

TERMS OF REFERENCE

ONLINE TOURISM MARKETING EDUCATIONAL SEMINAR

Customized Give-away Items

I. BACKGROUND

One of the Domestic Promotions Department's (DPD) commitments is the conduct of a tourism marketing educational seminar. A seminar that provides up-to-date information and an enhanced understanding of tourism trends, best practices, new marketing approaches to increase the marketability of tourism destinations while promoting sustainable and responsible tourism, and to achieve global competitiveness and promote travel excellence.

Target participants are tourism and marketing officers from the Local Government Units (LGUs) and the Department of Tourism Regional Offices (DOT ROs) nationwide. The implementation of this tourism marketing seminar will be via a digital platform in light of the restrictions due to the COVID-19 pandemic. The confirmed participants will attend one (1) run equivalent to a 2-day session or 5.0 learning hours.

Relative to the above, the Department will require customized give-away for dissemination to the attendees of the webinar.

II. TARGET AUDIENCE/VIEWERS

Marketing and Tourism Officer of the Department of Tourism and the Local Government Units.

III. DELIVERY DATES

Run	Webinar Dates	Delivery Dates
1	6-7 September 2021	At least 2 weeks prior
2	4-5 October 2021	At least 2 weeks prior

IV. SCOPE OF WORK

A. Travel Pouch

Item	Description	Quantity
Hand-woven washable ethnic face mask	-with filter pocket & ear adjuster -originally made from an indigenous community -individually sealed for sanitation purposes	650 pcs
50ml ethyl alcohol spray	Size fits travel pouch	650 pcs
Travel Pouch	-Size: approx. 5in x 8in -Zip lock type (transparent) -With colored TPB logo print	650 pcs

The face mask and alcohol should be packed inside the travel pouch.

B. Customized tube bandana

Item	Description	Quantity
Tube Bandana	-Fabric: Stretchable polyester microfabric -Seamless structure -Size: 26 x 52cm tubular shape with suitable head circumference of 53-62cm -Fabric printing: Digital printing/sublimation -Bandana design c/o TPB (300 pcs per design x 5 designs)	1,500 pcs
Tubular Bandana Guide card	-Colored digital print-out on paper -Paper material: White specialty board (220 gsm thick) -Size of card: 3in x 4in (HxL) -Design c/o TPB	1,500 pcs
Pouch	-Size: approx. 5in x 8in -Zip lock type (frosted) -With colored TPB logo print	1,500 pcs

The tube bandana and tubular bandana guide card should be inside the sealed pouch.

Note: Interested supplier is required to submit an actual sample of the project *per requirement basis*. Supplier may also bid for each lot or all provided that the Financial Proposal does not exceed the ABC. **Layout/artwork** may request by the interested bidders to the e-mail/contact details provided below since the documents is in Zipped format.

VIII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract is **FOUR HUNDRED FORTY-SIX THOUSAND EIGHT HUNDRED SEVENTY-FIVE PESOS ONLY (PhP446,875.00)**, inclusive of all applicable fees and taxes. The cost of items in the bid should be broken down.

IX. TERMS OF PAYMENT

Full payment upon complete delivery of items provided submission of Statement of Account and Delivery Receipt.
