



TOURISM PROMOTIONS BOARD

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Reference No. TPB-PR-0373/2013

REQUEST FOR PROPOSAL

The **Tourism Promotions Board (TPB)**, thru the Bids & Awards Committee (BAC), invites interested bidders to submit proposals for the hereunder project:

Project : PRODUCTION AND DEVELOPMENT OF GOLF AUDIO-VISUAL PRESENTATION (AVP)

TERMS OF REFERENCE (TOR)

I. Project Title:

Production and development of a GOLF AUDIO-VISUAL PRESENTATION (AVP) in support of the Association for Inbound Golf Tourism Philippines' (AIGTP) bid to host the Asia Golf Tourism Convention 2016.

II. Background:

The AIGTP is a recently formed organization that seeks to promote the Philippines as one of Asia's premier golf destinations. The group is composed of the different sectors of golf tourism – golf clubs, golf suppliers, travel agents, etc. – whose mission is to generate sustainable growth of golf tourism in the Philippines. According to AIGTP, the country currently has over 80 golf courses scattered across its regions; 76 have been identified in the Tourism Promotions Board (TPB) golf tourism primer. Out of the 76, 38 golf courses are within the National Capital Region and CALABARZON Region; 15 spread across Northern and Central Luzon; 13 within Central Visayas; and 8 more in Mindanao. These golf courses, however, do not have enough exposure to foreigners. AIGTP reported in a recent meeting with TPB that though the Japanese and Koreans are among the top visitors for golf tourism, the number and quality are significantly lower than that of our ASEAN neighbors. Thailand alone has reported a 50% increase in their golf tourism arrivals in 2012 from 2011. AIGTP pointed out that Thailand has tapped into the European market making them a choice destination not just for leisure players but also for professional golfers. All is not lost, as AIGTP mentioned, because of the high potential of the Philippines to be a top golf destination. One of the key advantages in the country is language. AIGTP reported that language has been a big obstacle in Thailand and other neighboring ASEAN countries. Given the right exposure of the golf courses within the country, the Philippines can make a big splash in the golf tourism industry.

Through the Asia Golf Tourism Convention (AGTC), AIGTP hopes to increase awareness about the country's potential of becoming a golfing haven in Asia. The TPB is supporting AIGTP's bid to host the AGTC 2016 by providing a golf tourism campaign audio-visual presentation (AVP) and other collaterals. Said AVP will be shown in the 2014 and 2015 AGTC.

Hence, the TPB seeks to appoint an experienced and reliable production company that will create an audio-visual presentation for the golf tourism campaign. This shall be the standard promotional material that TPB and the Department of Tourism (DOT) will use in their international marketing campaigns. The AVP, therefore, for the golf tourism campaign must effectively present the Philippines as a golf destination in Asia.

III. Objectives:

The aim of the project is to produce a promotional video about the Philippines' golf tourism which can be used in various marketing and promotional activities aimed at generating interest about the Philippines as a golf destination.

IV. Scope of Work/Schedule of Work:

The deliverables of this project are as follows:

1. 4-minute AVP on Philippine Golf Tourism in DVD Format
2. Script and storyline for the AVP
3. Voiceover English version
4. AVP with Chinese and Japanese subtitles
5. Conduct interviews with Asian Golfers during the Resorts World Manila Masters tournament which can be included in the AVP material

V. Eligibility Requirements:

- Must be Filipino owned, operated and legally registered production company under Philippine laws
- Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS)
- Must have minimum of 5 years commercial experience in the field of video production
- Must be able to propose a highly unique, creative concept of the Philippines as a golf destination in video format
- Must have a new breed of staff adept with the latest tools on video production, to include a scriptwriter and voice over
- Must have serviced a wide range of clients

VI. Legal and Technical Eligibility Requirements:

1. Company Profile
2. List of foreign and local clientele serviced
3. DTI Business Registration/SEC Certificate
4. Mayor's Permit or License to Operate
5. BIR Registration / TIN
6. PhilGEPS Certificate

Approved Budget for the Contract (ABC):

Two Hundred Fifty Thousand Pesos (**Php 250,000.00**) inclusive of all applicable taxes.

Bids exceeding the budget shall be disqualified.

For particulars, please contact Mikhail Camacho at 521-6110 loc. 262 or at mikhail_camacho@yahoo.com

INSTRUCTION TO BIDDERS:

Please submit your Legal Documents/Technical Eligibility Requirements and Financial Bids in sealed envelope addressed to the BAC Chairperson, to be submitted to the BAC Secretariat on or 25 November 2013, 10:00 A.M. c/o Diana Sarmiento, Administrative Department, TPB, 4th Floor Legaspi Towers 300 Roxas Boulevard, Manila (tel. no. 525-9318 loc. 215/208).

Eligible consultants are required to make presentation of their Creative Concept. They will be notified for the schedule. Each consultant will be given a maximum of 30 minutes to present their respective Creative Concept and Plan of Approach for the project.

Hard and e-file copies of the presentation shall be submitted to TPB.

The Tourism Promotions Board assumes no obligation whatsoever to compensate or indemnify the bidders for any expense that they may incur in the preparation of their bids. The Tourism Promotions Board also reserves the right to reject any of all bids to waive any defects found therein and to accept the bid most advantageous to the government.

14 November 2013

SOLITA D. SORIANO
Chairman
Bids & Awards Committee

