





**LEILANI S. CUNANAN, CESO VI**  
**Schools Division Superintendent**

Dear Admin:

Greetings!

We are from the Visioncraft Advertising, Inc., an advertising company. We currently cater CalCheese as one of our clients; and to make their project called "CalCheese SaWrap Manalo Wrapper Redemption" possible, we would like to ask for your permission and coordinate with us to fulfill the aim of this project.

Our goal is to indoctrinate students by helping the institution implement and exercise the "Reduce, Reuse, Recycle" program. The key tasks, mechanics and other necessary information regarding the mentioned event are as follows:

**School Selection & Negotiation:**

- Target institutions are public schools with at least 2,000-5,000 student population.
- MPG to lead the negotiation with delegation option to ADM and ADP. Nevertheless, over all accountability remains to be with MPG.

**Mechanics:**

#SAWRAP MANALO

COLLECT, WIN & HELP!

Collect empty plastic wraps of Calcheese 8.5grams, 35grams, & 53grams.

Calcheese wraps must be dry and clean, 90% intact, must be placed to Calcheese sack inside the School premises.

Every Calcheese wrapper has a corresponding points.

8.5 GRAMS = 1pt

35 GRAMS = 3pts

53 GRAMS = 4pts

Get a Chance to Win the following prizes

Highest collected plastic wraps will win the Grand Prize(Based on the List of School participated)



GRAND PRIZE: P 100,000.00

2<sup>ND</sup> PRIZE: P75,000.00

3<sup>RD</sup> PRIZE: P50,000.00

4<sup>TH</sup> PRIZE: P25,000.00

5<sup>TH</sup> PRIZE – 10<sup>TH</sup> PRIZE: P10,000.00

The Top 11 to 50 Schools who participated the promo will receive a consolation prize. (Note: consolation prizes is provided to the schools who have collected a minimum of 5,000.00 points)

DEADLINE OF COLLECTING WRAPPERS IS ON SEPTEMBER 26, 2019 at 5PM

NOTE: CALCHEESE SAWRAP MANALO WRAPPER REDEMPTION WILL BENEFIT THE LESS FORTUNATE SCHOOLS AND KIDS LOCATED IN PROVINCIAL REGIONS WITH THE USED OF THE RECYCLED ITEMS MADE OF CALCHEESE WRAPPERS.

IMPORTANT NOTE: ADDITIONAL & UPDATED INFOMATION OF THE PROMO WILL ADVISED.

**Contest Duration**

- ✓ WRAPPER REDEMPTION PERIOD: JULY 26-SEPTEMBER 26, 2019
- ✓ DEADLINE OF COLLECTING WRAPPERS IS ON SEPTEMBER 26, 2019 at 5PM Announcement of winners will be sent through official letter from Vouno Marketing.

We do believe that with the sincere aim of this project, your agency will let us visit the below listed public schools in North Luzon to entice them to join the mentioned contest. We also believe that our prizes and gifts of appreciation will greatly help in the lives of the students each day in their second home.

Your approval for the conduction of this will be your greatest cooperation in the success of this event. We will forever treasure this with deepest gratitude.

Thank you very much.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'Mike Castellan', written over the typed name and title.

Mike Castellan  
Director

Visioncraft Advertising, Inc.

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