

TERMS OF REFERENCE

PROGRAM: TRAVEL BINGO CHALLENGE

(December 2020 to January 2021)

Online and Offline Technical Requirements for the Implementation of the Travel Bingo Challenge

I. BACKGROUND

Digital technology is re-shaping the entire marketing mix. In terms of game-based marketing, the product is known as “virtual experiential marketing”. Adapting to smart destination marketing, the Tourism Promotions Board (TPB) considers **Travel Bingo Challenge** as an interactive game-based tourism marketing tool. The primary motivation to play a tourism game is to gain practical information about the destination and socialize with other people. This activity will reflect a mixture of tourist needs and motivations. Players will start with basic information seeking, but they will seek more challenging and achieving elements that reflect some of the gameplay’s intrinsic motivation when they get to experience the game.

Relative to this, it is essential to supplement and enhance the first TPB e-bingo game by providing additional online and offline technical support, to be charged under the Travel Bingo Challenge Program item Events Management Service.

I. OBJECTIVES

- a. To provide a background set that accommodates the different themes or episodes of the actual games.
- b. To execute a clearer, enhanced, and seamless video output during the actual game.
- c. To encourage engagement regarding the various sites and attractions in a more fun and informative way.
- d. To provide a display of vibrant, animated, and live interactive shows.
- e. To mix the online and offline features of an e-bingo game that will bring excitement and enthusiasm for all players.

III. TARGET AUDIENCE/VIEWERS

- a. Bingo enthusiasts
- b. General X, Y, and Z

Seventeen (17) shooting / episode dates.

IV. DATES

Covering the months of December 2020 – January 2021 (dates to follow)

EPISODE	FEATURE DESTINATION	No. of Players
Episode 1	Region 12 (SOCCSKSARGEN)	150
Episode 2	Region 13 (CARAGA)	150
Episode 3	Region 5 (Bicol)	150
Episode 4	Region 9 (Zamboanga Peninsula)	150
Episode 5	Region 11 (Davao)	150
Episode 6	Region 10 (Northern Mindanao)	150
Episode 7	Region 6 (Western Visayas)	150
Episode 8	Region 8 (Eastern Visayas)	150
Episode 9	Region 7 (Central Visayas)	150
Episode 10	Region 4A (CALABARZON)	150
Episode 11	Region 4B (MIMAROPA)	150
Episode 12	Region 3 (Central Luzon)	150
Episode 13	Region 2 (Cagayan)	150
Episode 14	Region CAR (Cordillera Administrative Region)	150
Episode 15	Region 1 (Ilocos)	150
Episode 16	Region NCR (National Capital Region)	150
Episode 17	Grand Game (participated in by all Episode 1-15 winners)	Max. 100

V. SCOPE OF WORK

- a. Studio Venue
 - 1) Venue rental inclusive of power
 - 2) Internet service
 - 3) Chrome green screen environment

- b. Video Capture
 - 1) 2-3 camera set-up for the coverage of the host, bingo board, and tambolero (DSDL and/or professional video cam)
 - 2) 1 Lot of HDMI/signal cables
 - 3) HD video switchers

- c. Studio based streaming requirements
 - 1) Streaming machine
 - 2) Video capture devices
 - 3) Licensed video production and streaming software (VMIX)
 - 4) Graphics overlay
 - 5) Chroma capability
 - 6) Streaming director
 - 7) Camera director
 - 8) Technical director

- d. Audio and Lighting
 - 1) Digital audio mixer for signal processing
 - 2) Active house speakers
 - 3) Active monitor speakers
 - 4) RF or lapel microphones
 - 5) Lot of digital cables
 - 6) Digital signal output
 - 7) Studio standard lighting
 - 8) Audio engineer
 - 9) Lighting technician

- e. Game Requirements
 - 1) Provision for design and fabrication of Bingo Ball tambolero
 - 2) 75 Numbered Bingo balls
 - 3) Provision for Bingo Board

- f. Bingo Master costume (Filipiniana or Filipino themed)

- g. The game itself should be displayed in a recognizable form such that the player can follow the play and interact appropriately.

- h. Operators must take all reasonable steps to ensure that the guidelines for dealing with policies of drawing numbers/letters, matching are done systematically.

- i. The distribution of information must be transmitted simultaneously to all player devices designed to receive notification within the game.

Service provider to provide:

- 1) Conduct 17 shooting/episode days to cover for the implementation of the Travel Bingo Challenge games.
- 2) Online and offline technical requirements that will efficiently and effectively result in a seamless yet entertaining game.
- 3) Provision of studio venue, audio capture, studio-based streaming, audio and lighting, game props/materials, and Bingo Master costume.

VI. ELIGIBILITY REQUIREMENTS

- a. Must be a Filipino owned, operated, and legally registered company that handles events management and production in the past three (3) years under the Philippine laws:
 - 1) Submit a list of all on-going and completed government or private contracts for the last 3 years whether similar or not similar in nature
 - 2) Submit a certified true copy of the company's Articles of Incorporation
- b. Must have handled at least two (2) tourism-related projects/events.

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **NINE HUNDRED FIFTY THOUSAND PESOS ONLY (PhP 950,000.00)**, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down. 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 above-mentioned approved budget. The deadline for submission of bids should be at a time and place specified in the request for quotation (RFQ)..

VIII. TERMS OF PAYMENT

Full payment for the service provider upon submission of the following:

1. Statement of Account
2. Terminal Report
3. Technical Rider
4. Program Script/Flow
