



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION
NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE – MARIKINA CITY

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January 27, 2020

MEMORANDUM TO:

Office of the Assistant Schools Division Superintendent
Chief Education Supervisors, SGOD and CID
Elementary and Secondary School Principals
Officers-In-Charge
Public Schools Only



LIGHTHOUSE EVENTS: GRAHAM SCHOOL ACTIVATION

Attached is Regional Letter No. 009, s. 2020, dated January 16, 2020, re: **“Lighthouse Events: Graham School Activation”**, contents of which are self-explanatory, for information and appropriate action.

Participation of students and teachers must be on a **VOLUNTARY** basis only; and **parent’s permit** of the participating students must be secured prior to the activity.

Further, all school heads/officers-in-charge are highly enjoined to ensure that the guidelines stated in **DepEd Order No. 9, s. 2005** entitled **“Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith”**; **DepEd Order No. 28, s. 2001** entitled **“Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services**; and **“No Collection Policy”** as stated in **Section 3 of Republic Act No. 5546** must be strictly followed.

Immediate and wide dissemination of this Memorandum is desired.

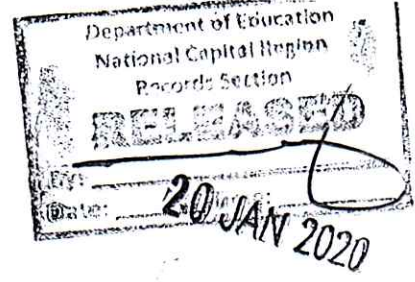

SHERYLL T. GAYOLA

Education Program Supervisor
Officer-In-Charge

Office of the Schools Division Superintendent



Republic of the Philippines
Department of Education
 NATIONAL CAPITAL REGION



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SCHOOL DIVISION OFFICE
 Manila City
 RECORDS UNIT

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 JAN 21 2020
 Date: _____ Time: 9:58
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January 16, 2020

To: **Schools Division Superintendents**

Dear Sirs/Mesdames:

Attached is a copy of the letter from Ms. Daisy Merca, Permit Taker, Lighthouse Events Talent Consultants, 2/F One Summit Tower Bldg. West Shaw Boulevard Wakwak, Mandaluyong City re: **Graham School Activation**, the content of which is self-explanatory, for your information and/or appropriate action.

Any agreements to be made by schools with the concerned party shall be in accordance with DepEd Order No. 28, s. 2001 entitled, "Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services".

MALCOLM S. GARMA
 Director IV

Regional Letter No. 009

essd/shnu/lat/2020



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SHERYL T. GAYOLA

Education Program Supervisor
Officer In charge
Office of Schools Division Superintendent

Dear Madam,



Greetings

LIGHTHOUSE EVENTS is the Third Party Agency contracted by San Miguel Corp. to implement Graham School Activation. The promotional activity is intended to run from January 2020 – October 2020

Target Schools:

1. MALANDAY ELEMENTARY SCHOOL
2. KALUMPANG ELEMENTARY SCHOOL

Details of activity is as follows:

1. Sampling
 - Whole day wet sampling
 - Each student will get free sampling of La pacita Graham Crackers sandwich via wet sampling so that every kid will get the taste of the product
2. Classroom Visit
 - There will be a 10-minute activity session targeting a minimum of 20 classroom per school
 - Activity includes product introduction via a short animated video, games, and wet sampling to create engagement and trial among kids

LIGHTHOUSE EVENTS TALENT CONSULTANTS
2/F One Summit Tower Bldg. West Shaw Boulevard Wakwak., MAndaluyong City
Telephone (632) 757-5077

3. Wrapper Collection Contest

- This is a wrapper collection activity wherein school will be ask to collect as many wrappers as they can within 3 months
- The top 3 schools with the most most will win a prize
- There will also be a raffle promo among students wherein they can submit 1 raffle entry every 5 Lapacita Graham Crackers Sandwich wrapper. Winners will be chosen from the schools at the top 3 ranking

PRIZES

PARTICULAR	QUANTITY	RATE
PRIZES: WRAPPER		
1st place	1	P100,000.00
2nd place	1	P75,000.00
3rd place	1	P50,000.00
Consolations	47	P10,000.00
Certificate of recognition	50	
PRIZES: WRAPPER		
Laptop (Grand prize)	1	P35,000.00
2nd place	75	P1,000.00

Please call the undersigned at 09091380693 and our Project Manager Mr. Bernard Torres Mobile No. 0966-8372463 for other inquiries.

Thank you and hoping for your favorable response.

Respectfully yours,


Florde Wina Permut
 Permit Taker

 Conforme :
 Signature Over Printed Name: