

To: All Team members
From: Marketing Team
Re: **2023 Graduation Online Story Contest**
Date: June 14, 2023

Greetings everyone!

It's Graduation season, and we are super excited to announce another opportunity for the graduates or who has family members who graduated this year, to showcase their stories of hard work and dedication. We want them to share their incredible moments that defined their journey, whether they were big triumphs or small victories. Let's celebrate their accomplishments and invite everyone to share it with our clients and submit their stories.

Please see the details below and share the good news to our dear clients, family and friends:

- WHAT:** **2023 Graduation Story: Sharing the Moments that Defined Your Journey**
- WHEN:** **June 15 - July 23, 2023 (Submission of entries)**
- ANNOUNCEMENT OF WINNER:** **July 29, 2023 (During live selling)**
- HOW:**
- 1. Mechanics**
 - 1.1. Who may join the contest?
 - 1.1.1. The online story contest is open to all aged 18 years old & above.
 - 1.1.2. Currently residing in the Philippines only.
 - 1.1.3. A follower of our social media platforms which includes Facebook & Instagram.
 - 1.1.4. Employees and relatives up to third consanguinity of SJI and other affiliated companies are not allowed to join the contest.
 - 1.2 How to join the Contest:
 - 1.1.5. The photo contest is open to all Batch 2023 Graduates, as well as those from family members who wanted to share the story (not more than 150-300 words) of their graduating family member.
 - 1.1.6. Participant should comment on the main post of the contest and each entry must have a photo of a moment during their graduation with a story about a graduate's journey of hard work and dedication.
 - 1.1.7. Participants must **tag 5 friends** on their comment.
 - 1.1.8. Participants must **share the post** on their wall.
 - 1.1.9. Include hashtag **#HonorYourStory #GraduationMomentsWithSophia #Batch2023**
 - 1.1.10. Participant must like & follow the Sophia Jewellery FB & IG page.
 - 1.1.11. Participants must send a screenshot of their entry and a proof that the participant liked & followed both FB & IG must be sent to our official FB page via DM.
 - 2. Criteria for Judging**
 - 2.1. 25% Post Reacts
 - 2.2. 25% Post Shares
 - 2.3. 50% winning story which will be chosen by the selected judges.
 - 3. Awarding of Winner**
 - 3.1. The award ceremony will be held in the store which is closest to the winner.
 - 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate and the winner can show it to the partnered restaurant as proof.
 - 4. Prize**
 - 4.1. One (1) winner will get a **FREE Dinner for two people and a Congratulatory cake.**
 - 5. Social media Ads/Posting**
 - 5.1. The Marketing team shall post the contest on the official Facebook page. We encourage everyone to please share it to your FB account and inform the good news to your families and friends.

For any questions or concerns regarding the online story contest you may contact M' Hannah Alvarez from Marketing team at 0917-8946-177.

Thank you.


Darlyn D. Espiritu
Marketing Director