

**Application for the Sales Promotion Permit**

Under Articles 116 of R.A. 7394  
or The Consumer Act of the Philippines  
and Administrative Order No. 1

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Fill out the relevant and applicable information in the spaces provided.

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. Duration of the Promotion: \_\_\_\_\_
4. Area Coverage: \_\_\_\_\_
5. List of participating outlets (*attached list*): \_\_\_\_\_
6. List of Participating products:

(Brand)

Sizes (*in metric, enclose English size*)

_____	_____
_____	_____
_____	_____

7. Purchased amount required: \_\_\_\_\_
8. Who are qualified to avail? : \_\_\_\_\_
9. How to avail? : \_\_\_\_\_
10. The Total Cost of Prizes: \_\_\_\_\_
11. Period of Redemption/ Claim Period: \_\_\_\_\_
12. How to claim the prize: \_\_\_\_\_

**ATTACHMENTS:**

1. **Media Utilized:** The advertising material used shall contain the complete mechanics, duration, prizes and coverage of the promotion. If the advertising material cannot carry the mechanics, a separate print advertisement shall indicate the complete details of the promotion, the duration, and the phrase “Per DA-NMIS Permit No. \_\_\_\_\_ series of \_\_\_\_\_”.

- poster
- radio
- streamer
- billboard
- sticker
- TV, Cinema
- Flyers
- Print Ad
- Mailers

2. Sales Promotion Mechanics *(with complete mechanics)*
3. **Photocopy of Certification of Product Registration:** *(if applicable)*
4. Letter of request for application address to:
  - a. NMIS Executive Director  
BAI Compound, Visayas Avenue, Diliman, Quezon City

I/We hereby understand and agree that:

1. The submission of letter of application with complete requirements will be one month before on promo date.
2. The processing of permit shall be on 10 days upon the receipt of the application, provided that the requirements are complete.
3. If I/ We do not receive any communication from the DA-NMIS after submission of complete requirements within the prescribed ten (10) days, the above application shall be deemed approved.

Authorized Representative of:

ADVERTISING AGENCY  
\_\_\_\_\_  
SIGNATURE  
\_\_\_\_\_  
Printed Name  
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\_\_\_\_\_  
Date

NMIS REPRESENTATIVE  
\_\_\_\_\_  
SIGNATURE  
\_\_\_\_\_  
Printed Name  
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\_\_\_\_\_  
Date