

2 March 2018

**REQUEST FOR QUOTATION**

The **TOURISM PROMOTIONS BOARD** invites you to submit quotations for the item/s listed below;

**Quotation No. TPB-PR 2018.03.105**

**Requirements :** Services of a PR Agency  
**Project Title :** Film Tourism Recognition and Press Conference

Quantity	Particulars	Estimated Unit Price	Estimated Total Amount(PhP)
1 lot	<p><b>SERVICES OF A PR AGENCY – FILM TOURISM RECOGNITION</b></p> <p>A. QUALIFICATION OF A PR AGENCY</p> <ul style="list-style-type: none"> <li>a. Minimum of 5 years in operation</li> <li>b. With vast experience on Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications</li> <li>c. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns</li> </ul> <p><i>***Submit list of previous and ongoing projects for the last 5 years for government and private sector and three (3) PR plans</i></p> <ul style="list-style-type: none"> <li>d. Can provide full-service PR, Media &amp; Marketing Communication solutions and consultancy</li> </ul> <p>B. QUALIFICATION OF THE KEY PERSONNEL Must have twenty (20) years-experience in the following:</p> <ul style="list-style-type: none"> <li>• Public Relations (local and foreign projects)</li> <li>• Journalism (print and broadcast; local and foreign)</li> <li>• Advertising/Marketing/Corporate Communications</li> </ul> <p><i>***Submit resumes/profiles of key officers to be assigned to the project</i></p>	950,000.00	950,000.00

	<p>C. DELIVERABLES</p> <p>a. Pre-event</p> <ul style="list-style-type: none"> <li>• set criteria for recognition of films helped promote the Philippines islands, highlighting the beauty of the islands, the good nature of its people and the richness of its history and culture from 2016 to 2017 and review and evaluate the films;</li> <li>• submit final list of foreign and local films to be awarded during the event, and;</li> <li>• coordinate with producer and director of the films and send out invitations.</li> </ul> <p>b. Event Proper</p> <ul style="list-style-type: none"> <li>• Provide shuttle service for media attendees;</li> <li>• provide press kits for all media attendees;</li> <li>• hire services of photographer and videographer for TPB's internal documentation;</li> <li>• creation of audio visual presentations and other necessary video requirements;</li> <li>• rent equipment for production and technical, as needed;</li> <li>• provision of performers (singers or cultural group), to entertain guests during luncheon,</li> <li>• provision of AVPs and other video requirements, as needed;</li> <li>• provide hosts or masters of ceremony, including voice over audios (if needed), and;</li> <li>• provide additional manpower to assist in the registration of media and press conference proper.</li> </ul> <p>c. Post Event</p> <ul style="list-style-type: none"> <li>• Provide all leads and media contacts to TPB</li> <li>• Submit terminal report</li> </ul> <p>D. PR AND PUBLICITY MINIMUM REQUIREMENTS</p> <p>Minimum requirements:</p> <ul style="list-style-type: none"> <li>• Six (6) press releases and three (3) photo releases 950,00</li> <li>• Social media content for the period of March 1 to 15, to include post-event social media posting</li> </ul>		
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	<ul style="list-style-type: none"> <li>• All seeded releases should be published in 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines</li> <li>• Front page article in at least one major publication (broadsheet) during the week of the event ((Philippine Daily Inquirer, Philippine Star and Manila Bulletin)</li> <li>• Preparation of messages, speeches and briefers</li> <li>• Monitoring of published press releases (with actual copy of the release) and social media reach and provide corresponding media values and return of investment</li> </ul> <p>a. PRE-EVENT, the media agency shall:</p> <ul style="list-style-type: none"> <li>• invite media from entertainment, lifestyle and travel beats, covering trimedia and social media influencers,</li> <li>• prepare messages and speeches and briefers, as needed;</li> <li>• submit PR plan and social media plan covering the period of March and April for approval;</li> <li>• prepare and seed three (3) press releases, and;</li> <li>• create and post content on Facebook, Twitter and Instagram for the period of March 5 to 14, at least one (1) content per day.</li> </ul> <p>b. EVENT PROPER, the media agency shall</p> <ul style="list-style-type: none"> <li>• Prepare one (1) major press release for inclusion in the press kit and one (1) photo release for seeding;</li> <li>• Prepare content for advertorial, (if needed)</li> <li>• create content for real time posting and live coverage on Facebook, Twitter and Instagram, and;</li> <li>• facilitate the press conference and prepare ready questions.</li> </ul> <p>c. POST-EVENT</p> <ul style="list-style-type: none"> <li>• Prepare and seed two (2) major press release and two (2) photo release;</li> <li>• create and post content for real</li> </ul>		
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	<p>time posting and live coverage on Facebook, Twitter and Instagram, and;</p> <ul style="list-style-type: none"> <li>• Monitor published press releases and social media reach and provide corresponding media values and return of investment</li> </ul> <p><b>E. TERMS OF PAYMENT</b></p> <table border="1" data-bbox="395 544 967 1283"> <thead> <tr> <th>Output/Milestone</th> <th>% of payment</th> </tr> </thead> <tbody> <tr> <td>Upon presentation and approval of PR plan and social media plan for the whole duration of the event</td> <td>15%</td> </tr> <tr> <td>Upon completion of requirements needed pre-event</td> <td>35%</td> </tr> <tr> <td>Upon successfully staging of the event / press conference</td> <td>40%</td> </tr> <tr> <td>Upon submission of terminal report with actual copies of published releases and social media postings with corresponding media values and return of investment</td> <td>10%</td> </tr> <tr> <td><b>Total:</b></td> <td><b>100%</b></td> </tr> </tbody> </table> <p><i>Note:</i> <i>Eligible Bidders may be required to make a 15min presentation based on the attached criteria</i></p> <p><b><i>Please see attached Terms of Reference and Rating Criteria the for details</i></b></p>	Output/Milestone	% of payment	Upon presentation and approval of PR plan and social media plan for the whole duration of the event	15%	Upon completion of requirements needed pre-event	35%	Upon successfully staging of the event / press conference	40%	Upon submission of terminal report with actual copies of published releases and social media postings with corresponding media values and return of investment	10%	<b>Total:</b>	<b>100%</b>		
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<b>Total:</b>	<b>100%</b>														
Terms	As stated														
Delivery	As stated														
ABC	Php950,000.00 inclusive of service charge and all applicable taxes														

Please submit your **quotation and legal documents in a sealed envelope** duly signed by your representative to Procurement and General Services Division, Tourism Promotions Board, 4/F, Legaspi Towers 300, Roxas Boulevard, Manila not later than **7 March 2018, 12:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.

Thank you very much.

**EMMANUEL A. ZARATE**

Officer- In- Charge

Procurement and General Services Division

Contact Person

JANET G. VILAFRANCA

Contact No

5259318 loc. 246 / 5257312

**Note: All entries must be typewritten in your company letterhead and addressed to the above signatory.**

Price Validity shall be for a period of thirty (30) calendar days.

New Suppliers must submit the following legal documents to be eligible to participate in the bidding:

1. PhilGEPS Registration Number
2. Mayor/Business Permit Certificate
3. Income/Business Tax Return
4. Omnibus Sworn Statement
5. Company Profile