



Branded Program: Program Year 2009 Application Documents Required for a Branded Application

Completing Applications

The following information is needed to complete your application.

1. North American Industrial Classification System (NAICS) Codes

Identifies your company's industry. These codes are used to determine if your company meets the Small Business Administration (SBA) definition of a small business. Use the following websites to determine your company's NAICS code:
http://www.sba.gov/idc/groups/public/documents/sba_homepage/erv_sstd_tablepdf.pdf

2. **Dun & Bradstreet Number** Used to track your company by Dun & Bradstreet. You may obtain your number and report at www.dnb.com.

3. **Total Sales Figures** 2006 and 2007 Total Sales and Gross Export Sales. 2008 and 2009 Projected Total Sales and Gross Export Sales.

4. **Brand Names/Products** List of brand names/products to be promoted. If you plan to promote products not owned by your company, obtain the contact information for the owner of the product.

5. **Harmonized System (HS) / Schedule B Codes** Identify every item that is exported. Use this website to determine your HS Codes or ask your shipping department.
<http://www.census.gov/foreign-trade/schedules/b/>

6. Country Information

- Consult the MAP Branded Participant Manual (http://www.susta.org/downloads/branded_manual.pdf) and determine each type of activity you plan to conduct.
- The total branded allocation request and amount of money you plan to spend per country.
- The overall plan for each country and obtain details for each promotional activity you plan to conduct. (Trade shows with dates, in store demonstrations with dates, advertisements with dates, and freight charges)

Submitting Applications

The following documents must be sent with the application to

SUSTA: Branded Department
2 Canal Street Suite 2515
New Orleans, LA 70130

1. **\$200 Application Fee** \$200.00 non-refundable application fee.
2. **Pre-Qualification** Signed (First section of application)
3. **Certification Page** Signed (Last page of application summary)
4. **Dun & Bradstreet (D&B) Report** Business Information Report. This report shows sales figures & number of employees. www.dnb.com
5. **Company Profile** Brochure or literature about your company and the brand names/products.
6. **Brand Owner Permission / Private Label Agreements, if applicable** Signed