

Application Form for Best Breast Cancer Screening and Awareness Competition

The *Best Breast Cancer Screening and Awareness Competition* is an initiative of Philips Group of Companies Malaysia and National Cancer Society Malaysia (NCSM) to encourage and reward innovative awareness programs for breast cancer screening in Malaysia.

Any project/campaign/program/initiative that has been submitted to the *Best Breast Cancer Screening and Awareness Competition* will be screened and winning submission will be awarded a total sum of RM40,000 to carry out and implement the proposed Breast Cancer Screening and Awareness Programme.

1. All entries must be submitted with the following format:
 - a. Submissions must be based on either awareness and/or breast screening programs.
 - b. All submissions must include expected outcome/result of the program in relation to target audience and benefits to the community/ties
 - c. Email or Hard Copy
 - d. The program proposal should be no more than 20 pages.
 - e. The program proposal should include references.
 - f. Font: Times New Roman 12
 - g. Single spacing
 - h. All hard-copy prints should be double-sided, so as to be environmentally friendly.
 - i. Titles to be in bold
2. All submissions must be made directly to Fleishman Hillard Malaysia at the following address or email:
 - a. Soft copy: bestbreastcancerprog@fleishman.com
 - b. Hard copy: Fleishman Hillard Malaysia, 15th Floor, Block B, HP Towers, 12 Jalan Gelenggang, Bukit Damansara, 50490 Kuala Lumpur, Malaysia
3. Submission deadline:
 - a. March 13, 2013
4. Eligibility:
 - a. Local NGOs
 - b. Community-based groups and/or individuals
 - c. Government hospitals and institutions.
5. The winner will be notified three (3) weeks after submission deadline and will be notified by email and/ or phone. The organiser will use its best effort to announce the winners at the designated time, but will not be held liable for any unforeseen delays.
6. Implementation of programme within six (6) months from the date of announcing the winner
7. Panel of Judges:
 - The judging panel consists of a Philips representative, NSCM representative, and an independent representative
 - Judges must adhere to confidentiality of entries and guarantee credibility and objectivity

8. Judging Process:

- The three (3) judges will come up with an individual score, which will be averaged against the entire panel. The organization with the highest average score will be awarded as the winner

Please fill out the form below to qualify for the *Best Breast Cancer Screening and Awareness Competition*

Program Name

Provide the official name proposed for the program and person in charge.

Organization in charge

Provide the official name of the organization proposing of the program.

Category

Check the box that corresponds to the category the organization belongs to:

- Government Hospital / Institute
- Cancer-related NGO

Problem Identification

Provide the problem and main focus that the program aims to address.

Program Goals/Objectives

Provide the goals and/or objectives of the program.

Program Description

Describe the program (rationale, target audience, number of touch points, etc.).

Methodology (Mechanisms of program implementation)

Describe the methods used in developing the proposed program and execution procedure/s.

Budget

Provide a detailed costing of the proposed program.

Results

Discuss results expected from the execution of the proposed program.

Contact Details

Name of Person in Charge :
 Designation :
 Hp. No :
 Identification No. :
 Company/Organization Name :
 Company/Organization Address :
 Email Address :

Rules and Guidelines

The following are the basic rules and guidelines for participation in the Best Breast Cancer Screening Prog (the "Challenge") organized by Philips Malaysia Sdn. Bhd. and National Cancer Society Malaysia (the "Organiser"). The Organiser may amend or add to these guidelines at any time during the Challenge. An "Affiliate" means a company which directly, or indirectly through one or more intermediaries, controls, is controlled by, or is under common control with the Organiser. Relevant to this, "control" means the direct or indirect ownership of an aggregate fifty percent or more of voting capital. All decisions relating to the judging of this Challenge shall be final and binding.

The Organiser and its Affiliates reserve the right to cancel, terminate, extend, or suspend this Challenge with or without any prior notice before/during the planning and/or execution months. For the avoidance of doubt, cancellation, extension, termination or suspension by the Organiser and its Affiliates of this Challenge shall not entitle the Contestants to any claim or compensation against the Organiser and its Affiliates for any and all losses or damage suffered or incurred by the Contestants as a direct or indirect result of the act of cancellation, termination, extension, or suspension.

In no event will the Organiser and its Affiliates be liable for any loss, damages or injury including without limitations, loss of income, profits or goodwill, direct or indirect, incidental, consequential, exemplary, punitive or special damages of any party including third parties howsoever arising whether in contract, tort, negligence or otherwise, in connection with this Challenge, even if the Organiser and its Affiliates have been advised of the possibility of such damages in advance, and all such damages are expressly excluded. These terms and conditions shall not affect your statutory rights.

By agreeing to participate, the Contestants are deemed to have agreed, warranted and expressly consented to:

- i. be bound by the terms and conditions herein, including the decisions of the Organiser and its Affiliates concerning this Challenge.
- ii. allow the Organiser, its Affiliates and their agencies to process and disclose to any third party, all personal data of the participants as part of the application and as disclosed to the Organiser for any and all purposes relating to this Challenge and any and all other activity relating to or arising from the course of business or businesses of the Organiser and its Affiliates. The Organiser shall take all reasonable precautions to preserve the integrity and prevent any corruption or loss, damage or destruction of personal data. All information provided will be kept strictly private and confidential and will be used for the purpose of this Challenge and any and all other activity relating to or arising from the course of business or business of the Organiser and its Affiliates.
- iii. the use, reproduction and distribution of the Contestants' photograph, image or likeness by the Organiser, its Affiliates and their agencies without compensation for any purpose which it deems fit in the conduct of its business, including without limitation the promotion, marketing, advertisement or publication of the participants' image or likeness in relation to this Challenge;
- iv. to participate in the Challenge till the final stage.
- v. that all material submitted (the 'Challenge Submission') represents the original work of the Contestant(s) and does not infringe the copyright or intellectual property rights of any other individual or organization. This includes and not limited to write ups, photos, animations, or any other type of content format submitted.
agree that all winning entries shall become sole property of the Organiser (joint ownership with Philips and NCSM) before or during planning and/or execution months of the campaign. The Organiser reserves the right to use all submitted information and videos for marketing purposes in any way whatsoever. Contestants by submitting the entry in this contest hereby acknowledge that all rights and interests in relation to the entries shall vest in the Organiser before or during planning and/or execution months of the campaign. Contestants reserve the full right of the campaign ownership after the Challenge with the Organiser's consent and agreement. The Contestants are allowed to execute the campaign proposed with the full ownership by the Contestants under the circumstances of cancellation of ownership by the Organisers
- vi. hold harmless and indemnify the Organiser its staff, officers, and Affiliates from any loss, claim, damage or expense , including, but not limited to reasonable attorney's fees and costs, which are in any way connected or associated with participation in this Challenge.

Declaration

I, _____, do hereby declare state and affirm as follows that all information provided in the proposal and documents provided by the Applicant(s)/ Proposer(s) are true and correct. I agree and undertake to abide by all the terms and conditions of this application.

Signature :

Date :