



January 26, 2015

Mr. Erwin Andrade
Captive Printing Corporation
#41 Sta. Ana Drive, Brgy. Sun Valley, Parañaque City Philippines 1700

Dear **Mr. Andrade** :

Greetings from the Credit Card Association of the Philippines (CCAP)!

As you may be aware, CCAP is a non-profit organization aimed at mediating between the credit card industry, merchant establishments, and most importantly, the consumers. Its objective is to promote wider ownership and acceptance of credit cards as a safe, reliable, and beneficial payment instrument. Ultimately, this will enhance purchasing power, thus contributing to the economic development of the country.

On its 35th year since the organization was conceived in 1980, CCAP is planning to hold a conference on March 20, 2015 at Hotel InterContinental Makati. With the working theme "Moving with the Times: Enhancing Business and the Filipino Lifestyle ," this half-day event will bring together key officers from the 14 member banks of CCAP, the retail industry as well as government institutions such as BSP and DTI. The conference will focus on the retail and banking sectors' visions and experiences on how they have grown and how credit cards continually help grow their businesses while, enriching the community where they belong.

In this light, we would like to invite you to participate in this event as a sponsor as a way of communicating to your target market. Attached are the different sponsorship packages you may choose from. You may indicate your approval by accomplishing the enclosed sponsorship acceptance form and by emailing it to CCAP Secretariat – c/o Ms. Ruth Gueco at ruthgueco@ccap.net.ph.

We would highly appreciate a response from you on or before Feb 2, 2015 (Monday).

Thank you very much. We are looking forward to your most favorable response.

Sincerely,

JOJO CABRERA
SB CARDS
+63 (2) 814-2650 (Direct Line)

Noted by:

ALEX ILAGAN
CCAP Executive Director

CCAP Member Banks:

ASIA UNITED BANK (AUB) . BANK OF THE PHILIPPINE ISLANDS . CITIBANK NA . CHINA BANKING CORPORATION . EASTWEST BANK . EQUICOM SAVINGS BANK . HONGKONG & SHANGHAI BANKING CORPORATION . MAYBANK PHILIPPINES . METROBANK CARD CORPORATION . PHILIPPINE NATIONAL BANK . RCBC BANKARD . SB CARDS . STANDARD CHARTERED BANK . UNIONBANK OF THE PHILIPPINES

2015 CCAP Conference, Hotel InterContinental Makati – Friday, March 20, 2015

About the Conference

The 2015 CCAP Conference is a half-day industry conference with working theme, “Moving with the Times: **Enhancing Business and the Filipino Lifestyle**”. The Conference aims to engage key retail and banking sectors into discussion of their best practices and experiences in growing their businesses and how their industries complement one another towards enriching the Filipino Lifestyle. Towards the end of the Conference, a 30-minute segment will be devoted to discuss how the banking sectors can help create programs to further enhance the Filipino lifestyle through responsible credit.

The Program

12:30pm -1:30 pm	Registration
1:35pm – 1:45pm	Growth of the Philippine Credit Card Industry
1:45pm – 2:00pm	“Multiplier Effect” by Bangko Sentral ng Pilipinas Deputy Governor Nestor Espenilla
2:00pm - 2:15pm	Video: Merchant Testimonials
	Merchant Testimonials:
2:15pm – 2:30pm	-- Cebu Pacific on Payment Gateway
2:30pm – 2:45pm	-- Abenson on Installment
2:45pm – 3:00pm	-- Visa on Paywave
3:00pm – 3:30pm	Coffee Break
3:30pm – 4:00pm	SME Success Story #1
4:00pm – 4:30pm	SME Success Story #2
4:30pm – 5:00pm	MasterCard: “Decoding the Customers Mental Process” “How to Adapt and Support Consumer Mentalities Through Emerging Credit Card Trends and Technologies”
5:00pm – 5:30pm	Advertising Agency's Point of View: Responsible Credit-- Best practices on promoting responsible credit here and abroad
6:00PM	Cocktails

Sponsorship Packages

Platinum (Presentor)	Php200,000.00 + Raffle Prizes (Maximum of 3 Sponsors only)
Gold (Major Sponsor)	Php100,000.00 + Raffle Prizes (Maximum of 5 Sponsors only)
Silver	Php75,000.00 + Raffle Prizes (Maximum of 5 Sponsors only)
Bronze	Php50,000.00 in cash OR P75,000 in kind to be raffled off to participants
Booth Participants	Php20,000.00 per booth (2m x 2m; maximum of 8 slots)

2015 CCAP Conference, Hotel InterContinental Makati, Friday – March 20, 2015 -- SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP	PRESENTOR -- Php200,000.00 + Raffle Prizes Note: Raffle Prizes subject to approval of CCAP.
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Speaking Engagement for a maximum of 20 minutes only <ul style="list-style-type: none"> ○ Topic should be relevant to the theme. Otherwise, may do a game/contest segment during coffee break or cocktails (maximum of 15 minutes only); mechanics subject to CCAP approval. ○ Prime Booth Space (maximum of 3m x 3m) ○ Booth space should be manned throughout the duration of the event and interactive gimmicks are encouraged ○ CCAP will only provide a regular table and 2 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (maximum of 3 stand-alone vertical banners) • Leafletting, sampling and other merchandising activities specified by the sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least 2 times within the duration of the event) • Rights to acquire participants' database • Presentor Billing in Live Acknowledgements throughout the conference • Presentor / Platinum Sponsor credits and Logo Inclusions in the following: <ul style="list-style-type: none"> ○ Omnibus event collaterals ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads • Presentor credits in syndicated pre-event and post-event press releases to be seeded to publications. 	

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GOLD SPONSORSHIP	MAJOR SPONSOR - Php100,000.00 + Raffle Prizes Note: Raffle Prizes subject to approval of CCAP.
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Booth Space (maximum of 2m x 2m) <ul style="list-style-type: none"> ○ Should be manned throughout the duration of the event and interactive gimmicks are encouraged. ○ CCAP will only provide a regular table and 2 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (maximum of 2 stand-alone vertical banners) • Leafletting, sampling and other merchandising activities specified by sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least 2 times within the duration of the event) • Rights to acquire participants' database • Live acknowledgements throughout the duration of the event • Logo Inclusion in the following: <ul style="list-style-type: none"> ○ Omnibus event collaterals ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads • Credits in syndicated in pre-event and post-event press releases to be seeded to publications. 	

SILVER SPONSORSHIP	MINOR SPONSOR - Php75,000.00 + Raffle Prizes Note: Raffle Prizes subject to approval of CCAP.
<p><u>Inclusions:</u></p> <ul style="list-style-type: none"> • Booth Space (maximum of 2m x 2m) <ul style="list-style-type: none"> ○ Should be manned throughout the duration of the event and interactive gimmicks are encouraged. ○ CCAP may provide a regular table and 2 chairs. If sponsor is bringing in a booth, design is for approval of venue. • Banner Display (minimum of 1 stand-alone vertical banners, to be confirmed) • Leafletting, sampling and other merchandising activities specified by sponsor (the latter is subject to approval of CCAP and the venue) • AVP Playback during breaks (at least once during the event) • Rights to acquire participants' database • Live acknowledgements throughout the day • Credits and Logo Inclusions in the following: <ul style="list-style-type: none"> ○ Omnibus event collaterals ○ Omnibus event email blasts ○ Omnibus event ads that will come out in major publications (to be confirmed): at least 2 pre-event ads and 2 post-event ads ○ Mention in press releases (best efforts) 	

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BRONZE SPONSORSHIP	Php50,000.00 in cash + raffle prizes Note: Raffle Prizes subject to approval of CCAP.
Inclusions:	<ul style="list-style-type: none"> • Live acknowledgements • Credits and logo inclusions in omnibus event email blast • Leafletting, sampling and other merchandising activities specified by sponsor (subject to approval of CCAP and the venue)

BOOTH PARTICIPANTS	Php20,000.00 per booth (2m x 2m; maximum of 5 slots—to be confirmed if venue can accommodate)
Inclusions:	<p>Donation of raffle prizes is encouraged.</p> <p>Note: Raffle Prizes subject to approval of CCAP.</p>

Important Notes:

1. **Sponsorship payments should be made in full 15 days before the event.**
2. Only booth spaces will be provided by CCAP. No physical booth shell with fascia board will be provided. Each space will be given 1 table with at least 2 banquet chairs. ***(An exhibitor's meeting will be scheduled at least 10 working days before the event.)***
3. For non-Platinum, Gold and Silver sponsors, booth spaces are on first-come first-serve basis. Please confirm availability before finalizing the contract. ***(An exhibitor's meeting will be scheduled at least 10 working days before the event.)***
4. For merchandising materials such as streamers, banners, promodizers, CCAP reserves the rights to position, arrange and place them in the venue.
5. Videos to be provided by sponsors should not exceed 3 minutes. Videos should be in clear DVD format only. All videos should be submitted to CCAP at least 15 working days before the event. CCAP cannot guarantee playback of video if submitted later.
6. Speaking engagements of sponsors shall be on a first-come, first serve basis due to limited timeslots.

To ensure participation and enthusiasm from delegates, all raffle prizes are subject to approval of CCAP.



Sponsorship Acceptance Form

2015 CCAP Conference, Hotel InterContinental Makati

Friday – March 20, 2015

PLEASE SUBMIT VIA eMail to:

CCAP Secretariat – c/o Ms. Ruth Gueco at ruthgueco@ccap.net.ph

Contact Person (all correspondence will be forwarded to this person):

First Name	
Surname	
Position	
Company	
Address	
Phone	
Fax	
Email Address	

Type of Sponsorship: (Please put a tick mark on the left box for your selection)

<input type="checkbox"/>	Platinum	Php200,000.00 + Raffle Prizes
<input type="checkbox"/>	Gold	Php100,000.00 + Raffle Prizes
<input type="checkbox"/>	Silver	Php75,000.00 + Raffle Prizes
<input type="checkbox"/>	Bronze	Php50,000.00 + Raffle Prizes
<input type="checkbox"/>	Booth	Php20,000.00 per booth

This is to confirm our participation as a sponsor for the 2015 CCAP Conference and hereby abides by the sponsorship terms and conditions.

Printed Name over Signature

Date