



PRIDE MARK APPLICATION FORM

#PushaBW

PRIDE MARK APPLICATION FORM

Primary Purpose of the Pride Mark

The Pride Mark is a symbolic of an active commitment by an individual or group in Botswana to outcomes that instill pride in the community. Each activity or product that carries the Pride Mark must clearly support "Pride and Progress", the essence of Brand Botswana and uphold the values of peace, progress, integrity and inclusiveness.

Assessment criteria - Pride Mark

a) Please provide the following documents.

NB: Some documents may not be necessary depending on the nature of business.

- Company Profile
- Certificate of registration
- Certificate of incorporation
- Share certificate
- Trade License
- Tax Clearance Certificate (where Applicable)
- Accreditation as a producer (where applicable)

b) Also indicate the company ownership status

- 100% citizen owned
- Joint venture
- Foreign owned

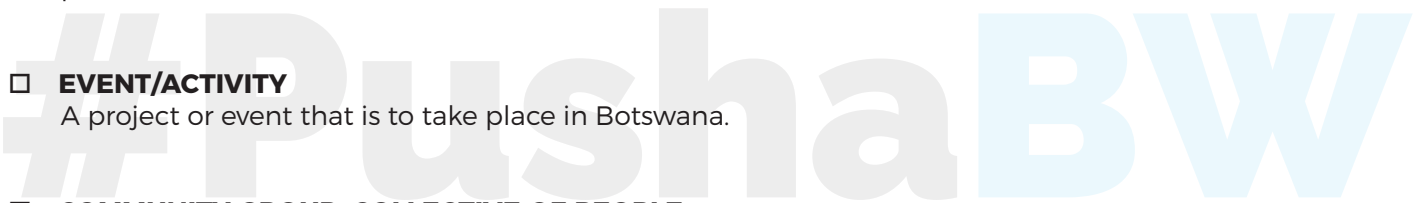
c) Indicate the business sector that you operate in

- | | |
|--|--|
| <input type="checkbox"/> Food/Agriculture | <input type="checkbox"/> Cosmetics |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Government/Parastatal | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Cleaning and chemical | <input type="checkbox"/> Others _____(specify) |

Categories of Use

Please tick which category your application falls into:

- PRODUCT**
A product, made or packaged in Botswana. These can include using the Pride Mark on advertising/promotional material.
- EVENT/ACTIVITY**
A project or event that is to take place in Botswana.
- COMMUNITY GROUP, COLLECTIVE OF PEOPLE**
A registered group of people that operates within the local community (eg. NGO community trusts.)
- INTERNATIONAL PRIDE EXPRESSION**
Organisations, agencies and business responsible for the international marketing and promotion of Botswana products and services.



1. Please describe your product / service / event / community group / cultural expression / international expression, its purpose and main activities. (Please refer to page two for reference. (If no company profile is attached))

2. Has your product been quality assured? If yes, by which entity?(Attach proof) and year (Attach proof)

3. How many people have you employed?

Local _____

Foreign _____

4. Area(s) of operation

5. Number of years in operation

6. Where are your products being sold?

7. Highlight the successes of your product/event/community group/cultural expression/ international expression locally or internationally (If applicable)

8. Please describe the (positive) impact of your product and how it instills pride in Botswana

9. Indicate the marketing platform that your company utilises (Please state handles/urls)

Facebook: _____

Youtube: _____

Twitter: _____

Instagram: _____

Website: _____

Other: _____

Applicant Details Contact Person

Full Name: _____

Position: _____

Organisation: _____

Address:

Phone: _____

Email: _____

Web: _____



I _____ hereby confirm that the information provided in this application is complete and truthful.

Signature: _____

Date: _____

For Official Use Only

Name of Brand Botswana Official: _____

Date application was received: _____

Reference Number: _____

Please submit your Application to BITC through the Brand Botswana office.

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