

## TERMS OF REFERENCE

### I. **PROJECT TITLE: TPB MEMBERSHIP PROGRAM**

Services of a Visual/Creative Agency for the Creation of Video Presentation

### II. **BACKGROUND:**

The TPB Membership Program aims to provide marketing services and benefits to its members through various activities which promotes, advocates, and present the interests of the members for the benefit and sustainable development of their business and the tourism industry as a whole.

Due to the pandemic and travel restrictions caused by the COVID-19, this year's Regional Sales Call Presentations were cancelled thus campaigns for the program are to be made digitally and through email. The provision of a 10 to 12-minute video presentation about the Program will enable the TPB to continue the campaign for the membership and engage stakeholders to be a part of the program and have opportunities for:

1. Business
2. Marketing
3. Networking and capacity-building
4. Branch enhancement
5. Access to information
6. Access to promotional material

### III. **SCOPE OF WORK/DELIVERABLES:**

TPB requires the services of a visual/creative agency that can create and develop Video Presentation to be used as campaign material presentation during the weekly sales call of the program.

Following technical specifications required:

- ✓ Size: 1920 x 1080 (1080p) / Full HD
- ✓ Format: MP4
- ✓ Duration: Minimum of 10-12 minutes, maximum of 15 minutes
- ✓ With background music, sound effects, animations, voice over

Video must be:

- ✓ Able to present the TPB Membership Program clearly
- ✓ With narration (voice over/ animation)
- ✓ Clean and creative
- ✓ Straight to the point
- ✓ Fun, engaging, professional look

Additional Notes:

1. Campaign of TPB Membership program is all year-round.
2. The material will be presented to accredited DOT establishments and entities during digital sales call presentation to educate stakeholders about the services of the TPB Membership Program.
3. The video presentation aims to entice stakeholders and instantly connect them with the program's benefits and services.
4. Winning supplier must assign one (1) point person to coordinate all requirement of the TPB Membership Program.
5. The supplier must provide the working file and assets.
6. TPB shall approve all changes to be made in the video presentation.
7. The winning supplier must secure copyright and permission from rightful owners for the materials that will be used including background music, photos, and videos to be shown on the infomercial if needed.
8. TPB shall have full legal ownership of the artworks (including photos, videos, music background, animations and assets used) and finalized video presentation for **perpetual use**.
9. TPB reserves the right to modify the files if needed.
10. TPB will provide the presentation deck of the program to aid the script creation. TPB and winning supplier to work closely in the creation of script and storyboard.

**IV. TIME FRAME AND SCHEDULE OF WORK**

26 October 2020	Submission of storyboard
09 November 2020	Submission of the first draft of video presentation
09-13 November 2020	Coordination for changes / finalization
18 November 2020	Submission of final material for approval

**V. APPROVED BUDGET FOR THE CONTRACT**

The allocated budget for the infomercial is **Five Hundred Thousand Pesos (PHP 500,000.00)**

Approved Budget for the Contract is inclusive of all applicable fees and taxes. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved budget. The deadline for submission of bids should be at the time and place specified in the request for quotation (RFQ).

**VI. ELIGIBILITY REQUIREMENTS**

1. A reputable creative agency with at least five (5) years' experience in the business
2. Must be duly registered with the Philippine Government Electronic Procurement System (PHILGEPS)
3. With an extensive background specializing in the production of videos

4. Must have provided at least five (5) similar technical services to public and private offices within the last five (5) years
5. Presentation of portfolio

**VII. TERMS OF PAYMENT:**

Full payment upon completion and satisfactory performance of services and submission of deliverables.

**VIII. CONTACT PERSON/S:**

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