



Republic of the Philippines
DEPARTMENT OF EDUCATION
 Region I
SCHOOLS DIVISION OFFICE
DAGUPAN CITY



DIVISION ADVISORY

No. 002, s. 2019

RELEASED
 DEPED
 DATE: 2/13/19
 BY: MA 2792

To: All School Principals/Heads/Administrators
 Public and Private Secondary Schools

From: Schools Division Superintendent

Date: February 13, 2019

Subject: **CITY MALL PROM NIGHT ROYALTIES 2019**

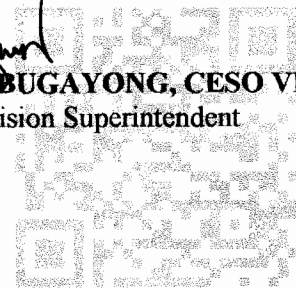
This Office received a letter from the City Mall Commercial Centers, Inc. dated February 11, 2019 re: City Mall Prom Night Royalties on March 15, 2019, 5:00 PM at the City Mall – Main Activity Center.

For those who are interested, kindly see attached contest mechanics and qualifications for the said event.



Management System
 ISO 9001:2015
 DR. LORNA G. BUGAYONG, CESO VI
 Schools Division Superintendent

www.tuv.com
 ID: 9108653037

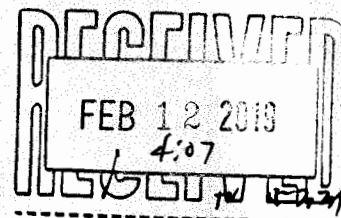


CITYMall

Your Everyday Mall!

February 11, 2019

LORNA G. BUGAYONG, ED.D., CESO VI
Dagupan City School's Division
Superintendent



RE: REQUEST FOR ENDORSEMENT

Dear Ms. Bugayong:

CityMall Commercial Centers, Inc. is an independent chain of community malls with 36 operational branches nationwide.

In celebration of the prom season, we will hold CityMall Prom Night Royalties on March 15, 2019, 5PM to be held at CityMall – Main Activity Center.


In line with this, we would like ^{to} request your good office to grant us an endorsement letter in support of the said event.

Our objective is to applaud the beauty and elegance of the youth of the community where CityMall operates.

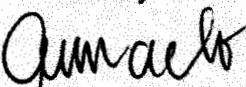
Attached here are the mechanics and promotional materials for your perusal. Should you have any clarifications, please do not hesitate to reach us at 0917-7096632.

Thank you and we are looking forward to your positive response.

Kind regards,


VON PATRICK VIADOR
Marketing Officer
CityMall Commercial Centers Inc.

Noted by:


ELLENA R. MERCADO
Marketing Head
CityMall Commercial Centers Inc.

**Prom Night Royalties 2019
Contest Mechanics and Qualifications**

A. Qualifications:

The Prom Night Royalties 2019 Contest is open to two (2) male and two (2) female applicants chosen by each school with the following qualifications:

1. Must be a bonafide student of the school which he or she will represent. Such school must be within the province of the participating CityMall branch.
2. Must be currently enrolled as a Grade 9 or Grade 12 (3rd year High School and 2nd year Senior High School) student.
3. Must be a Filipino Citizen.
4. Must not have any existing Talent Contract with any National or Local TV Network, or any product/brand carried by a direct competitor of CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., or any of the tenants of CityMall.
5. Must not be:
 - a. an employee of CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries; or
 - b. related to an employee of CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries, up to the first degree of consanguinity or affinity.
6. Must not be:
 - a. a tenant or contractor providing services to CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries; or
 - b. related to a tenant or contractor providing services to CityMall Commercial Centers Inc., its holding company, DoubleDragon Properties Corp., affiliates or subsidiaries, up to the first degree of consanguinity or affinity.
7. Must not be a relative of the selected judges up to the third degree of consanguinity or affinity.

Violation of any of the abovementioned qualifications during the entire duration of this contest (March 7, 2019 until March 15, 2019) shall be a ground for disqualification.

B. Registration and other requirements:

The qualified applicant shall submit a duly accomplished Registration Form and Waiver Form and attach the following:

1. Photocopy of Birth Certificate
2. School ID of the Applicant
3. Certificate of Enrollment from the School Registrar where the Applicant is currently enrolled

2. Contest Proper

- 2.1. This segment is scheduled on March 15, 2019 (Friday) at 5:00 P.M. Call time shall be at 4:00 P.M.
- 2.2. This segment shall be composed of two (2) parts:
 - A. School Uniform
 - B. Formal Wear/Ball Gown
- 2.3. **School Uniform Competition**
 - 2.3.1. The candidates shall begin the contest proper by showcasing their beauty, elegance, and pride through their school uniforms.
 - 2.3.2. The score of each candidate shall form part of his/her individual total score (as stated in the criteria for judging below) to determine the Prom Night Royalties 2019.
 - 2.3.3. Each candidate shall be judged individually.
- 2.4. **Formal Wear/Ball Gown Competition**
 - 2.4.1. The candidates shall then continue by showcasing their beauty and elegance through their chosen formal wear/ball gown.
 - 2.4.2. The parent or guardian of candidates should not let the candidate wear attires which are indecent, revealing, discriminating, or tends to favor a particular political group. The Organizers shall have the authority or discretion to stop a candidate while performing if the attire is considered as indecent or revealing in concurrence with a DTI representative.
 - 2.4.3. The score of each candidate shall form part of his/her individual total score (as stated in the criteria for judging below) to determine the Prom Night Royalties 2019.
 - 2.4.4. Each candidate shall be judged individually.

2.5 Criteria for Judging

- 2.5.1. Each candidate shall be judged based on the criteria provided below:
 - A. School Uniform Competition 30%
(How proud and neat the candidate wears his/her School Uniform)
 - B. Formal Wear / Ball Gown Competition 40%
(The elegance shown by the candidate while wearing his/her formal wear/ball gown)
 - C. Personality and Stage Presence 15%
(How confident the contest is while walking on stage)

4. Written consent from the School Principal allowing the Applicant/s to join this contest

The qualified applicant must place the application form, waiver form, and other requirements inside a short brown envelope. Submission of all requirements shall be from March 7, 2019 (Thursday) to March 8, 2019 (Friday), at the Administrative Office of the participating CityMall branch from 9:00 A.M. to 9:00 P.M.

C. Participating CityMall branch:

1. CityMall Mayombo located at Calasiao - Dagupan Road, Brgy. Mayombo, Dagupan
2. CityMall San Carlos, Pangasinan located at Burgos Street cor. Posadas Street and Roxas Boulevard, Brgy. Poblacion, San Carlos City, Pangasinan

D. Schedule of Activities:

Each candidate is required to attend the following activities:

1. Reading of Mechanics and Guidelines - March 11, 2019 (Monday); and
2. Contest Proper - March 15, 2019 (Friday)

Failure to attend any of the abovementioned activities shall be a ground for disqualification. Each schedule of activity shall be supervised by a DTI representative.

E. Contest Segments:

1. Reading of Mechanics and Guidelines for Prom Night Royalties 2019

- 1.1. This segment is scheduled on March 11, 2019 (Monday) at 5:00 P.M. Call time shall be at 4:00 P.M.
- 1.2. The candidate, together with his/her parent or guardian (for minors), shall be subject to an orientation to understand the mechanics, guidelines, segments and other information in relation to the contest.
- 1.3. Two (2) copies of the approved mechanics and guidelines shall be provided to each parent or guardian, which shall be signed after the orientation. One (1) copy shall be submitted back to the Organizers, whereas the other shall be kept by the parent or guardian for reference.

D. Audience Impact (The connection of the contestant and the audience)	15%
TOTAL	100%

- 2.5.2. Based on the above criteria, the final scores each candidate shall be ranked accordingly to determine the Prom Night Royalties 2019 Winners, 1st and 2nd runners up, respectively.
- 2.5.3. Scoring will simply be in percentage from 1% - 100%.
- 2.5.4. The decision of the judges will be final and irrevocable.

F. Cash Prizes:

1. Major Prizes:

Prom King 2019	Php 5,000.00 worth of Gift Certificate to the winning candidate and Php 10,000.00 to the school of the winning candidate
Prom Queen 2019	Php 5,000.00 worth of Gift Certificate to the winning candidate and Php 10,000.00 to the school of the winning candidate
1 st Runner Up - Male	Php 3,000.00 worth of Gift Certificate to the winning candidate
1 st Runner Up - Female	Php 3,000.00 worth of Gift Certificate to the winning candidate
2 nd Runner Up - Male	Php 2,000.00 worth of Gift Certificate to the winning candidate
2 nd Runner Up - Female	Php 2,000.00 worth of Gift Certificate to the winning candidate

2. Consolation Prizes:

A consolation prize of P1,000.00 worth of Gift Certificates shall be given away to all non-winning candidates.

G. Control Measure:

All disputes arising from this promo shall be elevated to the Head of Marketing Department for resolution, whose decision shall be final and binding on all participants with the concurrence of DTI.

CITYMall

MAYOMBO, DAGUPAN CITY

PROM NIGHT ROYALTIES

MECHANICS

A. THE QUALIFIED APPLICANT SHALL SUBMIT A DULY ACCOMPLISHED REGISTRATION FORM AND WAIVER FORM AND ATTACH THE FOLLOWING:

1. PHOTOCOPY OF BIRTH CERTIFICATE
2. SCHOOL ID OF THE APPLICANT
3. CERTIFICATE OF ENROLLMENT FROM THE SCHOOL REGISTRAR WHERE THE APPLICANT IS CURRENTLY ENROLLED
4. WRITTEN CONSENT FROM THE SCHOOL PRINCIPAL ALLOWING THE APPLICANT/S TO JOIN THIS CONTEST.

THE QUALIFIED APPLICANT MUST PLACE THE APPLICATION FORM, WAIVER FORM, AND OTHER REQUIREMENTS INSIDE A SHORT BROWN ENVELOPE. SUBMISSION OF ALL REQUIREMENTS SHALL BE FROM MARCH 7, 2019 (THURSDAY) TO MARCH 8, 2019 (FRIDAY), AT THE ADMINISTRATIVE OFFICE OF THE PARTICIPATING CITYMALL BRANCH FROM 9:00 A.M. TO 9:00 P.M.

B. PARTICIPATING CITYMALL BRANCH:

THE PROM NIGHT ROYALTIES 2019 SHALL BE HELD ONLY IN THE FOLLOWING PARTICIPATING CITYMALL BRANCHES:

1. CITYMALL VICTORIAS LOCATED AT OSMEÑA AVE., BRGY. XIII, VICTORIAS CITY, NEGROS OCCIDENTAL
2. CITYMALL SAN CARLOS, NEGROS LOCATED AT AZCONA ST. COR. CL LEDESMA AVE., BRGY. POBLACION, SAN CARLOS CITY, NEGROS OCCIDENTAL
3. CITYMALL TARLAC LOCATED AT MCARTHUR HIGHWAY, BRGY. SAN RAFAEL, TARLAC CITY, TARLAC
4. CITYMALL MAYOMBO LOCATED AT CALASIAO - DAGUPAN ROAD, BRGY. MAYOMBO, DAGUPAN
5. CITYMALL SORSOGON LOCATED AT RIZAL ST., BRGY. POBLACION, SORSOGON CITY, SORSOGON
6. CITYMALL SAN CARLOS, PANGASINAN LOCATED AT BURGOS STREET COR. POSADAS STREET AND ROXAS BOULEVARD, BRGY. POBLACION, SAN CARLOS CITY, PANGASINAN

C. SCHEDULE OF ACTIVITIES:

EACH CANDIDATE IS REQUIRED TO ATTEND THE FOLLOWING ACTIVITIES:

1. READING OF MECHANICS AND GUIDELINES - MARCH 11, 2019 (FRIDAY); AND
2. CONTEST PROPER - MARCH 15, 2019 (FRIDAY)

FAILURE TO ATTEND ANY OF THE ABOVEMENTIONED ACTIVITIES SHALL BE A GROUND FOR DISQUALIFICATION. EACH SCHEDULE OF ACTIVITY SHALL BE SUPERVISED BY A DTI REPRESENTATIVE.

DTI FTED PERMIT NUMBER _____ SERIES OF 2019

CONSENT AND WAIVER FOR CANDIDATES

(Minor/Ward - below 18 years old)

I, _____ (Name of Parent/Guardian), the Parent/Guardian of _____ (Name of Candidate) (the "Minor/Ward"), personally express to let the minor/ward join in the CityMall Prom Night Royalties 2019 (the "Activity"). In consideration for participating in the Activity, I, for myself, for the minor/ward, and for our heirs, assigns, and representatives, hereby agree as follows:

1. That the minor/ward is eligible to join based on the qualifications issued by the organizers of this Activity, in good health, physically fit, and have no health-related reasons or problems which may preclude or exacerbate by reason of his/her participation in this Activity;
2. That I will take full responsibility of the minor/ward's actions throughout the entire duration of this Activity;
3. That I will abide by all rules and regulations set forth by the organizers of this Activity, including its general guidelines and mechanics;
4. That the minor/ward's participation in this Activity shall not violate any governing law, contract, order, rule or regulation issued by any private or public institution;
5. That this Activity will not in any way affect the schooling of the minor/ward;
6. That I have obtained all the necessary consents or permits with respect to the music, logo, costume or any other element used during this Activity;
7. That in accordance with the Data Privacy Act, I authorize, allow and give consent for CityMall Commercial Centers Inc. or its duly authorized representatives to gather, receive and store any and all personal information of the minor/ward which I provided; and to share, exchange and provide such personal information of the minor/ward to government agencies and instrumentalities with whom CityMall Commercial Centers Inc. is mandated to report such personal information to, or with third parties with whom CityMall Commercial Centers Inc. may reasonably share such information;
8. That I acknowledge and agree that I understand the nature of the Activity; that there are certain inherent risks and dangers associated with the minor/ward's participation in the Activity, including but not limited to death, permanent or temporary disability, serious, less serious or slight injury, property damage, or property theft; and that, I, knowingly and voluntarily, accept and assume responsibility for, each of these risks and dangers, and all other risks and dangers that could arise out of, or occur during the minor/ward's participation in the Activity for and on behalf of the minor/ward;
9. That I grant permission, without compensation, for CityMall Commercial Centers Inc. or its duly authorized representatives to use the images or videos of the minor/ward taken or recorded during the Activity for any promotional or advertisement purpose;
10. That I accept the decision of the Board of Judges as final and irrevocable;
11. That I hereby absolutely and unconditionally RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE CityMall Commercial Centers Inc., its holding company, subsidiaries or affiliates, including its directors, officers, employees, assigns, representatives and tenants (collectively, the "Releasees"), from any and all claims, actions, demands, complaints, liabilities, obligations, debts, suits, rights or cause of action whatsoever, whether at law or in equity, that now exists or may hereafter arise, or as may develop and/or grow out of any and all known, unknown, anticipated or unanticipated damage or loss, in contract, tort or negligence, or otherwise, under any law, in respect to the minor/ward's participation in the Activity;
12. That I hereby agree to INDEMNIFY, DEFEND AND HOLD HARMLESS the Releasees from any and all claims, actions, suits, procedures, costs, expenses, damages, and liabilities including, but not limited to, attorney's fees or litigation expenses, arising from, or in any way related to the minor/ward's participation in the Activity.
13. That I have read the entire document, and I fully understand the contents, effects and consequences of this Waiver and Release of Liability which I acknowledge to have signed individually; and that I have executed this Waiver voluntarily, willingly, without mental reservation and with full knowledge of my rights and is binding upon me, upon the minor/ward, and upon our heirs, assigns, and representatives.

IN WITNESS WHEREOF, I have hereunto set my hand on the date and place written below.

Name of Candidate (Minor/Ward): _____

Name of Parent/Guardian: _____ Signature: _____

Address: _____ Date: _____