



FORM	Code	FM-SP-01A
	Rev.	0
	Date	01-Feb-23

SALES PROMOTION PERMIT APPLICATION FORM

_____ (Date)

_____ (PROMO TITLE)

- () 1. **NAME OF SPONSOR:** _____
- ADDRESS: _____
 - TELEPHONE NO.: _____
 - EMAIL ADDRESS: _____
 - AUTHORIZED REPRESENTATIVE: _____
 - DESIGNATION: _____

- () 2. **NAME OF ADVERTISING AGENCY:** _____
- ADDRESS: _____
 - TELEPHONE NO.: _____
 - EMAIL ADDRESS: _____
 - AUTHORIZED REPRESENTATIVE: _____
 - DESIGNATION: _____

() 3. **PROMO PERIOD:** _____

() 4. **PRODUCTS COVERED.** (Submit in separate sheet/s a List of Products Covered using the template below.)

LIST OF PRODUCTS COVERED

Name of Product/s	Brand	Specifications <i>(Model, size/dimensions, color, capacity, etc.)</i>

- () 5. **COVERAGE:**
- NCR, or several regions *including* Metro Manila
 - 2 REGIONS or more outside of NCR or Metro Manila
Region-location of Sponsor: _____
Regions: _____
 - SINGLE REGION covering 2 PROVINCES or more
Region: _____
Provinces: _____
 - SINGLE PROVINCE
Province: _____
City/ies or Municipality/ies covered: _____

- () 6. **LIST OF PARTICIPATING BRANCHES OR ESTABLISHMENT/S.** (Submit in separate sheet/s this List using the template below.)

LIST OF PARTICIPATING BRANCHES OR ESTABLISHMENT/S

Name of Establishment	Address (including Province name)	Contact Person	Contact Number

- () 7. **TYPE OF SALES PROMOTION SCHEME:** (Please check type/s of sales promo scheme.)

- DISCOUNT RAFFLE PREMIUM
 REDEMPTION PARLOR GAMES COMPETITION

- () 8. **ATTACHMENTS:** (Basic Sales Promo Permit Application Requirements)

- () A. COMPLETE MECHANICS

"Mechanics" means the rules, procedure and criteria by which one may participate and win and by which the winner may claim his prize in a sales promotion campaign.

Submit Mechanics with the following ATTACHMENTS for Promo Types check-marked in No. 7, whichever is/are applicable.

- DISCOUNT** (Email Excel file of the following table to facilitate evaluation of discounted price/s.)

LIST OF PRODUCTS AT DISCOUNTED PRICES

Name of Product (Name, brand, model, color, capacity, length, width, height, etc.)	Regular Price	Discount Rate (%)	DISCOUNTED PRICE

- PREMIUM type**

LIST OF PRODUCTS WITH PREMIUM ITEMS

Name of Product to Buy or Service to Avail of (Name, brand, model, color, capacity, length, width, height, etc.)	PREMIUM ITEM/S		
	Projected Quantity (a)	Unit Value or Cost (b)	TOTAL VALUE or Cost (a) x (b)

- REDEMPTION type**

LIST OF PRODUCTS OR SERVICES ENTITLED TO REDEEMABLE ITEM/S

Name of Product to Buy or Service to Avail of (Name, brand, model, color, capacity, length, width, height, etc.)	REDEEMABLE ITEM/S		
	Projected Quantity (a)	Unit Value or Cost (b)	TOTAL VALUE or Cost (a) x (b)

- RAFFLE, GAMES, or COMPETITION**

LIST OF PRIZES*

Prize Category (1 st prize, 2 nd prize, etc. or Grand Prize)	DETAILS OF PRIZES (Name, brand, model, color, capacity, length, width, height, etc.)	Quantity or Number of Winners (a)	Unit Value or Cost (b)	TOTAL VALUE (a) x (b)

* If sales promo has two or more scheduled draws, contests, or competitions with different prizes, use the same table to list the prizes for the other scheduled draw, contest, or competition, and their respective sets of prizes.

SCHEDULE OF RAFFLE DRAWS/PARLOR GAMES/COMPETITION

Draw Category (1 st draw, 2 nd draw, etc. or Grand Draw)	Date	Time	Venue or Location

- () B. REGISTRATION REQUIREMENTS: Certificate of registration for specific products as may be covered by the sales promotion application, Business registration documents (for first time sponsor applicants)
- () C. AGREEMENT OF PARTICIPATING OUTLETS AND SPONSORS (for joint sponsorships)
- () D. 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)
- () E. MEDIA UTILIZED: (Please check-mark appropriate medium used and submit required attachment stated in parentheses.)
 - RADIO AD (Audio Script)
 - TV/CINEMA AD (Story board)
 - WEB-BASED ADS (Screenshots of online ads)
 - SOCIAL MEDIA CARD (Layout of Artwork)
 - EMAIL-BASED ADS (Email transcript)
 - TEXT-BASED ADS (Text transcript/Spiel)
 - POSTER (Layout of Artwork)
 - STREAMER (Layout of Artwork)
 - PRINT AD (Copy)
 - MAILERS (Copy)
 - FLYERS (Copy)
 - OTHERS: _____
 - At least one advertising material shall contain the **complete mechanics, duration, coverage** and clause **“Per DTI Fair Trade Permit # (office) _____, series of _____”**.
 - All other Ad materials with incomplete mechanics shall indicate - “See/visit _____ for complete details”, “promo duration”, and “Per DTI-Fair Trade Permit #(Office Code)-<Serial Number>, Series of _____” at the **bottom right-hand corner of the page**.
- () F. OTHERS: (Please refer to the list of requirements per scheme.)

UNDERTAKING

I/We hereby consent to the collection and use by the DTI of my/our name, contact details, and the information contained in this application for the purpose of issuing a Sales Promo Permit to the firm I am representing, if warranted. This consent shall be valid unless revoked or withdrawn in writing, subject to the applicable provisions of the Data Privacy Act of 2012 or Republic Act no. 10173.

I/We, the owner or duly authorized representative of SPONSOR and/or ADVERTISING AGENCY of this Sales Promo Application, 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-Name of Office 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.

Authorized Representative/s of:

SPONSOR	ADVERTISING AGENCY
Signature	Signature
Printed Name	Printed Name
Date	Date