

**CONSUMER PROTECTION COUNCIL**

**SALES PROMOTION REGISTRATION FORM**

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

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

**APPLICATION FORM**

**A. 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**

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

***Submitted /not submitted***

**(b) 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***

**2. Contact information**

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

**Email\_\_\_\_\_**

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

\_\_\_\_\_

**4. Contact information of Agent**

Telephone\_\_\_\_\_ Fax\_\_\_\_\_ Mobile\_\_\_\_\_

Email\_\_\_\_\_

**5. Name of Promotion**

\_\_\_\_\_

**6. Detailed description of Promotion**

\_\_\_\_\_

**7. Sell-in time (Period of the promotion)**

\_\_\_\_\_

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

**8. 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**

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

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**(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?**

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

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

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12. What is the projected number of entries? \_\_\_\_\_

13. What is the ratio of winning a prize vis a vis entries made? \_\_\_\_\_

14. Is the ratio different depending on prizes? \_\_\_\_\_

15. Provide details of winning odds for each price category.

*Submitted/not submitted*

16. Any Draws? Yes/No

17. If 'Yes', state how many draws?

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

18. Is this a Telecommunications service promotion?

Yes/ No

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19. If yes, state the sample questions for intended participants

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20. Is the promoter's sector regulator's approval required? Yes/No

21. Has the promoter's sector regulator's approval been obtained? Yes/No

22. If 'Yes' provide evidence.

*Submitted/not submitted / not applicable*

23. Is application with the sector regulator for running the promotion currently pending? Yes/No

24. List other Regulatory approval obtained or pending e.g. National Lottery Regulatory Commission, Nigerian Communications Commission, etc.

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25. A copy of advertorials for electronic, print, social and other media.

*Submitted/not submitted/not applicable*

**26. 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***

**27. Closing date for entries (if applicable)**

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**28. State any limitation(s) on the availability of promotional packs in relation to the stated closing date**

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

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

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**20. Are multiple entries allowed? Yes/No**

**21. If yes how many entries?** \_\_\_\_\_

**22. How will the winners be selected? Provide Details**

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**23. How will results be announced?**

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**24. How will winners be contacted?**

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**25. Provide criteria for judging entries for qualification**

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**26. State clearly whether winners will be used in post-event publicity**

**27.Details of any other factor likely to influence consumers' decisions or understanding of the promotion**

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

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

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**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 Council forthwith.**
- 4. The making of a false entry in this form is a criminal offence punishable under S. 19 of the Consumer Protection Council 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 Consumer Protection Council 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 Council, 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.

**Consumer Protection Council**

## 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)

### CONSUMER PROTECTION COUNCIL

**Sales Promotion registration and monitoring exercise are under the 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 -----  
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2. Name of the company that registered the promotion ( if different from above)-----  
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3. Name of the promotion-----  
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4. Promotion Approval Number -----
5. Number of draws conducted -----
6. Number draws yet to be conducted -----
7. Frequency of draws held-----
  - a. Weekly
  - b. Monthly
  - c. Quarterly
  - d. End of Promotion Period

➤ **Proceed to next question**

8. How were draws conducted?

Electronically / Manually

9. Area of coverage for draws

i. Selected Cities (e.g Abuja)-----

ii. Political Zones (e.g South/South)-----

iii. Nationwide-----

10.Date draws were held-----

i. -----

ii. -----

iii. -----

11.Date of Closure of the promotion-----

12.Was there any need for extension of the promo period (if yes)-----

Actual Start date-----

Actual completion date -----

13.Number of winners -----

14.Categories of winners-----

i. -----

ii. -----

iii. -----

iv. -----

v. -----

➤ **Proceed to next question**

vi. -----

vii. -----

15. Have all the prizes been redeemed? Yes/No

16. If No state reasons-----

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17. Number of winners who have redeemed their prizes-----

18. Number of winners yet to redeem their prizes-----

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

**NAME:** .....

**DESIGNATION:** .....

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

**DATE:** .....