



PRIDE MARK APPLICATION FORM

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

Tel: 363 3300/ 363 3385

Email: 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.

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

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)?

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: _____
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: _____

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

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Email: brandbotswana@bitc.co.bw