

# SINGAPORE PRESTIGE BRAND AWARD (SPBA) 2017 PARTICIPATION FORM



## **PLEASE READ THE GUIDELINES LISTED BELOW BEFORE FILLING UP THE PARTICIPATION FORM**

1. Please refer to the Qualifying Criteria in the Participation Brochure to ensure that the Participating Brand (called the 'Brand' henceforth) satisfies the Qualifying Criteria to participate in the Award before submission.  
**(Please complete all fields in BLOCK LETTERS)**
2. All Award entry submissions must reach the Award Secretariat by **Friday, 26 May 2017, 12 noon.**
3. Please send the completed Participation Form and Supporting Documents to:

**AWARD SECRETARIAT**  
**SINGAPORE PRESTIGE BRAND AWARD 2017**  
Association of Small & Medium Enterprises  
167 Jalan Bukit Merah Tower 4, #03-12, Singapore 150167

**For more information, please contact the Award Secretariat at:**

Tel : 6513 0361 / 0365

Email : spba.secretariat@asme.org.sg

## **SECTION 1: AWARD CATEGORIES**

*(Please tick one – additional categories should be submitted in a different form)*

- SPBA - Micro Brands** (established for at least 3 years and have no more than 3 operating outlets in Singapore, with an annual turnover of S\$2 million and below) \*\*\*
- SPBA - Promising Brands** (established between 3 to 8 years) \*
- SPBA - Established Brands** (established for more than 5 years) \* #
- SPBA - Heritage Brands** (established for more than 25 years) #
- SPBA - Regional Brands** (established for at least 3 years and with presence in at least 3 foreign markets) \*\*
- SPBA - Special Merit** (for governmental agencies or not-for-profit organisations that have been established for at least 3 years)

\* Brands established between 6 to 8 years may choose to participate in either SPBA - Promising Brands or SPBA - Established Brands.

# Brands established for more than 25 years may choose to participate in either SPBA - Established Brands or SPBA - Heritage Brands.

\*\* "Foreign market" is defined as "a country OR a city with population exceeding 5 million".

\*\*\* "Operating Outlet" is defined as "an operation with a physical office". If the company does not have a physical office, the entity would be considered as an operating outlet.

## **SECTION 2: BRAND INFORMATION**

**BRAND NAME** : \_\_\_\_\_  
*(Please ensure accurate spelling of Brand Name. This will be used in all publicity materials.)*

**BRAND NAME IN CHINESE** : \_\_\_\_\_  
*(Please provide accurate Brand Name, if any.)*

**Please delete accordingly:**

Usage in English Collaterals\*: English Brand Name & Logo / Chinese Brand Name & Logo / Bilingual Brand Name & Logo

Usage in Chinese Collaterals\*: English Brand Name & Logo / Chinese Brand Name & Logo / Bilingual Brand Name & Logo

**YEAR OF BRAND ESTABLISHMENT** : \_\_\_\_\_

**BRAND PRESENCE IN OTHER MARKETS (if any)** : \_\_\_\_\_

**PLEASE SPECIFY ANY CERTIFICATES OR AWARDS ATTAINED (if any)** : \_\_\_\_\_

**PLEASE SPECIFY ANY TRADEMARKS, PATENTS OR LICENSES ATTAINED (if any)** : \_\_\_\_\_

### SECTION 3: CORPORATE INFORMATION

COMPANY NAME : \_\_\_\_\_

COMPANY NAME IN CHINESE (if any) : \_\_\_\_\_

COMPANY ADDRESS : \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

TELEPHONE : \_\_\_\_\_ FACSIMILE: \_\_\_\_\_

COMPANY WEBSITE : \_\_\_\_\_ YEAR OF INCORPORATION: \_\_\_\_\_

INDUSTRY : \_\_\_\_\_ NUMBER OF EMPLOYEES: \_\_\_\_\_

NATURE OF BUSINESS :  BUSINESS-TO-BUSINESS  BUSINESS-TO-CONSUMERS (you may select both, if applicable)

### SECTION 4: INFORMATION OF BRAND MANAGEMENT TEAM

#### OWNER / FOUNDER

SALUTATION : DR / MR / MS / MRS / MDM / OTHERS: \_\_\_\_\_  
(Please delete accordingly)

NAME : \_\_\_\_\_ CHINESE NAME: \_\_\_\_\_

DESIGNATION : \_\_\_\_\_ CHINESE DESIGNATION: \_\_\_\_\_

DID : \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL : \_\_\_\_\_

#### BRAND CHAMPION (If different from Owner / Founder)

SALUTATION : DR / MR / MS / MRS / MDM / OTHERS: \_\_\_\_\_  
(Please delete accordingly)

NAME : \_\_\_\_\_ CHINESE NAME: \_\_\_\_\_

DESIGNATION : \_\_\_\_\_ CHINESE DESIGNATION: \_\_\_\_\_

DID : \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL : \_\_\_\_\_

#### TEAM MEMBERS

##### MAIN CONTACT

SALUTATION : DR / MR / MS / MRS / MDM / OTHERS: \_\_\_\_\_  
(Please delete accordingly)

NAME : \_\_\_\_\_

DESIGNATION : \_\_\_\_\_

DID : \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL : \_\_\_\_\_

##### 2<sup>ND</sup> CONTACT

SALUTATION : DR / MR / MS / MRS / MDM / OTHERS: \_\_\_\_\_  
(Please delete accordingly)

NAME : \_\_\_\_\_

DESIGNATION : \_\_\_\_\_

DID : \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL : \_\_\_\_\_

**SECTION 5:****DETAILS OF \*COMPANY / GROUP'S FINANCIALS (FINANCIAL YEAR ENDED \_\_\_\_\_ )**

(\* Please delete accordingly)

(Enter Date / Month)

(Please attach audited financial statements for the three most recent financial years 2014 to 2016. If Year 2016 financial statements have not been audited, please submit the most recent management accounts.)

**Note:**

Participants of SPBA - Micro Brands are to submit the three most recent management accounts from 2014 to 2016.

Participants of SPBA - Special Merit are not required to furnish financial details.

For Financial Year-end	FY 2014 Audited / Management**	FY 2015 Audited / Management**	FY 2016 Audited/ Management**
<b>**Management accounts only applicable to SPBA - Micro Brands.</b>			
<b>Revenue</b> The Company's gross income whether sales, commissions, and service income (shown on the first line of the audited financial statements of an income statement).	S\$ _____	S\$ _____	S\$ _____
<b>Profit after Tax</b> The Company's profits after the payment of income tax. This measure deducts all expenses from revenue including interest expenses, operating expenses and payment of tax.	S\$ _____	S\$ _____	S\$ _____
<b>Total Assets</b> The gross total of both the current assets and fixed assets.	S\$ _____	S\$ _____	S\$ _____
<b>Shareholders' Funds</b> The net assets of the Company; i.e. the total assets less the total liabilities, including reserves, but excluding minority interests.	S\$ _____	S\$ _____	S\$ _____

**CONTACT FOR VERIFICATION OF FINANCIALS**

**NAME** : \_\_\_\_\_ (DR / MR / MS / MRS / MDM)

**DESIGNATION** : \_\_\_\_\_

**DID** : \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

## SECTION 6: SUBMISSION CHECKLIST

Please ensure that all attachments below are included in the Submission Package:

### 1. In Print (hard copy):

- A copy of a duly completed and signed Participation Form\*\*\*
- ROC Forms 24 and 49, or BizFile Form
- A copy of each Brand Management Team Member's business card
- One copy of the proposal, according to the template provided\*\*\* (based on Judging Criteria), in minimum font size 12
- One copy of Year 2014 – 2016 Audited Financial Statements\*\* (Full set of Accounts: Original Copies or Auditor-Certified True Copies). If the financial statements for Year 2016 have not been audited, please submit the most recent management accounts
- Brochures, Corporate Identity Guide and any other supporting materials

### 2. In CD-ROM (soft copy):

- The proposal, according to the template provided\*\*\* (based on Judging Criteria), in Microsoft Word format, portrait orientation, minimum font size 12
- The Brand logo\*\* to be used on publicity materials in two formats:
  - I. JPEG, high resolution, minimum 1200 x 1500 pixels, full colour, at least 300 dpi
  - II. EPS / AI format, full colour
- The Chinese version of the Brand logo, if any. Please specify if the Chinese Brand logo is to be used in Chinese collaterals as above
- Photos / images showcasing the products and / or services of the Brand (minimum 5 pictures, JPEG, high resolution – at least 300dpi)

**All submitted documents and materials will be kept confidential for the use and circulation for SPBA judging purposes only, and will not be returned to participants.**

\* For Brands participating in SPBA - Special Merit, financial statements are not required.

# For Brands participating in SPBA - Micro Brands management accounts are acceptable.

\*\* Please indicate the primary logo to be used if there is more than one variation.

\*\*\* Please contact the Award Secretariat for a copy of the Proposal Template and Participation Form.

## SECTION 7: DECLARATION

**(To be completed only by the Chief Executive Officer / Managing Director / Financial Controller / Director or equivalent)**

I hereby declare the information provided is true and complete to the best of my knowledge. I understand that the information provided in relation to this participation will be used by the Association of Small & Medium Enterprises (ASME), Lianhe Zaobao, and the Panel of Judges in the Judging Process.

I further authorise the use and public release, in connection with Singapore Prestige Brand Award, of my name, my Company's name, non-financial information, photographs, video and audio recordings from any source. I agree that no compensation shall be due to me or my Company for such usage.

I also acknowledge that a penalty fee of **S\$500.00** will be imposed for withdrawal once I have been shortlisted for the Final Round of Judging, regardless of my attendance for the Final Round of Judging. I am aware that should I be selected as an Award Winner, I will be required to take up the:

- Award Package at **S\$19,260**, inclusive of prevailing GST (All award categories except SPBA - Micro Brands and SPBA - Special Merit)
- Award Package at **S\$10,700**, inclusive of prevailing GST (SPBA - Micro Brands)

I will be entitled to all benefits stated in the Participation Brochure under Award Package and Entitlements. I am also aware that once I have been notified of my win, the fee is chargeable even if I decide to withdraw from the Award.

*Note: For participants of SPBA - Special Merit, please contact the Award Secretariat for the Award Package and Entitlements details.*

### ACKNOWLEDGED BY

NAME : \_\_\_\_\_

DESIGNATION : \_\_\_\_\_

NRIC / PASSPORT NUMBER : \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
COMPANY STAMP AND DATE