



# MERCHANDISE

## ANC TRADEMARK USAGE AMNESTY VENDOR APPLICATION

### INTRODUCTION

The logo of the ANC has been duly registered and trademarked with the relevant South African Authorities. As such no individual or entity has the right manufacture or sell ANC branded products or materials without express approval of the African National Congress.

ANC PBF is responsible for creating an enabling environment for ANC product manufacturers and resellers/vendors to sell the ANC branded goods.

ANC PBF Has announced an Amnesty Period until March 2021.

### AMNESTY

An **AMNESTY** means an indemnity against prosecution for the unlawful production and sale of ANC Merchandise.

All those who manufacture or sell ANC branded product are able to apply for free amnesty during this period to operate.

All Accepted Applicants will receive a unique Amnesty Permit which will allow them to operate freely during this period.

### VENDOR

A Vendor is considered to be any (formal or informal) company, individual or municipal permitted entity that resells ANC branded product direct to the Public, this includes physical stores, online, hawkers or any other form of direct selling.

### COVID 19 – ECONOMIC IMPACT ON SMALL BUSINESS

The spread of Corona Virus (COVID-19) has a negative impact in the country and global economy, government has introduced measures and stimulus package to assist business sector during the lockdown period. Part of the measures include relief fund for small business by Department of Small Business and Development.

In line with measures put in place by government, the Progressive Business Forum (PBF) has put in place measures to support the ANC Merchandisers, which include the following:

1. All merchandisers that have renewed their permits for 2020, will get an automatic extension of permit till March 2022. New electronic permits with a unique permit code will be issued to all current merchandisers by the end of April 2020.
2. All merchandisers that have not renewed or applied for their Merchandiser permits will be given until 30 November 2020 to apply for amnesty, to renew/apply and with such receive a free permit until March 2021.
3. Various resources, support and opportunities for business will be brought to all amnesty permit holders to engage with.

## THE BENEFITS OF HAVING AN AMNESTY PERMIT:

- In order to be compliant and a legal distributor or producer of ANC Merchandise you **MUST** have a permit issued by the ANC.
- All ANC structures are mandated to **only** buy from legal permit holders.
- You will be invited to set up pop up stores at ANC events.
- You will be given support and advise on running your business.
- Free training sessions.
- Regular information on support available for small businesses and informal trading
- Opportunities to promote your business in various market-places
- Free showcasing of your products on ANC merchandise Marketplace, with assistance of logistics\*.
- Promotion on ANC channels.
- Access to Pantone and logo for correct application on product.
- Access to Proudly South African Channels.
- Access to over 5000 informal resellers to distribute and resell the product.

\*the Merchandising Marketplace is an online platform in development and will be launched in November 2020.

## REQUIREMENTS IN ORDER TO QUALIFY FOR AN AMNESTY:

- Fully Complete registration form online or submit via email to [merchandise@pbf.org.za](mailto:merchandise@pbf.org.za) (link to form)
- Submit a copy of company registration documents or Municipal Vendor license
- Submit company or personal tax clearance certificate
- Submit BEE certificate or Exempt Micro-Enterprise affidavit (add link to explain)
- Submit Copy of ID of principle Applicant/ director
- Principal applicant be an ANC member include Branch & member number (this will be checked that membership is in good standing)
- Submit Proof of proudly South African registration (Only products registered and developed in South African allowed)

## APPLICANT DETAILS

Name of company

### Principal Contact

Title      Pro      Dr      Mr      Mrs      Ms      Other (Specify)

Surname

First Names

ID Number

Date of Birth

### CONTACT DETAILS

Home

Work

Mobile

Email

ANC Branch

ANC Membership Number

COMPANY DETAILS

Registration Number

Tax Number

Proud SA Number

CONTACT DETAILS

Physical Address

Unit NumberComplex

Street NumberStreet Name

SuburbCity / Town

CountryCode

Postal Address (if it differs from Physical Address)

Code

Contact Details

TelephoneFax

Email

Are you an ANC member in good standing

YES:

NO:

Do you have WhatsApp

YES:

NO:

Do you agree for us to contact you on a regular basis on information pertaining to ANC Vendors and Merchandise?

YES:

NO:

Agree to MOA (PUT TEXT OF MOA in AGREEMENT)

Sign \_\_\_\_\_ Date \_\_\_\_\_

Time \_\_\_\_\_ Place \_\_\_\_\_