

**APPLICATION FOR SALES PROMOTION PERMIT
UNDER DEPARTMENT ADMINISTRATIVE
ORDER # 2, SERIES OF 1993
(IRR CONSUMER ACT OF THE PHILIPPINES)**

(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. TYPE OF PROMO : **G A M E S**

() 5. COVERAGE : GMA NATIONWIDE OTHERS : _____

() 6. LIST OF PARTICIPATING OUTLETS/BRANCHES : _____

() 7. PRODUCTS COVERED :

BRAND	SIZES (in metric, enclose English size in parenthesis)
_____	_____
_____	_____
_____	_____
_____	_____

() 8. PURCHASE AMOUNT REQUIRED : _____

() 9. WHO ARE DISQUALIFIED : 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 .

() 10. WHO ARE QUALIFIED TO JOIN ? : _____

() 11. HOW TO JOIN ? : _____

() 12. ALLOCATION OF ENTRIES / OUTLET:

OUTLET	NUMBER OF WINNING	NO. OF NON – WINNING	TOTAL/OUTLET
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL FOR ALL OUTLETS :			_____

() 13. SCHEDULE OF SEEDING OF WINNING ENTRIES/VERIFICATION OF GAME PARAPHERNALIA : _____

Venue: _____
 Date: _____
 Time (preferably after office hours) : _____

() 14. HOW TO WIN : _____

() 15. PRIZES W/SPECIFICATION :

(SIZES IN METRIC BRAND, MODEL)	QUANTITY	COST OF EACH	TOTAL COST
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL /OUTLET	_____	_____	_____
TOTAL FOR ALL OUTLETS	_____	_____	_____

() TRIP, SCHOLARSHIP & CELLPHONE PRIZES :
 TRANSFERABLE CONVERTIBLE TO CASH

() CASH CONVERSION VALUE : _____

() 16. WHO SHALL PAY 20% TAX FOR PRIZES EXCEEDING P10,000.00: _____

() 17. PERIOD OF REDEMPTION/CLAIM PERIOD : Redemption period shall be until 60 days from end of promo period.

() 18. COMPLETE ADDRESS OF REDEMPTION CENTER : For GMA winners – For PROVINCIAL winners.

() 19. HOW TO CLAIM : _____

ATTACHMENTS :

1. **CONTROL MEASURES** : A DTI representative will be invited to be present in the seeding of winning entries with non-winning entries/verification of game paraphernalia.
2. **MEDIA UTILIZED** : At least one advertising material shall contain the complete mechanics, duration, prizes, coverage and Per DTI – NCR Permit #_____, series of 200__ . All other Ad materials with incomplete mechanics shall indicate, “ See (poster or print Ad) for complete details “ duration and “ Per DTI – NCR Permit #_____, Series of 200__ . (bottom right)
 - () POSTER
 - () RADIO SCRIPT
 - () STREAMER
 - () STORY BOARD (T.V CINEMA)
 - () COMPRE :
 - () PRINT AD
 - () MAILERS
 - () FLYERS
3. **PROMO PARTICULARS** : Sample of winning and non winning entries with security codes.
 Drawing and description of game paraphernalia.
4. **REGISTRATION REQUIREMENTS** : Certificate of product registration for FOOD, DRUG, COSMETICS, Etc.
5. **AGREEMENT WITH REDEMPTION CENTERS:** (with conforme)
6. **HOUSE AND LOT PRIZE** : Title, blueprint, specifications, model, location plan, cost and area of house, cost and area of lot.
7. **APPRAISED VALUE OF JEWELRY SIGNED BY THE APPRAISER.**
8. **COMPLETE MECHANICS.**

UNDERTAKING

I/We hereby understand and agree that :

1. DTI- NCR 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 – NCR 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