



## A2P/10DLC Brand & Campaign Registration Form

This form can be used for first-time Brand and Campaign registrations or for additional Campaign registrations to an existing company's Brand. You can only register one campaign per form submission.

**Instructions:** If answering yes/agree, enter an 'X' in the highlighted area. Example:

**Do you need to create a Brand ID for your company?**

Yes

No, I already have a Brand ID with the Campaign Registry, MY BRAND ID is:  
\_\_\_\_\_ Go to [Part II](#) of this document.

### PART I - Brand Information & Details

*By completing the form below, you are verifying the information is accurate and true. The information provided will be submitted to the "The Campaign Registry" (TCR) an independent Reputation Authority chosen by Mobile Network Operators (MNOs) to collect Brand and Campaign data in order to allow for transparency on the 10DLC network.*

**Legal Company Name \*Required**

The company or entity the End Customer believes to be sending the message.

**DBA or Brand Name (If different for legal name)**

**Country of Registration \*Required**

United States

Canada

**What type of legal form is the organization? \*Required**

Publicly Traded Company

Private Company

Sole Proprietorship

Charity/Non-profit Company

Government

**Tax Number/ID/EIN \*Required**

State or Government registered ID

**Legal Business Address \*Required**

Street Address

Street Address Line 2

<input type="text"/>	<input type="text"/>
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City

State/Province

Postal / Zip Code

**Website**

**Stock Symbol (Leave Blank if not applicable)**

**Stock Exchange (Leave Blank if not applicable)**

**Vertical Type (Select the industry market which best fits your business space) \*Required**

- Agriculture
- Media and Communications
- Construction, Materials, and Trade Services
- Education
- Energy and Utilities
- Entertainment
- Financial Services
- Gambling and Lottery
- Government Services and Agencies
- Healthcare and Life Sciences

- Hospitality and Travel
- HR, Staffing, and Recruitment
- Insurance
- Legal
- Manufacturing
- Non-Profit Organization
- Political
- Postal and Delivery
- Professional Services
- Real Estate
- Retail and Consumer Products
- Information Technology Services
- Transportation and Logistics

**Contact Name \*Required**

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First Name

Last Name

**Contact Phone Number \*Required**

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Please enter a valid phone number - Format: (000) 000-0000

**Contact Email \*Required**

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example@example.com

**Contact Address**

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Street Address

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Street Address Line 2

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City

State/Province

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Postal / Zip Code

PART II - In the section below, declare a Single Use Case for the campaign you are registering for in this form.

**Instructions: If answering yes/agree, enter an 'X' in the highlighted area.**

Example:

Most companies can be served by 'Low Volume Mixed' use case, which includes less than 2,000 messages per day or 75 Texts Per Minute. (Standard Use Cases are immediately available for all qualified registered Brands and do not require Vetting or pre/post-approval by MNOs. Special Use Cases are sensitive or critical in nature and may require Vetting or pre/post-registration approval by MNOs. During the review process you may begin to send messages).

**Use Case (Select One) \*Required**

- Low Volume Mixed - Small throughput, any combination of use-cases. Examples include: Small Businesses (Pizza Shops, Insurance, Salons, IT Business, 2FA, Light customer communications less than 2,000 messages per day or 75 Texts Per Minute). (Standard)
- 2FA - Any authentication, verification, or a one-time passcode. (Standard)
- Account Notifications - Standard notifications for account holders, relating to and being about an account. (Standard)
- Customer Care - All customer interaction, including account management and customer support. (Standard)
- Delivery Notifications - Information about the status of the delivery of a product or service. (Standard)
- Fraud Alert Messaging - Messaging regarding potential fraudulent activity on an account. (Standard)
- Higher Education - Campaigns created on behalf of Colleges or Universities. It also includes School Districts and educational institutions that fall outside of any "free to the consumer" messaging model. (Standard)
- Marketing - Any communication with marketing and/or promotional content. (Standard)
- Mixed - Any undeclared combination of use-cases (Standard)
- Polling and voting - Requests for surveys and voting for non-political arenas. (Standard)
- Public Service Announcement - An informational message that is meant to raise the audience's awareness about an important issue. (Standard)
- Security Alert - A notification that the security of a system, either a software or hardware, has been compromised in some way and there is an action you need to take. (Standard)
- Carrier Exemptions - Exemption by Carrier. (Special)
- Charity - Communications from a registered charity aimed at providing help and raising money for those in need. Includes 5013C Charity. Does not include: Religious organizations. (Special)
- Conversational Messaging - Peer-to-peer app-based group messaging with proxy/pooled numbers for enterprise or A2P communications. (Special)

Emergency - Notification services that are designed to support public safety/health during natural disasters, armed conflicts, pandemics, and other national or regional emergencies.

(Special)

Sweepstakes - All sweepstakes messaging. (Special)

Political - Part of an organized effort to influence the decision-making of a specific group. Only available to 501(c)(4) and 527 Organizations. (Special)

Social - Communication within or between closed communities. (For example influencer's alerts). (Special)

Sole Proprietor - Limited to entities without an EIN / Tax ID. (Special)

Agents and Franchises Agents; Franchises; local branches **Post-registration approval by MNO is required for this Use Case.** (Special)

The following section applies to 'Low Volume Mix', 'Mix' or 'Conversational Messaging' use case. You may choose up to five (5) sub-categories associated to your Use Case selection above. **\*If applicable, you must choose only one of the options below**

2FA

Customer Care

Fraud Alert Messaging

Marketing

Public Service Announcement

Account Notification

Delivery Notification

Higher Education

Polling and Voting

Campaign and Content Attributes are characteristics of the Campaign. Please complete the following questionnaire below: **\*Yes OR No Required**

#### **NUMBER POOLING**

Yes

No

Select this if you intend on using 50+ numbers as this will require a different provisioning process on T-Mobile

#### **DIRECT LENDING OR LOAN ARRANGEMENT**

Yes

No

Indicates whether the campaign include content related to direct lending or other loan arrangements

### **EMBEDDED LINK**

Yes

No

Indicates whether the campaign is using an embedded link of any kind. Note that public URL shorteners (bitly, tinyurl) are not accepted

### **EMBEDDED PHONE NUMBER**

Yes

No

Indicates whether the campaign is using an embedded phone number (except the required HELP information contact phone number)

### **AFFILIATE MARKETING**

Yes

No

Indicates whether the affiliate marketing being used or was used in the construction of the campaign

### **AGE-GATED CONTENT**

Yes

No

Indicates whether the campaign include any age-gated content as defined by Carrier and CTIA guidelines (Content requiring the individual to be of legal age)

### **Campaign Description \*Required**

Please explain the campaign objective or purpose

### **Campaign Sample Message \*Required**

Please include one or more campaign sample messages

**Please include a list of Telephone Numbers you want to be associated with this campaign \*Required**

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Ten Digits only with one number per row. No spaces, parenthesis, or commas

**The associated Brand entity agrees to include and support the following campaign content attributes:**

SUBSCRIBER OPT-IN - You are collecting and processing consumer opt-ins

SUBSCRIBER OPT-OUT - You are collecting and processing consumer opt-outs

SUBSCRIBER HELP - You have implemented message reply providing customers on how they can contact the message sender after they reply with the "HELP" keyword.

**Form Submitter Name if different from Company Contact Name**

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First Name

Last Name

**Date:**

**Authorized Signature:**