

24 August 2021

REQUEST FOR PROPOSAL (RFP)

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

RFP No. TPB-PR 2021.08.316

Requirement: Service Provider of a PR Agency to Develop a Four (4) - Month PR Plan and Provide Other Related PR Services for the Motorcycle Tourism Program of the Tourism Promotions Board

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p>Service of a PR Agency for the Motorcycle Tourism Program of the Tourism Promotions Board</p> <p>Deliverables</p> <ol style="list-style-type: none"> 1. PR Plan for 4 months (including story angles, target print, TV and radio outfits for media guesting/s and event coverage/s) together with the proposal for traditional and digital media 2. Minimum of sixteen (16) seeded articles with eighty (80) pick – ups for the duration of the contract 3. All seeded releases should be published in any of the 3 major Philippine dailies (Philippine Daily Inquirer, Philippine Star and Manila Bulletin) and leading online news pages/magazines 4. Daily monitoring and report of tourism-related news and updates through email especially news related to motorcycle tourism 5. Provide monthly and quarterly comprehensive and performance reports which includes published press releases in print, online platforms with corresponding with media values and ROI computation (hard and soft copies; must be submitted within two weeks of the following month) 6. Assistance during Motourismo and other TPB press conferences (as needed) in terms of media invitation, preparation of media kits, coverage, seeding of press releases, preparation of briefing notes and other needed write-ups 7. Preparation of official statements and messages for TPB, as needed 8. Content creation and advertorials, as needed 9. Assistance in content creation for TPB’s and Philippine Motorcycle Tourism’s social media sites (Facebook, 	1,000,000.00	1,000,000.00

	<p>Twitter and Instagram) to promote the motorcycle tourism and the Philippines' various tourist destinations</p> <p>10.Validation and updating of existing TPB Media Contacts</p> <p>11.Front page article in at least one major publication for TPB's Motorcycle Tourism Program</p> <p>12.Source out of photos related to motorcycle tourism (free of charge or paid)</p> <p>13.Update the Motorcycle Tourism website as needed</p> <p>14.May provide additional services beneficial apart from as long as it's beneficial to TPB</p> <p>Eligibility Requirements</p> <ol style="list-style-type: none"> 1. The Public Relations/Media agency / company must be duly registered in the Philippines and must be in operation for at least 5 years 2. Managed by credible and competent management officers with minimum of five (5) years of relevant experience in Public Relations, Media, Marketing (tri-media and digital media) and Corporate Communications. Please submit CV following the format as prescribed in the bidding documents of five (5) key officers and management executives to be assigned to the project, as follows: <ul style="list-style-type: none"> • COO/CEO or its equivalent • Account Manager or its equivalent • Copywriter or its equivalent • PR/Media strategist or its equivalent • Digital strategist or its equivalent <p>Preferably, personnel should be organic employees of the PR Agency and have career backgrounds in the following fields:</p> <ul style="list-style-type: none"> • Public Relations • Journalism • Online Marketing • Advertising or Marketing • Corporate Communications 3. Must have handled tourism-related PR projects, preferably special tourism events and info campaigns. Submit certification from clients showing satisfactory performance on delivered service from the past three (3) years. 4. Can provide full-service PR, Media & Marketing Communication solutions and consultancy. Please present company profile with a list of services offered. 5. Must have experience in Crisis Communication 		
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Technical Requirements

1. Articles of Incorporation, SEC, DTI, CDA registration certificate, whichever is applicable
2. List of ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid within the past five (5) years. (Include the following information: client, project, contract amount, contract duration, status)
3. Company Profile
4. CV of the Key personnel using the TPF6 Form. The document to be submitted need not be notarized
6. List of Metro Manila-based and regional media contacts/data base (minimum of 10 contacts for Metro Manila and 10 for regional contacts) subject to compliance under the Data Privacy Act of 2012
7. Submit at least three (3) approved and implemented PR plans as samples
8. Submit at least two (2) Crisis communication plans/guideline done for other corporation/agency (from previous contracts)

Rating Criteria

Proposal	Weight
I. Experience and Capability of the Consultant/Firm	30%
II. Quality of Personnel to be Assigned to the Project	30%
III. Plan Approach and Methodology	40
Total	100%

Criteria for Evaluation

Proposal	Weight
A. Technical Proposal	80%
B. Financial Proposal	20%

Technical and Financial Proposals Passing Score: 80%

Other Terms and Conditions


- a. PR plan is subject to change upon mutual agreement between TPB and PR agency
- b. Final PR Plan must be submitted within 7 working days upon receipt of NTP
- c. All output of the service provider including, but not limited to, photos, videos, news articles, messages,

	<p>speeches, feature stories shall become and remain the property of TPB</p> <p>d. All output of the service provider are subject for approval of TPB prior to release and any other form of publicity</p> <p>Legal Documents</p> <ul style="list-style-type: none"> • PhilGEPS Registration Certificate • Mayor/Business Permit • Latest Business/Income Tax Return Certificate • Omnibus Sworn Statement (revised) <p>Eligible Bidders shall be required to present their plan approach and methodology for a maximum of 15 minutes, the date of the presentation will be on short notice.</p> <p>Attachments:</p> <ul style="list-style-type: none"> • Terms of Reference • TPF6 Form • Revised Omnibus Sworn Statement <p>Note:</p> <ul style="list-style-type: none"> • All entries must be typewritten in your company letterhead and the proposal must be duly signed by your authorized representative • Price Validity shall be for a period of <u>thirty (30)</u> calendar days. 		
Terms	As stated		
Delivery	As stated		
ABC	PhP1,000,000.00 inclusive of applicable taxes		

Please submit your **proposal together with the eligibility and legal documents** enumerated above to email address *janet_villafranca@tpb.gov.ph* not later than **31 August 2021, 5:00PM**, subject to the Terms and Conditions stated herewith and the shortest time of delivery.

The **submission of the proposal and other documents shall be in one (1) compressed file folder, any submission not in this format will not be considered.** For easy identification of email, the subject shall be in this format: **Motorcycle PR Plan_<Company Name>**

Thank you very much.


ELOISA A. ROMERO
 Head, Procurement and General Services Division
 Administrative Department