
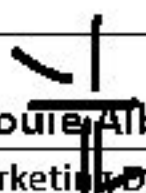

	POLICY AND PROCEDURE		DOC NO.	BMI-PP-MKTG-001
			REV NO.	
	TITLE Request for Marketing-related Expenditures		PAGE	1 of 2
			EFFECTIVE DATE	November 28, 2024
Prepared by:	Reviewed by:	Approved by:		
 Rosemel Salvador	 Louie Albert	 Kathleen D. Reyes, MHM, DBA		
Employee's Signature	Marketing Director	President/Vice President		

1. PURPOSE

The purpose of this policy is to have a written document for requesting, validating, and approving marketing-related expenditures within the allowable budget and minimizing the risk of unauthorized or excessive spending.

2. SCOPE

This policy applies to all employees involved in applying, reviewing, approving, and processing of all marketing-related expenses typically used for events, advertisement, promotions, supplies, representation, sponsorship and corporate giveaways.

3. ACCOUNTABILITY





- 3.1. Customer Engagement Associate – fill-outs and submits the marketing expense request form with all the necessary details needed and attachments such as quotation or invoices.
- 3.2. Marketing Director – reviews the details and attachments of the forwarded marketing expense request form based on the approved budget and relevance to the marketing objectives and endorses for final approval.
- 3.3. President/Vice President/COO – approves or disapproves the marketing-related expenditure
- 3.4. Accounts Payable Associate – validates the details in the marketing expense request form and processes the payment to the vendor or customer.

4. POLICY

- 4.1. The Marketing Expense Request Form is to be used for requesting the following types of marketing-related expenditures:
 - 4.1.1. Account Representation (e.g. registration fee, transportation, accommodation, gifts, meals, entertainment for business purposes)
 - 4.1.2. Promotional Collaterals (e.g. brochures, flyers, banners, giveaways)
 - 4.1.3. Advertisement (e.g. social media boosting, digital, print, or TV ads)
 - 4.1.4. Events (e.g. trade shows, seminars, product demos)
 - 4.1.5. Transport and Accommodation for approved marketing travel or out-of-office activities
 - 4.1.6. Miscellaneous Expenses (e.g. printing, office supplies, notary services related to marketing activities)

5. PROCEDURE

- 5.1. The customer engagement associate must complete the Marketing Expense Request Form, providing complete details such as purpose, vendor details and costs with the supporting documents like quotation, invoice or contract.
- 5.2. The marketing director shall review the forwarded marketing expense form based on accuracy, budget and need.
- 5.3. The customer engagement associate shall forward marketing request form to the top management for final approval.
- 5.4. Once approved and signed by the top management, the customer engagement associate shall forward to the accounting department via email for payment processing.
- 5.5. The accounts payable associate shall process the payment and once payment has been done, he/she shall forward via email the proof of payment to the customer engagement associate.

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5.6. Upon receipt of the proof of payment, the customer engagement associate shall forward it to the supplier or customer for reference.

6. REFERENCE DOCUMENTS

6.1. BMI-PP-FAA-002 Non-trade Accounts Payable

7. FORMS

7.1. BMI-FORM-MKTG-001 – Marketing Expense Form

8. AMENDMENT CLAUSE

8.1. Management reserves right to change, amend, or further improve this policy, in accordance to the provisions of the law, from time to time as it may deem necessary.