertising materials requirements</b>
<u>For public telecommunications services:</u> <ul style="list-style-type: none"> <li>• average broadband speed must be indicated minimum broadband speed to be experienced by the customer 80% of the time (minimum of 265 kbps) must be indicated</li> <li>• the claim “fastest speed” for broadband is NOT ALLOWED</li> <li>• the word “UNLIMITED” shall not be allowed, if there are conditions imposed on “UNLIMITED” services</li> <li>• maximum (“up to”) broadband speed may be indicated</li> </ul>
<u>For ads with special claims:</u> (e.g. “the best”, “no.1”, “biggest”, “best-selling”): with supporting copy of research/test/survey results/scientific or statistical finding, article from journal/book/newspaper/magazine
<u>For ads with image of Philippine Peso:</u> Clearance from Bangko Sentral ng Pilipinas (BSP)
<u>For ads with image of Philippine National Flag or Philippine historical/cultural sites:</u> Clearance from National Historical Commission of the Philippines

<u>For ads using copyrighted image</u> (Philippine Airlines, Enchanted Kingdom, Disney): permit from copyright owner
For jewelry prizes: Certificate indicating the appraised value of the jewelry signed by licensed gemologist
For house and lot prizes: title, blueprint, specifications, model, location plan, cost and area of house, cost and area of lot
For condominium prize: blueprint, specification, model, location plan, cost, area
For prizes payable in installment (shall not exceed 5 years): performance bond or similar devices
For foreign or domestic trips: local/domestic valid for 1 year, foreign valid for 6 months.
Projected total cost of Prizes for the whole promo duration.
<b>III. RAFFLE / REDEMPTION / GAMES / CONTEST PROMO</b>
<b><i>SP Permit Application Requirements</i></b>
Filled – up application and duly signed by the authorized representative ( <i>can be downloaded the auto-generated form via iregis</i> )
Detailed sales promo mechanics
Layout of promo collaterals one of which must contain the detailed promo mechanics.
<b><i>For System Aided/Online Promo</i></b>
<ul style="list-style-type: none"> <li>• System description and features</li> <li>• Systems flowchart</li> <li>• Reply/content messages for SMS/electronic system based promo</li> <li>• Screenshot of all other promo related landing pages/webpages</li> </ul>
<b><i>Waiver stating the following (for text-based promos):</i></b>
In the event that it is determined by a Court of Competent Jurisdiction that (promo title) is a form of gambling or wagering, (sponsor) will submit to the rules and regulations required by the pertinent Government Agency.
Sponsor/content provider) shall not forward any unsolicited text messages to subscribers during the promo period, after the subscriber turns off the subscription, and after the promo period.
In case inadvertent or unsolicited text message is sent to the subscriber due to failure of the system to recognize subscriber request to turn off subscription, (sponsor/content provider) will revert or refund the cost
<b>Control Measures</b>
Procedure in handling, collecting, safekeeping of entries/data
Name and designation of persons responsible in handling the promo system, collecting entries, safekeeping of entries
Presence of DTI representative during the drawing of winners/determination of winners/computer system/program verification
<b><i>Promo particulars if applicable</i></b>
<ul style="list-style-type: none"> <li>• Raffle stub (traditional) with the following minimum contents: <ul style="list-style-type: none"> <li>• Name</li> <li>• Address</li> <li>• Telephone number</li> <li>• Signature</li> <li>• Promo period</li> <li>• Deadline for submission of entries</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>• Raffle draw date</li> <li>• <b>“Per DTI Fair Trade Permit No. FTEB xxx series of 20XX”</b></li> </ul>
<ul style="list-style-type: none"> <li>• Raffle SMS and Online Registration page which must contain the following <ul style="list-style-type: none"> <li>- Name</li> <li>- Snail mail address</li> <li>- Contact Details</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Contest Sales Promo Campaign <ul style="list-style-type: none"> <li>- Submit name and qualification of judges, at least 3 and 1 of which must be industry practitioner</li> <li>- Judges Score sheet and Tally sheet</li> </ul> </li> </ul>
<b>Attachment (if applicable)</b>
Product Standard Certificate for products covered by mandatory standard (see List of Products Under Mandatory Certification at <a href="http://www.bps.dti.gov.ph">www.bps.dti.gov.ph</a> )
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For jewelry prizes: Certificate indicating the appraised value of the jewelry signed by licensed gemologist
For house and lot prizes: title, blueprint, specifications, model, location plan, cost and area of house, cost and area of lot
For condominium prize: blueprint, specification, model, location plan, cost, floor area
For prizes payable in installment (shall not exceed 5 years): performance bond or similar devices
For foreign or domestic trips: local/domestic valid for 1 year, foreign valid for 6 months.
Total cost of Prizes for the whole promo duration.

#### **IV. NATIONWIDE BEAUTY CONTEST**

##### ***SP Permit Application Requirements and Attachments***

1. Formal Application Letter
2. Certificate of Registration issued by SEC
3. Articles of Incorporation, Co-partnership or Association
4. Constitution and/or By-Laws duly approved by SEC
5. Aims, Purposes and/or Objectives of the Beauty Contest
6. Organizational Set-Up of Applicant relative to Beauty Contest
7. Schedule and/or Timetable of Beauty Contest Activities from preliminary selection of participants/ candidates to final/awarding and delivery of prizes, with dates and places of activities
8. Written contracts with promoters, sponsors and/or PR men
9. Latest financial statement of applicant for current year or income tax return if a natural person
10. Two (2) copies of Internal Rules which shall govern and regulate all activities of the Beauty Contest which shall contain:
  - 10.1 Qualifications of participants/candidates
  - 10.2 Criteria in the selection and determination of candidates and winners
  - 10.3 Titles and awards to be given, their nature and their corresponding prizes either in cash or in kind
  - 10.4 Terms and conditions imposed on candidates and/or winners before, during and after the Contest
  - 10.5 Criteria in the selection of the Board of Judges, if any
  - 10.6 Other matters and information that will serve as guide to any and all persons intending to join the Beauty Contest
11. Copy of Score Sheet and Tally Sheet Forms
12. Permit Fee (Php 2,000.00)

##### **Other Requirements (To be submitted at least a week before the actual day of the contest)**

1. Copies of Contracts signed by each candidate/participant and/or winner binding him/her with the organizer/promoter according to the terms and conditions in No. 10.4
2. List of charges and fees to be assessed on candidates and the amount and nature of each fee or charge
3. Names of independent auditors contracted or to be contracted by the applicant/organizer
4. Specification of the disposition and distribution of proceeds derived from the Beauty Contest

##### **NOTES:**

1. If Beauty Contest is internationally affiliated, organizer is required to submit proof of such affiliation (contract, franchise).
2. Effectivity and validity of the Permit is dependent upon the filing of a Performance Bond within seven (7) days upon the granting of the permit the amount of which shall be determined by the Director of the Fair Trade Enforcement Bureau
3. The organizer/sponsor/applicant shall send a formal letter inviting representatives from the DTI-FTEB to supervise, all major activities of the Beauty Contest including but not limited to the preliminary selection of participants, selection of winners and delivery of prizes

## V. HOME SOLICITATION

### ***SP Permit Application Requirements***

Filled – up application form (*see below*)

#### **Attachment**

##### **A. COMPLETE MECHANICS WITH THE FOLLOWING CONTENTS:**

1. Products to be sold
2. How sale will be conducted
3. Conditions:
  - Sales shall be conducted by a person with proper ID and authority.
  - Sales shall be conducted within working days, between 9:00AM to 7:00PM only.
  - Seller shall not represent that:
    1. The buyer has been specially selected
    2. Survey, test or research is being conducted
    3. The seller is making a special offer to a few persons only for a limited period of time
  - All sales must be properly receipted.

##### **B. DOCUMENTS RELATIVE TO THE AGENTS/SELLERS**

- Business names and addresses of agents
- Scope and duration of authority granted to such agents
- Copy of authority given to such agents
- Copy of identification given to such agents

##### **C. COPY OF OFFICIAL RECEIPT**

## SALES PROMOTION APPLICATION FORM HOME SOLICITATION

( ) 1. BUSINESS NAME OF APPLICANT: \_\_\_\_\_

- ADDRESS: \_\_\_\_\_
- TELEPHONE NO.: \_\_\_\_\_
- AUTHORIZED REPRESENTATIVE: \_\_\_\_\_
- DESIGNATION: \_\_\_\_\_
- SIGNATURE OF AUTHORIZED REPRESENTATIVE: \_\_\_\_\_

( ) 2. PRODUCTS TO BE SOLD:

BRAND	SIZE IN METRIC, SPECIFICATIONS
_____	_____
_____	_____
_____	_____

( ) 4. ATTACHMENTS

( ) COMPLETE MECHANICS WITH THE FOLLOWING CONTENTS:

- Products to be sold
- How sale will be conducted
- Conditions:
  - Sales shall be conducted by a person with proper ID and authority.
  - Sales shall be conducted within working days, between 9:00AM to 7:00PM only.
  - Seller shall not represent that:
    - The buyer has been specially selected
    - Survey, test or research is being conducted
    - The seller is making a special offer to a few persons only for a limited period of time
  - All sales must be properly receipted.

( ) DOCUMENTS RELATIVE TO THE AGENTS/SELLERS

- Business names and addresses of agents
- Scope and duration of authority granted to such agents
- Copy of authority given to such agents
- Copy of identification given to such agents

( ) COPY OF OFFICIAL RECEIPT