

**ADVISORY No. 071.2023**  
June 19, 2023

In compliance with DepEd Order (DO) No. 8 s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**BATANG MATIBAY AWARDS 2023**

The Nestle Bear Brand Philippines, would be honored once again to invite nominations for the Batang Matibay Awards 2023. Nomination period is until June 30, 2023, and this would serve as a platform to recognize students who show the strength of body, mind and will (tibay ng katawan, isipan, at kalooban) that will enable them to build the foundation of a better future.

Attached is the mechanics and nomination form.

ESSD/EHM/jbb



**BEAR BRAND®**  
**BATANG MATIBAY AWARDS 2023**  
**Call for Nominations**

The search for the Philippines' Most Inspiring Schoolchildren  
 Presented by the country's most trusted milk brand,  
 BEAR BRAND® Fortified Powdered Milk Drink,  
 in partnership with the Department of Education

**A. ACTIVITY PERIOD** School Year 2022-2023 (Sep 2022 – Jul 2023)

**B. CRITERIA FOR JUDGING**

1. A total of ten (10) BEAR BRAND® BATANG MATIBAY 2023 Awardees will be selected based on the following criteria:

<b>Criteria</b>	<b>Percentage</b>
Inspiring Tibay Story <ul style="list-style-type: none"> <li>• A student who embodies tibay ng katawan, ng isipan at ng kalooban to face adversities in life as he/she aims to reach for his/her dream: a student who overcomes physical, mental, emotional and social obstacles just to get to, and thrive in school every day.</li> <li>• A student who is inspired to do something about his/her life and fully understands the importance of resilience despite obstacles.</li> </ul>	75%
Curricular and Extra Curricular Achievement <ul style="list-style-type: none"> <li>• With minimum of 85% general average</li> <li>• Involvement in extracurricular projects: school and/or community</li> </ul>	25%
<b>Total</b>	<b>100%</b>

2. The Department of Education and Nestle Philippines, Inc. will do the deliberations for BEAR BRAND® Batang Matibay 2023 Awards. All decisions related to the BEAR BRAND® BATANG MATIBAY 2023 Awards are final and un-appealable.

**C. PRIZES**

1. BEAR BRAND® Batang Matibay 2023 Awardees and their respective elementary schools will win the following prizes:

BEAR BRAND® Batang Matibay 2023 Awardee	<ul style="list-style-type: none"> <li>• BEAR BRAND® Batang Matibay 2023 Plaque of Recognition</li> <li>• Php 50,000 cash prize</li> <li>• BEAR BRAND® Fortified Gift pack</li> <li>• College scholarship grant, subject to Terms and Conditions (see Appendix A)</li> </ul>
Elementary School of the BEAR BRAND® Batang Matibay 2023 Awardees	<ul style="list-style-type: none"> <li>• BEAR BRAND® Batang Matibay 2023 Plaque of Recognition</li> <li>• (1) Laptop computer</li> <li>• (1) TV Monitor</li> <li>• BEAR BRAND® Fortified Gift pack</li> </ul>

2. Prizes are not convertible to cash and are non-transferable.



#### **D. WHO CAN BE NOMINATED?**

1. BEAR BRAND® Batang Matibay 2023 Awards is open to all enrolled public elementary school students from Grades 5 to 6 for the school year identified, of Filipino citizenship, and currently residing in the Philippines.

2. Disqualifications:

Student nominee must not be related to any of the following:

- Teacher nominators within the 2nd degree of consanguinity or affinity .
- Any employee of Nestle Philippines, Inc, its affiliates, sponsors, advertising agencies, event organizers, within 2nd degree of consanguinity or affinity, including adoptive relatives .
- Any employee of the Department of Education within the 2<sup>nd</sup> degree of consanguinity or affinity

#### **E. WHO CAN PLACE THE NOMINATIONS?**

1. Faculty members in public elementary schools in the Philippines should complete the nomination form by describing the Tibay story of the student and the reasons why the student should be considered for the BEAR BRAND® Batang Matibay 2023 Awards.
2. A Minimum of three (3) members of the school, coming from the teaching personnel, or the administrative heads should endorse the selected student.

#### **F. HOW DO YOU NOMINATE?**

1. Nominations will be open from March 1 – June 30, 2023.
2. Nomination requirements:
  - a. Fully accomplished BEAR BRAND® Batang Matibay 2023 Nomination Forms:
    - i. Nominators may get a copy of BEAR BRAND® Batang Matibay 2023 Nominations forms from the DepEd Division Offices.
    - ii. Minimum of three (3) teaching personnel, or the administrative heads must sign the nomination form.
    - iii. Accomplished essay of the student nominee.
  - b. 2x2 ID Photo of student nominee.
  - c. Fully accomplished BEAR BRAND® Batang Matibay 2023 Consent, Release and Waiver Form
    - i. Nominators may get a copy of the BEAR BRAND® Batang Matibay 2023 Parent's Consent, Release and Waiver Forms from the DepEd Division Offices.
    - ii. The parent or legal guardian of the student nominee must sign the Consent, Release and Waiver Form.
  - d. Photocopy of the student nominee's report card or transcript of records for the current school year 2022-2023.
  - e. Certificate of Good Moral Character of the student nominee.
  - f. Nominators must submit additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community services and/or projects.
  - g. Organizers have the right to request for additional documentation to assist them in the nomination screening.
3. Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.



4. Submit the duly accomplished BEAR BRAND® Batang Matibay 2023 Nomination documents on or before June 30, 2023, by means of mail or delivery to the respective DepEd Division Offices.

**G. PROGRAM SCHEDULE**

<b>Schedule</b>	<b>Responsible</b>	<b>Dates</b>
Submission of BEAR BRAND® BATANG MATIBAY 2022 nominations	Open to all public elementary schools nationwide	March 2023 – June 2023
Screening and deliberations for BEAR BRAND® BATANG MATIBAY 2022 nominations	DepEd and Nestle Philippines, Inc.	July 2023
Announcement of the BEAR BRAND® BATANG MATIBAY 2022 Awardees	DepEd, Nestle Philippines, Inc. and FDA	August – September 2023
BEAR BRAND® BATANG MATIBAY 2022 Awards Ceremony (Venue: TBC or in-person )	Nestle Philippines, Inc	September – October 31, 2023

\*Dates provided are merely estimates or projections and may be adjusted by no more than 30 calendar days from the last day provided should circumstances require. In case of adjustment, stakeholders will be advised accordingly.



**BEAR BRAND®  
BATANG MATIBAY 2023 AWARDS:  
Nomination Form**

STUDENT NOMINEE:

\_\_\_\_\_

SCHOOL:

\_\_\_\_\_

**NOMINATION CHECKLIST**

- Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Nomination Form
- Fully accomplished BEAR BRAND® BATANG MATIBAY 2022 Consent, Release and Waiver Form
- Photocopy of the student nominee's report card or transcript of records for the current school year 2021-2022
- Certificate of Good Moral Character of the student nominee
- Additional documents to support the nomination, such as proof of involvement in extracurricular activities, leadership roles, or community service.

Place all requirements in a long brown envelope with the student nominee's name and school name on the upper left corner.



**BEAR BRAND®**  
**BATANG MATIBAY 2023 AWARDS:**  
**Nomination Form**

**INSTRUCTIONS:** Please fill out the required information and answer the questions completely. You may use extra sheets of paper if needed. Entries may either be typed or handwritten – for legibility, typed entries are preferred. For handwritten entries, please make sure to use block letters (NOT cursive).

**PANUNTUNAN:** Punan ang mga kinakailangang impormasyon at sagutan nang kumpleto ang mga katanungan. Maaaring gumamit ng karagdagang papel kung kinakailangan. Maaaring i-type or isulat-kamay ang mga sagot – para mas madaling basahin, mas maigi na i-type ang mga sagot. Para sa sulat-kamay na entries, gamitan lamang ng block letters (HINDI cursive).

**STUDENT NOMINEE**

NAME: \_\_\_\_\_

SEX: \_\_\_\_\_ AGE: \_\_\_\_\_

BIRTHDAY: \_\_\_\_\_

GRADE LEVEL: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CONTACT NUMBER: \_\_\_\_\_

FATHER: \_\_\_\_\_

MOTHER: \_\_\_\_\_

2X2 ID PHOTO OF  
NOMINEE

**EXTRA-CURRICULAR INVOLVEMENT (SCHOOL/COMMUNITY)**

**LIST OF ACADEMIC ACHIEVEMENTS**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**LIST OF EXTRA-CURRICULAR ACTIVITIES IN SCHOOL (Organization/Clubs, Programs, Sports, Etc.)**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**OTHERS:** If applicable, please list down projects that were initiated by the student within his/her school and/or community that made a positive impact.

Kung maaari, mag-lista ng mga proyektong pinangunahan ng estudyante sa kanyang paaralan o komunidad na may mabuting epekto sa kapwa.

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## NOMINATORS

NAMES OF NOMINATORS:  
(Minimum of 3 faculty members)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

DEPED REGION: \_\_\_\_\_

SCHOOL NAME AND ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CONTACT NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_



## FOR THE NOMINATORS

1. Please tell us about your personal account of how this student demonstrated grit/TIBAY to face different obstacles in his/her life.  
*Maaaring mag-lahad ng iyong personal na karanasan kung paano naipamalas ng estudyante ang kaniyang tibay para harapin ang mga hamon sa buhay.*

2. What makes the story of this student a unique inspiration to his peers and community?  
*Paano nata-tanging inspirasyon ang kuwento ng estudyante sa kanyang kapwa at komunidad?*





We certify that the above information is true and correct.

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Name and Signature of Faculty Member  
Designation: \_\_\_\_\_

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Name and Signature of Faculty Member  
Designation: \_\_\_\_\_

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Name and Signature of Faculty Member  
Designation: \_\_\_\_\_



## FOR THE STUDENT NOMINEE

1. Tell us about your dreams and aspirations. What are the challenges you face which may hinder in achieving these? How do you overcome these challenges?  
Ilahad mo ang iyong mga pangarap at aspirasyon sa buhay. Anu-ano ang mga kinakaharap mo na maaaring maging hadlang sa pagkamit ng iyong pangarap? Paano mo nalalampasan ang mga pagsubok na ito?

I, \_\_\_\_\_ (Name of Student), certify that the above information is true and correct.

\_\_\_\_\_  
Name and Signature of Student

\_\_\_\_\_  
Name and Signature of Guardian/Parent



**BEAR BRAND®  
BATANG MATIBAY AWARDS:  
CONSENT, RELEASE AND WAIVER FORM**

*PLEASE READ THIS BEFORE SIGNING: TO BE ACCOMPLISHED BY PARENTS / LEGAL GUARDIAN OF THE NOMINEE*

I, \_\_\_\_\_, Filipino, of legal age, residing at \_\_\_\_\_, after having been duly sworn to in accordance with law, hereby depose and state that:

1. I voluntarily, freely, and gratuitously agree to the use of \_\_\_\_\_  
Name of child/ward image, and likeness for internal and external commercial advertisements and/or marketing communications campaigns ("BEAR BRAND® BATANG MATIBAY AWARDS") of Nestlé Philippines Inc. ("NPI").
2. In consideration of my and/or my child/ward's enjoyment and receipt of the benefits resulting from my participation in the Activity, I voluntarily, freely and gratuitously agree to have my and/or my child/ward's photograph and/or video taken (hereinafter referred to as "Materials") and agree to the use of my and/or my child/ward's personal circumstances including but not limited to my and/or my child/ward's name, image, likeness and any matter which my child may disclose as a participant in the Activity, for the development and use of the Materials by NPI and/or its principals. For the avoidance of doubt, I understand that no compensation shall be due to me for any use of the Materials hereunder.
3. NPI and/or its principals can use, exhibit or release the Materials and use any of the foregoing details in the said Materials for the marketing communications campaign, advertising materials and packaging of NPI and/or any NPI products, without limitation as to place, time, use and medium of release, subject to the provisions under paragraph 8 below.
4. NPI and/or its principals shall not be liable for any unauthorized use, reproduction or adaptations by third parties of the Materials or for any unauthorized posting, use, reproduction or adaptation of the same in MMS messages, internet sites such as but not limited to Facebook and other similar media and/or social networking sites. No fee shall be due me for such unauthorized use.
5. NPI and/or its principals shall have the right to and ownership over the titles and interests in and to the Materials. Accordingly, all the intellectual property created and derived from such Materials shall be solely and exclusively owned by NPI and/or its principals, in perpetuity and without limitation as to place, time, medium and use thereof.
6. I am not bound by any written agreement or contract to any person or entity who may restrain me from signing this Consent, Release and Waiver.
7. I am giving permission to NPI and/or its principals to contact me using the contact details I have provided for upcoming promotions and activities of Nestlé Philippines Inc.
8. I understand that personal information about my child/ward shall be supplied to the Organizer, including his/her name, age/date of birth, contact details, photo, school, school division, region and personal circumstances, shall be collected by the Organizer and NPI for purposes of



running this Activity. By signing this waiver, I signify my understanding and consent to the following:

- a. I agree and understand that in the course of providing service/s to me or my Child/Ward, NPI shall engage the services of, and/or interact with, other third parties, such as, but not limited to its parent company, affiliated companies, or independent/non-affiliated third parties and service providers, whether local or foreign (collectively referred to as "Representatives").
  - b. NPI may obtain, collect, examine, process, and store copies of my and/or my child/ward's personal information, including sensitive personal information. Any information obtained relative to the authority herein given shall be strictly confidential. The extent of the collection and processing shall be necessary and incidental to the performance of the services related to the Activity;
  - c. NPI may disclose such information to its Representatives to perform the services related to the Activity, for any legitimate business purpose as NPI may deem appropriate, or to communicate with me for any purpose;
  - d. I hereby warrant that we understand our rights and obligations pursuant to the Data Privacy Act and its implementing rules and regulations. I understand that we retain the right to be informed, to access, correction and object to the processing of personal information, as well as the right to complain with the National Privacy Commission.
9. I confirm that my child/ward does not possess the disqualifications for the Batang Matibay Awards.
10. I fully accept the terms and conditions above including the rules for the Batang Matibay Awards.

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PARENT/LEGAL GUARDIAN  
NAME AND SIGNATURE



## Appendix A – SCHOLARSHIP GRANT TERMS & CONDITIONS

1. Subject to the amount provided in the succeeding paragraph, the BEAR BRAND Batang Matibay Scholarship Grant (the "Grant") is intended to help pay for tuition fees and/or necessary allowances for the Awardee's college education.
2. The Awardee will be entitled to a maximum amount of P500,000 for his/her entire college education. Scholarship funds not exceeding P125,000 will be disbursed to the Awardee on an annual basis.
3. The Grant may be claimed within 2 years after the Awardee's graduation from Grade 12. Failure to claim within period provided shall result in the forfeiture of the Scholarship Grant.
4. The Awardee must present to the designated representative from BEAR BRAND® Fortified Team a copy of his/her Certificate of Scholarship Grant and proof of admission or reservation of slot in a CHED-accredited institution, or government-owned university or college.
5. Scholarship funds after the first year of college will be disbursed upon submission of proof of enrollment.
6. This Scholarship grant is non-transferrable.

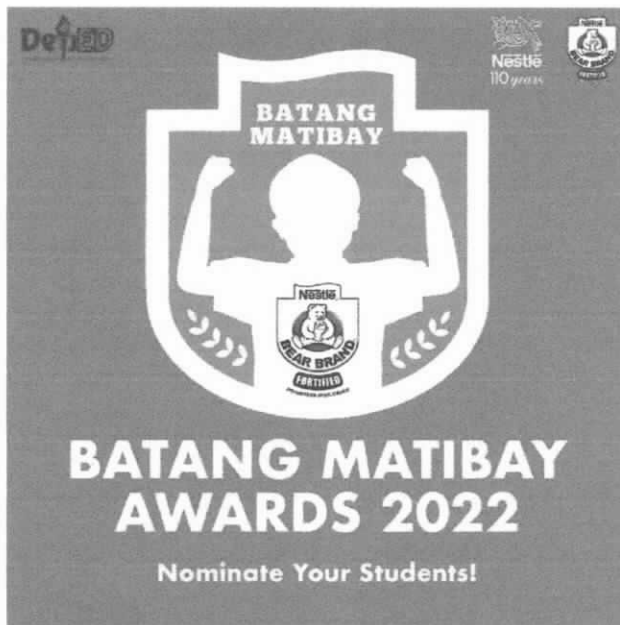


## Appendix B – COLLATERALS

### BEAR BRAND Batang Matibay Facebook Posts

We will post materials on Social Media to drive awareness for the nomination and actual day of the event

#### A. Call for Nomination



#### B. EVENT TEASER

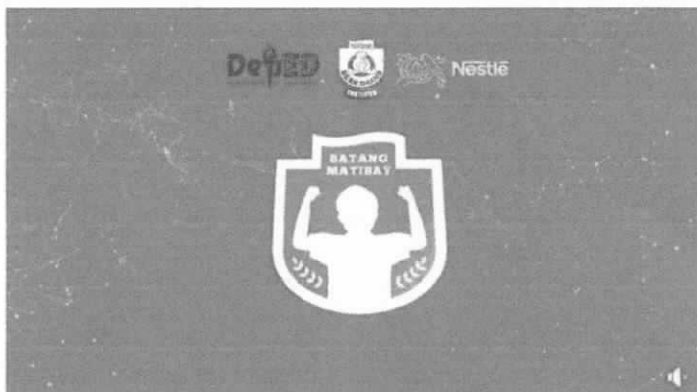
**DepEd Philippines** • October 25, 2022 • ...

Samahan ninyo kami at ang BEAR BRAND Fortified sa pagkilala sa sampung natatanging mag-aaral mula sa iba't ibang panig ng Pilipinas na nagpamalas ng kanilang TIBAY sa pag-aaral at TIBAY sa buhay!

Abangan ngayong Oktubre 27, 3:30 PM, sa Facebook pages ng DepEd Philippines at BEAR BRAND Powdered Milk Drink ang livestreaming ng BEAR BRAND Batang Matibay Awards 2022.

#SulongEduKalidad #DepEdPhilippines #DepEdTayo

See Translation



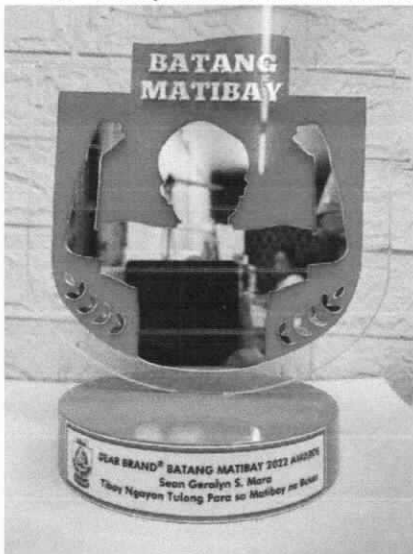


**REGIONAL RAODSHOW – Batang Matibay Awards Ceremony, To be held in respective schools/community of the awardee**

**A. AWARDING**



**B. PLAQUES AND CERTIFICATES**



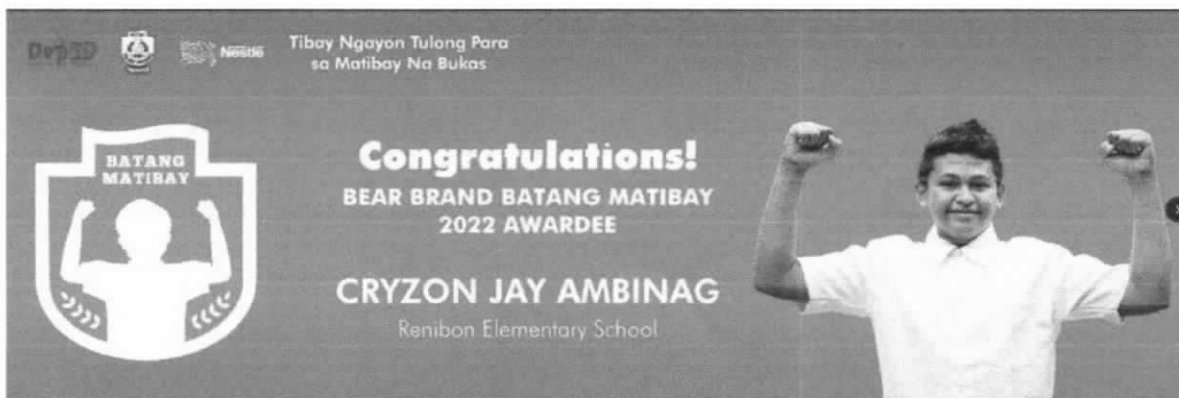


**LIVE PR EVENT – With post event plugs in TV, Radio and Digital**



**BEAR BRAND Batang Matibay Streamers**

Given to the families of the children, their schools, and LGUs – samples from 2022 awardees below







**BEAR BRAND Batang Matibay Films**  
 1 Batang Matibay Film (2022 Batang Matibay Film below)

**BATANG MATIBAY - ELIJAH**  
 AUG 22, 2022 – DRAFT 6

UPDATED SCRIPT AS OF AUGUST 25  
 \*with builds from Ting

VO:

Paano na ako ngayong wala na si Papa?

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Sabi nila, carbon-copy daw ako ni Papa –  
 Masiyahin, matalino, at positive sa buhay.  
 Kahit single father siya sa akin, hindi siya napagod alagaan at suportahan ako.  
 Marami pa sana kaming gagawing dalawa  
 Kaya lang... maaga siyang nawala.

Ang una ko ngang tanong, paano na 'ko?  
 Mag-isa na lang ba ako sa buhay? Kaya ko ba 'to?

Pero heto, dalawang taon na mula nung huli kong nakasama si Papa.  
 Miss na miss ko pa rin siya pero nandiyan naman sina Lolo't Lola para sumuporta sa akin  
 At patuloy kong gagamiting gabay ang mga turo ni Papa sa akin

Kaya ako ay lumalaban, natututo pa sa buhay, at tumitibay!  
 Ginagalingan ko sa lahat lalo na sa pagaaral ko (*Math can be visual*)  
 Sumasali din ako sa mga contests, kahit may kaba, kinakaya ko!  
 Sabi nga ni Papa - Try lang nang try hanggang manalo sa laban!  
 Kailangan lang tibayan ang loob at magtiwala  
 na ang lahat ng problema, may solusyon.

Kaya balang araw, matutupad ko 'yung pinag-usapan namin ni Papa na maging engineer ako.  
 Kasi tinuruan niya akong maging matibay sa isip at sa sariling kong kakayahan!

Ako si Elijah,  
 Isang batang matibay!  
 Kaya kong harapin ang lahat para magtagumpay.

**SUPERS**

Ang batang matibay,  
 kayang lampasan ang hamon ng buhay.