

To: All Team members
From: Marketing Team
Re: **Teachers Online Story Contest**
Date: September 7, 2023

Greetings everyone!

This month, we’re honoring our teachers! In line with the Teachers month celebration, we are excited to acknowledge each amazing teacher who is making a positive impact on their students’ academic journey and personal lives. A chance for teachers to share their proudest moments, and an opportunity for us to recognize and express our gratitude for their selfless dedication. We want to hear about their proudest moments and how, despite challenges, they continue to work hard and love what they do. Let’s show our heartwarming appreciation to all teachers by inviting them to share their proudest moments with us. The winner will receive a bouquet of flowers and a pair of 18k gold earrings.

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

WHAT: **My Proudest Moments as a Teacher**
WHEN: **Sept 8 - Oct 8, 2023 (Submission of entries)**
ANNOUNCEMENT OF WINNER: **Oct 13, 2023 (During live selling)**
HOW:

1. Mechanics

- 1.1. Who may join the contest?
 - 1.1.1. The photo contest is open to all teachers either in Private or Public institutions.
 - 1.1.2. Must be currently in service.
 - 1.1.3. Teachers must be currently residing in the Philippines only.
 - 1.1.4. A follower of our social media platforms which includes Facebook & Instagram
 - 1.1.5. 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:
 - 1.1.6. Comment on the main post of the contest. Each entry must include a photo and the story.
 - 1.1.7. Entries should have a brief story (not more than 150-300 words).
 - 1.1.8. Participants must tag 5 friends on their comment.
 - 1.1.9. Participants must **share the post** on their wall.
 - 1.1.10. Include hashtag **#HonorYourStory #TeachersMomentsWithSophia**
 - 1.1.11. Participants must like & follow the Sophia Jewellery FB & IG page.
 - 1.1.12. Participants must send a screenshot of their entry and 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 will be chosen by the selected judges.

3. Awarding of Winner

- 3.1. The awarding of the winner will be done in the store which is closest to the client.
- 3.2. If in case the winner is not residing in the area where our stores are located, we will provide an e-certificate.

4. Prize

- 4.1. One (1) participant will receive a bouquet of flowers and a **pair of 18k gold earrings**.

5. Social media Ads/Posting

- 5.1. The Marketing team shall post the contest on the FB page. We encourage everyone to please share it to your FB account and let your friends and families know.

For any questions or concerns regarding the contest you may contact the marketing team or M’ Hannah Alvarez at 0917-8946-177.

Thank you.


Darlyn D. Espiritu
Marketing Director