

01 December 2020

REQUEST FOR PROPOSAL

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

PROPOSAL No. TPB-PR 2020.12.415

Requirement: Services of an Advertising Agency to Develop and Produce Press Releases and Social Media Boosting and Circulation of Marketing Content

Project: Ultimate Bucket List Adventure

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount(Ph P)						
1 Lot	<p>PR No. 11.054</p> <p>Develop and Produce Press Releases and Social Media Boosting and Circulation of Marketing Content</p> <p><u>Scope of Services and Deliverables</u></p> <table border="1"> <thead> <tr> <th><i>Scope of Work</i></th> <th><i>Deliverables</i></th> </tr> </thead> <tbody> <tr> <td><i>Development and media circulation of Press Releases</i></td> <td><i>Development of five (5) Press Releases, to be circulated to media partners/connections, from December to February 2020.</i></td> </tr> <tr> <td><i>Promotion/circulation and boosting of digital content through Social Media platforms</i> <i>--The digital materials and content must be circulated and advertised through agreed/authorized</i></td> <td><i>Advertise, circulate, and boost all AVPs and digital materials made to be distributed for ten (10) days to promote and advertise the Ultimate Bucket List Adventure to all social media platforms.</i></td> </tr> </tbody> </table>	<i>Scope of Work</i>	<i>Deliverables</i>	<i>Development and media circulation of Press Releases</i>	<i>Development of five (5) Press Releases, to be circulated to media partners/connections, from December to February 2020.</i>	<i>Promotion/circulation and boosting of digital content through Social Media platforms</i> <i>--The digital materials and content must be circulated and advertised through agreed/authorized</i>	<i>Advertise, circulate, and boost all AVPs and digital materials made to be distributed for ten (10) days to promote and advertise the Ultimate Bucket List Adventure to all social media platforms.</i>	500,000.00	500,000.00
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<p><i>Facebook, Instagram, and YouTube accounts.</i></p>	<p><i>The ten (10) days of native posting will be divided from December 2020 to February 2021, targeting at least 100,000 local social media users per day.</i></p>
	<p><i>Upon completion of the promotional campaign, submit a terminal report with its supporting documents to TPB.</i></p> <p><i>All deliverables to be released and boosted must be with approval from the TPB.</i></p>

Project Duration: From receipt of Notice to Proceed until February 2021

Qualification of the Bidder

1. The agency must be a reputable advertising agency with the required workforce/personnel staff. The agency must be duly registered under Philippine laws.

Submit Articles of Incorporation

2. The agency must have been continuously active in the industry for at least three (3) years and must have undertaken and produced a similar campaign in the last three (3) years.

Submit list of ongoing and completed private and government contract for the last 3 years whether similar or not to the project.

3. The minimum required workforce/personnel assigned to this Project should be the Agency/Provider’s organic personnel.

Submit CV of the key personnel to be assigned to the project

	<p>Percent (%) weight for the Technical and Financial Proposal is:</p> <table border="1"> <thead> <tr> <th>Proposal</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>Technical Proposal</td> <td>80%</td> </tr> <tr> <td>Financial Proposal</td> <td>20%</td> </tr> </tbody> </table> <p>Passing rate is 70% .</p> <p><i>Bidders will be given a maximum of 15 minutes to present their Plan of Approach and Methodology</i></p> <p>Please see attached Terms of Reference for the terms of payment, rating criteria and other terms and conditions</p>	Proposal	Weight	Technical Proposal	80%	Financial Proposal	20%		
Proposal	Weight								
Technical Proposal	80%								
Financial Proposal	20%								
Terms	30 days upon receipt of invoice								
Delivery	As stated								
ABC	Php500,000.00 inclusive of service charge and all applicable taxes								

Please submit your **quotation and legal documents** duly signed by your representative to email address *janet_villafranca@tpb.gov.ph* not later than **7 December 2020, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.

The subject title of your email is in this format: **Ad Agency_Ultimate Bucketlist <company name>** for easy identification of emails.

Thank you very much.



ELOISA A. ROMERO

Head, Procurement and General Services Division

Contact Person JANET G. VILAFRANCA
Contact No 0995-0274187

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. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. BIR Certificate of Registration
4. Omnibus Sworn Statement

5. Company Profile