

## Request for Quotation

24 September 2019

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

**Quotation No. TPB-PR.2019.09.843**

PR 9.056 / September 16, 2019

**Requirements : SERVICES OF PR AGENCY**

Quantity	Particulars	Estimated Unit Price	Estimated Total Amount
LOT	<p>SERVICES OF PR AGENCY FOR TWO (2) Months</p> <p>ELIGIBILITY Requirements:</p> <p>a. The agency / company must be in operation for at least 5 years</p> <p>b. Being run by credible and competent management officers with vast experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit resumes/profiles of key officers and management executives to be assigned to the project, highlighting career backgrounds of at least five (5) years in the following:</p> <ul style="list-style-type: none"> <li>• Public Relations (local &amp; foreign projects)</li> <li>• Journalism (print &amp; broadcast, local &amp; foreign)</li> <li>• Advertising/Marketing/Corporate Communications</li> </ul>	Php500,000.00	Php500,000.00

Criteria for Shortlisting

CRITERIA	% WEIGHT
Applicable experience of the consultant and associates in case of joint ventures, considering both the overall experiences of the firm and the individual experiences of the principal and key staff including the times when employed by other consultants	35%
Qualification of personnel who may be assigned to the job vis-à-vis extent and complexity of the undertaking	40%
Current workload relative to capacity	25%

Passing rate: 85%

- c. Submit list of pertinent past and ongoing projects (for the last 5 years) handled for the government and the private sector and three (3) approved PR plans as samples
- d. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns.
- e. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered

**DELIVERABLES**

- a. Submission of a PR plan\* (including story angles, target print, TV and radio outfits for media guestings and event coverages) together with the proposal for traditional and digital media stating the following deliverables:

- \*PR plan is subject to change upon mutual agreement between TPB and PR agency
- Minimum of five (5) seeded articles per

	<p>month</p> <ul style="list-style-type: none"> <li>• Minimum of twenty-five (25) pick – ups per month 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 during TPB’s major event (Madrid Fusion Manila, PHITEX, Mega FamTrip, MICECON, among others)</li> </ul> <p>b. Assistance during press conferences in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups</p> <p>c. Coverage* during TPB events, PR agency shall assign a writer to join in media coverages within Manila and out of town, as needed</p> <p>*Coverage to include traditional and new media</p> <p>d. Preparation of official statements and messages for TPB, as required</p> <p>e. Content creation for advertorial, as required</p> <p>f. Preparation of social media content and assistance in handling TPB’s social media sites (Facebook, Twitter and Instagram), as needed</p> <p>g. Monthly monitoring of published press releases with media values and ROI computation</p> <p><b>SPECIAL CONDITIONS OF CONTRACT</b></p> <p>a. All output of the service provider including, but not limited to, photos, videos, news articles, messages, speeches, feature stories shall become and remain the property of TPB</p> <p>b. All output of the service provider are subject for approval of TPB (MarComm</p>		
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	<p>project officer) prior to release and any other form of publicity</p> <p>c. Contract ends upon completion of 2-month service</p> <p>FINANCIAL Requirements / Terms of Payment</p> <p>Budget is PHP 500,000.00 (FIVE HUNDRED THOUSAND PESOS ONLY) or retainers fee of Php 250,000 per month, inclusive of taxes and other applicable charges.</p> <table border="1"> <thead> <tr> <th>Output/Milestone</th> <th>% of payment</th> </tr> </thead> <tbody> <tr> <td>Upon signing of contract</td> <td>15% PHP 75,000.00</td> </tr> <tr> <td>Submission of 1st Month seeding / output with actual copies of materials, including media values and ROI</td> <td>35% PHP 175,000.00</td> </tr> <tr> <td>Submission of 2nd Month seeding / output with actual copies of materials, including media values and ROI</td> <td>35% PHP 175,000.00</td> </tr> <tr> <td>Submission of terminal report</td> <td>15% PHP 75,000.00</td> </tr> <tr> <td>Total</td> <td>100% PHP 500,000.00</td> </tr> </tbody> </table>	Output/Milestone	% of payment	Upon signing of contract	15% PHP 75,000.00	Submission of 1st Month seeding / output with actual copies of materials, including media values and ROI	35% PHP 175,000.00	Submission of 2nd Month seeding / output with actual copies of materials, including media values and ROI	35% PHP 175,000.00	Submission of terminal report	15% PHP 75,000.00	Total	100% PHP 500,000.00		
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Submission of terminal report	15% PHP 75,000.00														
Total	100% PHP 500,000.00														
Terms	30 days upon receipt of invoice														
ABC	<b>Php500,000.00</b> inclusive of all applicable taxes														

Please submit your quotation and legal documents not later than **30 September 2019, 5:00 P.M** thru email at [soc\\_torres@tpb.gov.ph](mailto:soc_torres@tpb.gov.ph) or thru fax no. 02 526-5971, subject to the Terms and Conditions attached herewith, stating the shortest time of delivery, duly signed by your representative to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila.

Please address your quotation to the undersigned.

Thank you very much.

(Sgd)

**NILO C. ABON**

Officer – In – Charge

Procurement and General Services Division

Contact Person

**SOCRATES G. TORRES**

Contact No

525-93-18 loc. 266

soc\_torres@tpb.gov.ph

**Note: All entries must be typewritten in your company letterhead.**

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

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

1. SEC/DTI Registration Certificate
2. 2019 Mayor's Permit/License
3. BIR Registration / TIN Certificate
4. Company Profile/Reference
5. Valid PhilGEPs Certificate
6. Omnibus Sworn Statement