



# PRIDE MARK APPLICATION FORM

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Dear Applicant

## Primary Purpose of the Pride Mark

The Pride Mark is a symbol of commitment by an individual or group of people 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.

Thank you for choosing to apply for the use of Pride Mark. The Pride Mark is the nationally recognized identifier of the Botswana nation brand, Brand Botswana. The purpose of the nation brand is to bring Botswana together around a single identity and agreed set of values, to strengthen communities, culture and heritage and instill a sense of pride in who we are.

We symbolize this pride through the application and use of the “Pride Mark,” an identity for local products, services and initiatives. Any product or service that carries the Pride Mark must clearly support “Pride and Progress”, the essence of Brand Botswana. Brand Botswana encourages the application and use of the Pride Mark, which bears great benefits for the applicants.

## The Benefits of Applying Pride Mark

- As an identifier, Pride Mark creates a connection between your product/service and the ongoing **#PushaBW**. This means that as Botswana we endeavor to support and buy local.
- The Pride Mark creates a clear distinction between locally made products from non-locally made products; and
- Promotes Botswana products and services.

## CONTACT US

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**Tel:** 363 3300/ 363 3385

**Email:** [brandbotswana@bitc.co.bw](mailto:brandbotswana@bitc.co.bw)

## Primary Purpose of the Pride Mark

The Pride Mark is a symbol 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

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

- |                                                           |                                                                         |
|-----------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Company Profile                  | <input type="checkbox"/> Certificate of registration                    |
| <input type="checkbox"/> Certificate of incorporation     | <input type="checkbox"/> Tax Clearance Certificate (where Applicable)   |
| <input type="checkbox"/> Trade License (where applicable) | <input type="checkbox"/> Accreditation as a producer (where applicable) |

Indicate the business sector that you operate in:

- |                                               |                                                     |
|-----------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Food/Agriculture     | <input type="checkbox"/> Innovation / Technology    |
| <input type="checkbox"/> Arts / Culture       | <input type="checkbox"/> Manufacturing: State _____ |
| <input type="checkbox"/> Service: State _____ | <input type="checkbox"/> Others (specify) _____     |

Please describe your product / service / event / community group / cultural expression / international expression.

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

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How many people have you employed?

Local: \_\_\_\_\_ Foreign: \_\_\_\_\_ Person's with disability: \_\_\_\_\_

Number of years in operation: \_\_\_\_\_

Where are your products being sold or where you provide service (current market)?

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Indicate the marketing platform (s) that your company utilizes (please state handles / URLs)

Facebook: \_\_\_\_\_ X: \_\_\_\_\_ YouTube: \_\_\_\_\_  
Instagram: \_\_\_\_\_ Tik Tok: \_\_\_\_\_ Website: \_\_\_\_\_

### Applicants contact details:

Full name: \_\_\_\_\_

Position: \_\_\_\_\_

Name of company: \_\_\_\_\_

Postal address: \_\_\_\_\_

Physical address / place of operation: \_\_\_\_\_

Contact numbers: \_\_\_\_\_

Email address: \_\_\_\_\_

### Terms and conditions:

- Applicants should use the Pride Mark as per the Brand Manual / Guidelines.
- Brand Botswana will ensure regular monitoring of the correct use of the Pride Mark
- Company to share periodic reports on progress (market access, sales made, challenges and interventions required).
- Companies to provide quarterly sales reports

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: \_\_\_\_\_

**Application fee: Paid/Not Paid**

**Annual Subscription payment date:** \_\_\_\_\_

Please submit your application to BITC through the Brand Botswana office.  
Private Bag 00445,  
Gaborone, Botswana Plot 54351, Central Business District Gaborone

**Tel:** +267 363 3301/84

**Email:** [brandbotswana@bitc.co.bw](mailto:brandbotswana@bitc.co.bw)

# PRIDE MARK APPLICATION FEES

## Introduction

Botswana Investment and Trade Centre (BITC) appreciates the amount of interest in becoming Pride Mark users or being accredited to use the Brand Botswana logo and tap into or benefit from the services offered by Brand Botswana.

BITC has made the decision to charge prospective members an annual accreditation fee. The fees received will be instrumental in the implementation of marketing initiatives that are geared towards creating awareness for local products and services, as well as driving market access for local producers, including service providers. The Centre continues to undertake numerous activations/initiatives to avail opportunities for local producers, amongst them products showcases, buyer seller meetings, retailer's engagements, PushaBW Store, Capacity Building on product development, marketing, access to local and international exhibitions etc.

A once Pride Mark application fee and an annual subscription are therefore required from all Pridemark users. The benefits for the membership will be outlined below:

### **Pride Mark application fee:**

#### **Application fee: One Off Payment**

**Amount: P250.00 (once off application fee)**

**Benefits:** immediate access to Brand Botswana services, use of the pridemark and tap into the Brand Botswana network for market access, inclusion in Botswana product catalogue and database, product and service awareness and marketing.

### **Annual Subscription Fees and Benefits**

**Annual subscription fee: P500.00**

**Duration: 12 months (1 year)**

#### **Benefits:**

- Use of Pride Mark (Country of origin branding)
- Marketing of product and services on various media such as social media, print, electronic (television and radio) and digital media.
- Listing on #PushaBW Local Products Catalogue
- Consideration for local and international exhibitions
- Access to other BITC services such as Export Development Programme and Promotion and Investment Promotion. This is subject to the company meeting the set requirements for accreditation.
- Listing at the #PushaBW store (subject to availability of space).
- Facilitation services for market access into retail spaces (subject to meeting retailers' requirements), corporate and govt procurement.

Access to the benefits will be immediate for members who pay annually. However, they are dependent on alignment with the nature / type of the business and the platform that will be afforded to BITC or the client or company. The payment methods for both the application and annual membership will be through bank transfer, debit or credit card.

**Agreement and next steps:** If this proposal aligns with your preferences, please fill in the below form and return to BITC via email: [brandbotswana@bitc.co.bw](mailto:brandbotswana@bitc.co.bw). To confirm payment details with the Brand Botswana department at 363 3300 and [brandbotswana@bitc.co.bw](mailto:brandbotswana@bitc.co.bw).

*We look forward to welcoming you as a valued member and look forward to branding Botswana through your product and service!*

## **MEMBERSHIP FORM – PRIDE MARK USERS**

Prospective members are required to fill in the registration form and return the signed copy to Brand Botswana by email: [brandbotswana@bitc.co.bw](mailto:brandbotswana@bitc.co.bw).

### ***Section 1: Member Contact Information***

<b>Name of company</b>	
<b>Name of director (s)</b>	
<b>Physical address</b>	
<b>Postal address</b>	
<b>Telephone</b>	
<b>Email addresses</b> Primary email Secondary email	
<b>Place of operation</b>	

### ***Section 2: Membership Information***

<b>Company name</b>	<b>Company number</b>
<b>Date of incorporation</b>	<b>Vat registration number</b>
<b>Email address</b>	<b>Website / Social media</b>
<b>Nature of business</b>	<b>Number of employees</b>
<p><b>Declaration:</b> I commit abide to by the regulations and rules set out by Brand Botswana and I have paid the P..... registration fee and the P..... annual fee payable to Botswana Investment and Trade Centre at account number:</p> <p><b>Botswana Investment and Trade Centre</b> <b>First National Bank</b> <b>Account number: 62223671042</b> <b>Branch: First Place</b> <b>Branch Code: 281467</b></p> <p><b>Signed:</b> ..... <b>Date:</b> .....</p>	

### ***Official use only***

<b>Date received:</b>		<b>Payment confirmed:</b>		<b>Receipt issued:</b>	
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**Data Protection:** BITC assures potential members that the information collected is for the purpose of facilitating application, use of the Pride Mark and for ensuring that members are able to benefit from being Pride Mark accredited clients.