**FEDERAL COMPETITION AND CONSUMER PROTECTION COMMISSION**

**GUIDELINES FOR SALES PROMOTION REGISTRATION**

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1. **Introduction**
2. **The Commission as part of its core mandate pursuant to Sections 11 and 12 of the Act is authorised to regulate any advertisement/statements directed at consumers for the purpose of affecting them with respect to purchasing and or using any product/service.**
3. **The Federal Competition and Consumer Protection Commission (Commission) is empowered pursuant to Section 31 of the Federal Competition and Consumer Protection Commission Act Cap 25 LFN 2004 (The Act) to make regulations.**
4. **The Commission by these Guidelines, in furtherance of the Federal Competition Consumer Protection Commission (Sales Promotion) Registration Regulations 2005, provides guidance and direction on the process of seeking and securing approval for any sales promotion.**
5. **Definition of terms**

**In these guidelines unless the context otherwise requires, the following terms shall have the following interpretations.**

**“Act” means the Federal Competition and Consumer Protection Commission Act, Cap 25, LFN 2004 or any succeeding legislation thereof.**

**‘Commission’means the Federal Competition and Consumer Protection Commission or any succeeding body, entity or agency.**

**‘Director General’ means the Director General of the Commission or any succeeding nomenclature.**

**‘Application’ means a formal request to the Commission on Form CPC (A) in schedule1 hereof; any modification thereof or otherwise acceptable format by the Commission, for the purpose of seeking approval to engage in a sales promotion.**

**‘Promoter’/ ‘Applicant’ means any person, company, firm, organisation including any agent or representative thereof for the purpose of making and or processing an application.**

**‘Sales promotion’ means a marketing strategy, tool or devise, that involves presenting a range of direct or indirect benefits in exchange for exercising a choice or decision and or making a purchase of a service, goods or other products to the exclusion or in preference to another while the promotion subsists or any other relevant period within which it is reasonable to conclude that the decision made the consumer/decision maker or purchaser was or could have been motivated by the presentation.**

**‘Draw’ means an act of selecting participants’ randomly to determine a winner.**

**‘Approval’ means the Commission’s formal authorisation of the commencement of the Sales Promotion.**

**‘Sell-in-time’ means the duration of the Promotion**

1. **Registration Requirements**
2. **The Promoter shall submit an application no later than 21 (twenty one) days prior to the proposed commencement of the sales promotion.**
3. **The Promoter shall submit an application to the Commission electronically or otherwise at the Commission’s offices.**
4. **The sell-in-time of sales promotion is a maximum period of one year. Any extension must be subject to review and prior approval of the Commission first obtained.**
5. **Evidentiary Support**

**The application shall include:**

* 1. **Proof of Incorporation/Registration of the entity engaging in the promotion.**
  2. **Samples of proposed statements for dissemination in the media; print, electronic or otherwise.**
  3. **Proof of quality standards, unit cost and total cost of each of the gift items to be used for the sales promotion.**
  4. **Undertaking to conduct a free and transparent promotion exercise.**
  5. **Addresses of redemption centres if any.**
  6. **Proposed means of dissemination/advertisement of the sales promotion.**
  7. **Any other applicable regulatory approvals.**
  8. **All visual and audio statements/ advertisements must include a statement that the Commission approves the promotion. Failure to comply will attract a penalty as prescribed in schedule4**
  9. **Evidence of promotional gift items relevant to the sales promotion must be available for inspection prior to commencement of the promotion.**
  10. **Clearly identify redemption locations regarding the sales promotion.**
  11. **The Commission shall have access to redemption and any other relevant locations with regards to the sales promotion.**
  12. **Any changes to the terms of the Promotion must receive the prior approval of the Commission.**
  13. **The Commission’s approval to extend any promotion must be procured prior to the expiration of the prior approved and existing Promotion; there shall be no extensions beyond the total period of one (1) year.**
  14. **Making false entries on the Application or providing false/misleading information or documents, as well as making false statements in connection with the process is an offence under S.19 of the CPC Act. 1992.**
  15. **Provide relevant contact details including telephone numbers and email addresses.**

1. **Application Assessment Process**
2. **Upon receipt of an application, the Commission shall within 3 (three) working days conduct an initial review of the application to determine if the application is complete, and whether the supporting information is sufficient.**
3. **In the event that the Commission requires further information to proceed, the Commission shall send a Request for Further Evidence (RFE) within 3 (three) working days above of the initial review.**
4. **Upon completion of the application; whether from the original date of submission or receipt of the RFE, the Commission shall within 7 (seven) working days make a decision with respect to the Application.**
5. **The Commission’s decision shall be conveyed in writing or electronically, within 7 (seven) working days of the decision-(Notice of Decision- NOD).**
6. **Where the decision is an approval, the NOD shall include any further instruction including applicable fees and payment instructions, which fees would be the total amount charged for the promotion less the application fee**
7. **Pre- Approval requirements**
8. **Fully completed Application Form**
9. **All required documents included with the Application**
10. **Payment of Assessed Approval Fees after receipt of Commission’s notice to pay same.**
11. **Emergency Approval**
12. **In limited circumstances, particularly where a promotion is proposed to begin in less than 21days the Commission may where it deems fit, accept and process the application within 48 hours.**
13. **This emergency application process will be upon payment of a premium service application fee as stated in schedule 3 hereof in addition to the total promotion fee also prescribed in schedule3 hereof.**
14. **The Provisional Approval letter shall state the conditions under which the sales promotion should operate.**
15. **Draw (s)**
16. **Invitations to the Commission to monitor draws must be received not less than 14 (fourteen) days to the scheduled draw.**
17. **A complete list of winners, including contact details and prices won must be provided to the Council not later than 3 (three) days after the ‘draw’(s).**
18. **Denial of Application**
19. **The Commission reserves the right to reject any Application for a sales promotion. In the event of such denial, the Commission shall notify the promoter by an NOD within 3 (three) working days of receipt of all required documentation and information. The NOD conveying denial shall state reasons for the denial.**
20. **Sanctions/Penalties**

**It shall be a violation of law for which sanctions or penalties may be imposed by the Commission when a promoter/applicants;**

1. **Commences a promotion prior to receipt of the Commission’s Approval**
2. **Fails to comply with any conditions imposed by the Commission**
3. **Fails to comply with these guidelines and any prevailing law,**
4. **Changes or modifies any terms of the approved promotion without the prior approval of the Commission.**
5. **Engages in any conduct in the course of the promotion that the commission determines to be exploitative of consumers.**

**Please see schedule for which sates penalties for violations.**

1. **Revocation of Approval**
2. **In addition to any other penalties under these guidelines or any law, the Commission may revoke any approval of a promotion where the Commission determines it appropriate in the interest and protection of consumers.**
3. **Upon such revocation the promotion shall be immediately discontinued.**
4. **The Promoter shall immediately announce the discontinuation using the same dissemination channels with the same scope and visibility by which the promotion was advertised.**
5. **Appeal**
6. **Where an Application has been rejected or approval revoked, the Promoter may appeal such decision by filing an appeal to the Director General of the Commission.**
7. **An appeal must be in writing and received by the Commission within seven (7) working days of the rejection or revocation stating the reasons for the appeal, and providing additional information for the appeal or possible reconsideration by the Commission.**

**Schedule 1**

**FORM CPC (A)**

**FEDERAL COMPETITION AND CONSUMER PROTECTION COMMISSION**

**SALES PROMOTION REGISTRATION FORM**

***Sales Promotion registration and monitoring exercise are under the Federal Competition and Consumer Protection Commissionl (Sales Promotion) Regulations2005.***

***(Particulars to be submitted by persons running Sales and Products Promotions)***

**APPLICATION FORM**

1. **Complete this form in full and attach all relevant documents required where applicable.**

**\*I/We hereby apply for the registration of a sales promotion the particulars of which are given below:**

1. **Name of the Promoter**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **If a registered company, attach a copy of incorporation certificate with the Corporate Affairs Commission.**

***Submitted /not submitted***

1. **If a firm or partnership, provide registration number and addresses of partners and attach copy of registration certificate with the Corporate Affairs Commission.**

***Submitted/not submitted***

1. **Contact information**

**Telephone\_\_\_\_\_\_\_\_\_\_\_ Fax\_\_\_\_\_\_\_\_\_\_\_ Mobile\_\_\_\_\_\_\_\_\_\_\_ Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Name Of Agent (Where applicable)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Contact information of Agent**

**Telephone\_\_\_\_\_\_\_\_\_\_\_ Fax\_\_\_\_\_\_\_\_\_\_\_ Mobile\_\_\_\_\_\_\_\_\_\_\_ Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Name of Promotion**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Detailed description of Promotion**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. ***S*ell-in time (Period of the promotion)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*Sell-in-time of a Promotion must not exceed one year.**

1. **Location(s) of the Promotion, City, State, Nationwide etc.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**9. Complete addresses of all redemption centres (where applicable)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**10. Particulars of the Promotion**

***(a*) Total Value of Prizes to be won**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***(b)* Specify in detail Prizes to be won (cash or products)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(c) Detailed invoice of the gift items including the quantity of each item and total costs.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/NO** | **GIFT ITEM** | **QUANTITY** | **UNIT PRICE** | **TOTAL PRICE** |
| **1.** |  |  |  |  |
| **2.** |  |  |  |  |
| **3.** |  |  |  |  |
| **4.** |  |  |  |  |
| **5.** |  |  |  |  |

**\*Invoice of all prizes indicating number and prices. *Submitted/not submitted***

**\*If ‘*not submitted’* when will it be submitted?**

**Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(d) Have all the prizes been purchased? *Yes/No*, If ‘Yes’ Provide evidence of payment.**

***Submitted/not submitted***

**(e) Available for inspection? Yes/No**

**(f) If ‘No’ when will they be available for inspection? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(g) State the location and detailed address of where the gifts items are kept.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**11. Details of how consumers will participate in the promotion.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **What is the projected number of entries?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **What is the ratio of winning a prize vis a vis entries made?\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **Is the ratio different depending on prizes?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **Provide details of winning odds for each price category.**

***Submitted/not submitted***

1. **Any Draws? Y*es/No***
2. **If ‘Yes’, state how many draws? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*You are required to send to the Commission the details of the Draws, no later than 14 days prior to the scheduled draw.**

1. **Is this a Telecommunications service promotion?**

**Yes/ No**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **If yes, state the sample questions for intended participants**

1. **Is the promoter’s sector regulator’s approval required? Yes/No**
2. **Has the promoter’s sector regulator’s approval been obtained? Yes/No**
3. **If ‘Yes’ provide evidence.**

***Submitted/not submitted/not applicable***

1. **Is application with the sector regulator for running the promotion currently pending? Yes/No**
2. **List other Regulatory approval obtained or pending e.g. National Lottery Regulatory Commission, Nigerian Communications Commission, etc.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **A copy of advertorials for electronic, print, social and other media. *Submitted/not submitted/not applicable***
2. **Samples of any other promotional material including fliers, footage or images (where sample is a recording, provide a flash drive of same in easily retrievable format) *Submitted/not submitted/not applicable***
3. **Closing date for entries (if applicable) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **State any limitation(s) on the availability of promotional packs in relation to the stated closing date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **State eligible age for participation and any exclusion based on professional relationships or otherwise**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Is there any restriction based on location?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Are multiple entries allowed? Yes/No**
2. **If yes how many entries? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **How will the winners be selected? Provide Details\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **How will results be announced?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
5. **How will winners be contacted?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
6. **Provide criteria for judging entries for qualification\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
7. **State clearly whether winners will be used in post-event publicity\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
8. **Details of any other factor likely to influence consumers’ decisions or understanding of the promotion\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**NAME(S) OF CONTACT PERSON(S) FOR THE PROMOTION**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MOBILE PHONE NUMBER(S) & EMAIL(S) OF CONTACT PERSON(S)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature of applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Designation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mobile phone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please note:**

* 1. **Application must be submitted at least 21 days before commencement of the Promotion.**
  2. **An application not satisfactorily completed may be rejected**
  3. **The applicant shall give notice of any changes in respect of the particulars stated in the above application to the Commission forth with.**
  4. **The making of a false entry in this form is a criminal offence punishable under S. 19 of the Federal Competition and Consumer Protection Commission Act, 1992.**
  5. **A provisional approval, (upon satisfactory assessment of your documents) will be issued to enable you implement the program as scheduled.**
  6. **After each Draw, you are required within 3 days after the draw to send the list of winners (which should include their names, phone numbers, detailed addresses and prizes won) to the Federal Competition and Consumer Protection Commission for verification and confirmation.**
  7. **On conclusion of the promotion, you are also required within 14 days to send a comprehensive list of all the winners (which should include their names, phone numbers, detailed addresses and prizes won) to the Commission, as a final verification exercise will be undertaken.**

**NB: The purpose of registering and monitoring promotions is to verify and ensure promotions are legitimate, decent, honest and truthful; conducted equitably, promptly transparently and efficiently to ensure consumers are treated fairly and honourably; and not exploited or abused.**

**Federal Competition and Consumer Protection Commission**

**AFFIRMATION FORM**

**I\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(Applicant) hereby affirm that the information given**

**above is complete and true.**

**\*Attached letter of undertaking to run a free and fair promotion**

***Submitted/not submitted***

**SIGN \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Schedule 2**

**FORM CPC (B)**

**FEDERAL COMPETITION AND CONSUMER PROTECTION COMMISSION**

Sales Promotion registration and monitoring exercise are under the Federal Competition and Consumer Protection Sales Promotion and Regulations, 2005.

**END OF SALES PROMOTION REPORT**

* ***THIS FORM MUST BE FILLED and submitted within 21(days) of completion of the promotion.***
* ***You are required to submit this form alongside the LIST OF YOUR WINNERS AND THEIR TELEPHONE NUMBERS /CONTACT DETAILS.***

1. Name of the Promoter ------------------------------------------------------------------------------------------------------------------------------------------------------------
2. Name of the company that registered the promotion ( if different from above)---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------
3. Name of the promotion-----------------------------------------------------------------------------------------------------------------------------------------------------------------
4. Promotion Approval Number ---------------------------------------------------------
5. Number of draws conducted ---------------------------------------------------------
6. Number draws yet to be conducted -------------------------------------------------
7. Frequency of draws held----------------------------------------------------------------
   1. Weekly
   2. Monthly
   3. Quarterly
   4. End of Promotion Period

* Proceed to next question

1. How were draws conducted?

Electronically / Manually

1. Area of coverage for draws
   1. Selected Cities(e.g Abuja)-----------------------------------------------------
   2. Political Zones(e.g South/South)---------------------------------------------
   3. Nationwide------------------------------------------------------------------------
2. Date draws were held--------------------------------------------------------
   1. -----------------------------------------------------------------
   2. -----------------------------------------------------------------
   3. ----------------------------------------------------------------
3. Date of Closure of the promotion-----------------------------------------------------
4. Was there any need for extension of the promo period (if yes)---------------

Actual Start date-------------------------------------------------------

Actual completion date ---------------------------------------------------------------

1. Number of winners -----------------------------------------------------
2. Categories of winners----------------------------------------------------
   * 1. ------------------------------------------------------------------------
     2. --------------------------------------------------------------------------------
     3. --------------------------------------------------------------------------------
     4. --------------------------------------------------------------------------------
     5. --------------------------------------------------------------------------------

* Proceed to next question
  + 1. --------------------------------------------------------------------------------
    2. --------------------------------------------------------------------------------

1. Have all the prizes been redeemed? Yes/No
2. If No state reasons------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------
3. Number of winners who have redeemed their prizes---------------------------
4. Number of winners yet to redeem their prizes------------------------------------

**SIGNATURE OF APPLICANT: …………………………..........**

**NAME: ……………………………………………...........................**

**DESIGNATION: ……………………………………....................**

**MOBILE PHONE NUMBER: ...........................................**

## DATE: ……………………………...............................................

**Schedule 3**

**FORM CPC (C)**

**FEDERAL COMPETITION AND CONSUMER PROTECTION COMMISSION**

**SALES PROMOTION SCHEDULE OF FEES**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/NO** | **FEDERAL COMPETITON AND CONSUMER PROTECTION COMMISSION** |  |  |  |  |
|  | **SALES PROMOTION MONITORING FEES THRESHOLD** |  |  |  |  |
|  |  |  |  |  |  |
|  | **VALUE OF PROMOTION (=N=)** | **APPLICABLE  RATE (%)** | **UPPER LIMIT (=N=)** | **TOTAL VALUE (=N=)** | **APPLICATION FEE** |
| 1 | Below 2,000,000.00 | 12% | 2,000,000.00 | 240,000.00 | 25,000.00 |
| 2 | 2,000,000 - 9,999,999 | 10% | 9,999,999.00 | 999,999.90 | 50,000.00 |
| 3 | 10,000,000 - 29,999,999 | 8.50% | 29,999,999.00 | 2,549,999.92 | 75,000.00 |
| 4 | 30,000,000 - 49,999,999 | 6.00% | 49,999,999.00 | 2,999,999.94 | 100,000.00 |
| 5 | 50,000,000 - 99,999,999 | 5.20% | 99,999,999.00 | 5,199,999.95 | 150,000.00 |
| 6 | 100,000,000 - 499,999,999 | 4.50% | 499,999,999.00 | 22,499,999.96 | 200,000.00 |
| 7 | Above 500,000,000 | 3.00% | 500,000,000.00 | 15,000,000.00 | 250,000.00 |
|  |  |  |  |  |  |
|  | **DRAW ATTENDANCE: N25,000.00 per draw** |  |  |  |  |
|  |  |  |  |  |  |
|  | **NOTE: Penalty for proceeding with promo without registration - N5,000,000.00** |  |  |  |  |

* **Please note that the Commission also offers premium service at extra cost of N500, 000. 00 only. The promoter will get the letter of provisional approval within 48hrs of by submitting all required documentation, information and complies with the principles of the Regulation.**

**Schedule 4**

**FORM CPC (D)**

**FEDERAL COMPETITION AND CONSUMER PROTECTION COMMISSION**

**PENALTY TABLE**

Application form and required documentation should be submitted at least three weeks before commencement of the Sales Promotion.

|  |  |  |
| --- | --- | --- |
| S/N | OFFENCE | FEE (PENALTY) N |
| 1 | Non registration of promotion | 10Million + assessed fee |
| 2 | Commencement without approval | 5Million + assessed fee |
| 3 | Failure to insert in adverts that the Promotion has been approved by the Council | 1 Million |
| 4 | Non adherence to conditions in the guidelines. | Up to 5Million |
| 5 | Non adherence to conditions in the approval letter. | Up to 5Million |
| 6 | Making any changes in the terms of the approved promotion. | Up to 5Million |
| 7 | Any act or omission in the conduct of the promotion which is considered by the Council to be exploitative of Consumer. | Not less than 10Million |
| 8 | Failure to give the Council at least 2 (two) weeks notice before draws. | 100,000 |