



SALES PROMOTION PERMIT APPLICATION FORM

(Date)

(PROMO TITLE)

- () 1. NAME OF SPONSOR: _____
 - ADDRESS: _____
 - TELEPHONE NO: _____
 - AUTHORIZED REPRESENTATIVE: _____
 - DESIGNATION: _____
- () 2. NUMBER OF ADVERTISING AGENCY: _____
 - ADDRESS: _____
 - TELEPHONE NO: _____
 - AUTHORIZED REPRESENTATIVE: _____
 - DESIGNATION: _____
- () 3. PROMO PERIOD: _____
- () 4. TYPE OF PROMO: (Please check inclusive types within a multi-scheme sales promo application)
DISCOUNT PREMIUM RAFFLE GAMES CONTESTS REDEMPTION
- () 5. COVERAGE: NCR NATIONWIDE OTHERS (specify) _____
- () 6. PARTICIPATING ESTABLISHMENT/S: _____

- () 7. PRODUCTS / SERVICES COVERED BRAND, SIZES (in metric, enclose, English size in parenthesis), SPECIFICATIONS: _____

- () 8. ATTACHMENTS: (Basic Sales Promo Permit Application Requirement)
 - () A. LIST OF ITEMS ON SALE: Item bran, model, size in metric, regular price, discounted schemed, % of discount (for discount type of promo).
 - () B. TOTAL AMOUNT OF PRIZES / PROJECTED COST OF PREMIUM / SAVINGS: list of prizes/premium with specifications, allocated quantity/projected quantity and their market value, total amount of prizes/premium (for premium / raffle / redemption / game / contest type of promo)
 - () C. COMPLETE MECHANICS with the following contents, as applicable: promo period, area coverage, participating establishments, who are qualified to join, who are disqualified to join, how to join, where to submit entries, deadline of submission of entries, schedule and venue of draw/determination of winners, procedure in determination of winners/valid winning entry, criteria for judging with clear definition and percentage, name and profile of judges, prizes with specifications, whether prize notification and announcement of winners, who shall pay the 20% tax for prizes exceeding P10,000, where and how to claim prizes, redemption period.
 - () D. CONTROL MEASURES (Procedure in handling, collecting, safekeeping of entries and ensuring fairness in determination of winners/verification of winning entries).
 - () E. PROMO PARTICULARS (schedule of payment amortization for installment offers, raffle stub, entry form, coupon, score sheet, tally sheet, design of redemption and game paraphernalia, layout/screenshots of digital formats including program/system description and terms of use).
 - () F. REGISTRATION REQUIREMENTS: Certified of registration for specific products as may be covered by the sales promotion application, Business registration documents (for first time sponsor applicants).

- () G. AGGEMENT OF PARTICIPATING OUTLETS / PROMO PARTNERS AND SPONSORS (for joint sponsorships).
- () H. LEGAL DOCUMENTS OF HIGH-VALUED PRIZES/GIVEAWAYS: As may be required such as for house and lot (title, blueprint, specifications, model, location plan, cost and area of the house and lot) or jewelry (certificate of appraisal signed by a legitimate appraiser).
- () I. MEDIA UTILIZED: (Please check appropriate medium used and submit required attachment)
 - () RADIO AD (Audio Script)
 - () POSTER (Layout of Artwork)
 - () TV/CINEMA AD (Story Board)
 - () STREAMER (Layout of Artwork)
 - () WEB-BASED ADS (Screenshots of online ads)
 - () PRINT AD (compre)
 - () EMAIL-BASED ADS (Email Transcript)
 - () MAILERS (compre)
 - () TEXT-BASED ADS (Text transcript/Spiel)
 - () FLYERS (compre)
 - () OTHERS: _____

- At least one advertising material shall contain the **complete mechanics, duration, coverage** and clause **“Per DTI-(office) Permit No. _____, series of (Year)”**.
- All other Ad materials with incomplete mechanics shall indicate – **“See/visit _____ for complete details”, promo duration, and “Per DTI-(office) Permit No. _____ Series of (Year)” at the bottom right of the page.**

UNDERTAKING

I/WE the undersigned owner or duly authorized representative of

_____, located at
 and _____,
 _____, located at
 _____,

hereby undertake to comply with the hereto attached terms, which shall form an integral part hereof, to serve as conditions for the issuance and validity of DTI-FTEB Sales Promotion Permit. Any unjustified breach thereof may be a ground for the denial of my application of the recall, suspension, cancellation or revocation of the permit issued in my favor or the company I am representing.

For the Sponsor:

For the Advertising Company:

 (Name)

 (Name)

 (Date)

 (Date)

Certified by:

Chief
 Sales Promotion Division/
 DC Concerned