

## Request for Quotation

19 August 2021

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

Quotation No. **TPB-RFQ 2021-08-309**

PR No. 8.011

**Project Title:** Travel Bingo Challenge Season 2

**Requirements:** Events Management Company

Unit	Particulars	Unit Cost	Total Cost
Lot 1	<p><b>Events Management Company for the Implementation of the Travel Bingo Challenge Season 2</b> 27 September 2021 (Indicative)</p> <p><b>Background:</b></p> <p>The digital revolution has led to the emergence of the concept of smart destinations in which knowledge and information are accessible to all stakeholders, facilitating them to carry out continuous innovation of their activities as much as possible. Without using digital technologies to enable adequate public-private consumer collaboration, achieving a thriving market of destinations' geographical attributes is almost impossible.</p> <p>New technologies such as social, mobile technology, and gaming provide technological tools for developing such experiences. According to the World Travel Market Report, 'gamification' is a major trend for the coming years in tourism, which will appeal to consumers across all age demographics.</p> <p>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 <b>Travel Bingo Challenge Season 2</b> 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 when they experience the game, they will seek more challenging and achieving elements that reflect some of the gameplay's intrinsic motivation</p> <p><b>Objectives:</b></p> <p>1. To build a positive image of the country's existing and emerging destinations.</p>	PhP995,000.0 0	PhP995,000.0 0

	<p>2. To generate a higher public and consumer engagement by introducing various tourism sites and attractions virtually more fun and informative.</p> <p>3. To guide the consumers to plan their future domestic travel.</p> <p>4. To instill among the game participants and the viewing public a sense of a “Pride of Place.”</p> <p><b>Target Audience/Viewers:</b></p> <p>Below is the Travel Bingo Challenge Season 2 game schedule to commence on the first week of September 2021.</p> <p>For more information, please refer to the attached Terms of Reference (TOR).</p> <p><b>NOTE:</b> <i>Dates are subject to confirmation three weeks before the first episode. On week 6 during the black-out episode all sellers and buyers of 8<sup>th</sup> Regional Travel Fairs are automatically included.</i></p> <p><b>Scope of Work:</b></p> <ol style="list-style-type: none"> <li>1. Conduct of pre-publicity and promotion of the “Travel Bingo Challenge Season 2”</li> <li>2. Virtual launch</li> <li>3. Concept, design, and layout of publishing materials and collaterals</li> <li>4. Live streaming on TPB social media platforms</li> <li>5. Production of a Travel Bingo Season 2 Teaser AVP (1 Minute)       <ol style="list-style-type: none"> <li>a. Video Editing</li> <li>b. Content writing</li> <li>c. Animation</li> <li>d. Graphics</li> <li>e. Music</li> <li>f. Subject to approval by TPB</li> </ol> </li> <li>6. Production of infographics Travel Bingo 2 mechanics (in AVP format)       <ol style="list-style-type: none"> <li>a. Video Editing</li> <li>b. Content writing</li> <li>c. Animation</li> <li>d. Graphics</li> <li>e. Music</li> <li>f. Subject to approval by TPB</li> </ol> </li> <li>7. Production of Graphics Layout and Animation for the next episodes invite       <ol style="list-style-type: none"> <li>a. Pattern of the Day</li> <li>b. Upcoming Schedules</li> <li>c. On the spot Layout of Daily Game Winners</li> <li>d. Prize of the Day</li> </ol> </li> <li>8. Registration       <ol style="list-style-type: none"> <li>a. Coordination with TPB Domestic for the contents and required questions</li> <li>b. Creation and setup of Registration links for the following Bingo Games: Special Round (launching) – 1 Episode Regular Rounds – 15 Episodes Grand Bingo Black Out Round – 1 Episode</li> <li>c. Registration to be linked to custom shortened links and scannable QR codes.</li> <li>d. Provision of automated email reply system Must design and execute a registration system where all registration information and card allocation can be accessed by the player without any human intervention as required by the department of trade and industry.</li> </ol> </li> </ol>		
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	<p>Must have automated program for auto assignment of player number upon registration which is unique to the player. Registration System must be able to automatically reply immediately upon registration with confirmation, game primer and the links to Bingo Cards.</p> <ol style="list-style-type: none"> <li>9. Conceptualize the mechanics of the “Travel Bingo Challenge Season 2”:       <ol style="list-style-type: none"> <li>a. Formulate a process in registering, screening, and accepting interested players by designing an e- registration form and using a QR Code.</li> <li>b. Ensure the compliance of registration of the activity to the rules and regulations of the Department of Trade and Industry’s Fair Trade Act.</li> <li>c. Manage a database of online registration.</li> <li>d. Provide three (3) E-Bingo cards per player, and each card will be played based on the assigned episode or Game number indicated in the card.</li> <li>e. Produce a required number of e-bingo cards for the duration of the Bingo program. Incorporated in the Bingo Card design layout shall be the following:           <ul style="list-style-type: none"> <li>- Bingo Numbers</li> <li>- Philippine Tourism Attraction related to the host region of the Game</li> <li>- Card to Include TPB, Department of Tourism (DOT), Its More Fun in the Philippines (IMFITP), and Travel Bingo Branding</li> <li>- Must credit photo owners if applicable</li> <li>- Total of 5,100 E-Bingo Cards (17-episode x 300 players)</li> </ul> </li> </ol> </li> <li>10. Produce a digital Travel Bingo Board to act as the master board of drawn balls. Must include:       <ol style="list-style-type: none"> <li>a. Visible marking of drawn balls</li> <li>b. Must be divided in B, I, N, G, O Sections</li> <li>c. Must show the Bingo pattern of the day</li> </ol> </li> <li>11. Produce, direct and conduct the actual implementation of the seventeen (17) episodes using platforms dedicated for the players (Zoom) and Facebook (FB) live streaming for public viewers compatible for video, voice, content sharing, and chat that runs across mobile devices and desktops.       <ol style="list-style-type: none"> <li>a. Allows use of the platform for more than 2 hours.</li> <li>b. Allows a maximum of 500 users per game.</li> </ol> </li> <li>12. Provision of professionals/talents for a total of seventeen (17) episodes or the entire duration of the Travel Bingo Season.       <ol style="list-style-type: none"> <li>a. E-Bingo Game Master or celebrity host           <ul style="list-style-type: none"> <li>- Must have a good understanding of Bingo game mechanics and jargons</li> <li>- Must have a pleasing personality and can relate to different levels of society</li> <li>- Good command of English and Filipino</li> <li>- Must possess a spontaneous and witty persona in carrying out impromptu and off the script               <ul style="list-style-type: none"> <li>➤ Provision of Back-Up Bingo Game Master</li> <li>➤ Dress according to the region being featured for each episode</li> </ul> </li> </ul> </li> <li>c. Voice Over talent</li> <li>d. Tambiolo Girl           <ul style="list-style-type: none"> <li>- Must have a pleasing personality</li> <li>- Dancer and theater background</li> <li>- Provision for backup Tambiolo girl, if needed</li> <li>- Dress according to the region being featured for each episode</li> </ul> </li> </ol> </li> </ol>		
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13. Form a production management team to include but not limited to the following:
- Director
  - Technical Director
  - Stage Manager
  - Zoom Specialist
  - Game Secretariat
  - Graphics Designer
  - Technical Assistants.

14. Secure and register the “Travel Bingo Challenge Episode 2” game with the Fair-Trade Enforcement Bureau-Sales Promotion Division of the Department of Trade and Industry (DTI).
- Must submit and process the registration on behalf of the Tourism Promotions Board.
  - Must provide the requirements to the Department of Trade and Industry related to the approval of the Travel Bingo permit.
  - Must settle the necessary fees related to the processing of the registration.
  - Must also include settlement of honorariums for the DTI representatives to witness the games. (Php 2,000.00/game)

15. Trivia

- Research, Layout, and Production of the Daily Trivia Slides
  - One (1) Trivia Set for each host region (minimum of 20 trivia questions)
  - Coordinate with host region for trivia information
  - Credit photo contributors if needed
  - Submit to TPB or host region for final validation.
  - Complete trivia layout with customized design
- Tie Breaker Trivia
  - National themed Tourism Trivia
  - Minimum of 50 banked questions per episode, subject to additional questions as needed
  - Credit photo contributors if needed
  - Submit to TPB for final validation.
  - Complete trivia layout with customized design

18. Provision of the seventeen (17) scripts based on the approved Program.

<b>Timeframe</b>	<b>Activity</b>
15mins	Host accepts all 300 valid players
5 mins	Message from the Department of Tourism Regional Director or Officer-in-Charge (featured destination)
10 mins	Options: Playback DOT “Wake Up in the Philippines and other AVPs of DOT-TPB” Playback DOT Regional AVPs Game Rules /Announcement/Reminder
40 mins	Game Proper Awarding of Prizes End of Game Announcement of Next Episode and Game number

1. The script must be submitted to TPB for approval.
2. Script to include technical steps and execution
3. Provision for a scriptwriter for on the spot changes in the program
  
19. Document and record the overall proceedings per episode and submit via cloud storage
20. Provide ice breakers (quick survey, playback of AVPs, announcement, etc.)
  - a. Coordinate collection of materials in cooperation with TPB or Host Region for the playback of videos
  - a. Creation of publishing materials for announcements and other ice breakers/ filler activities
21. Develop an online survey/evaluation of the game and submit a statistical report and analysis based on the result, including viewers' comments/feedback.
22. Bidders must be able to make a presentation (maximum of 20 minutes) of their Plan Approach.
23. Provision of mobile load for 5 pax secretariat (500 x 5 pax x 6 weeks)
24. Provision of courier service for the sending of the travel voucher and TPB gift to all winners via courier service (nationwide)

**Minimum Required Personnel:**

Required Personnel	Minimum Years of Experience
Technical Director (1)	1 year of experience
Stage Manager (1)	3 years of experience
Zoom Specialist (1)	1 year of experience
Game Secretariat (1)	3 years of experience
Graphics Designer (1)	3 years of experience
Technical Assistants (1)	3 years of experience
Bingo Host (1)	3 years of experience
"Tambolo" Girl (1)	2 years of experience
Voice Over (1)	3 years of experience

*Note: Bidders may recommend additional personnel deemed fit for the Team. All other personnel must have at least 3 years of relevant experience in the advertising and media industry*

**Service provider to submit:**

- a. Concept and mechanics of the "Travel Bingo Challenge Season 2."
- b. Samples of creative ads/graphics
- c. Database of players

**TPB to provide:**

- a. The suggested list of E-Bingo Master
- b. Authorized to release prizes to winners
- c. Invite Department of Tourism Regional Directors for Opening Message
- d. COVID Testing (should it be required) shall be c/o TPB.

**Criteria for Rating:**

	<p>Please refer to the attached Terms of Reference (TOR).</p> <p><b>Eligibility Requirements:</b></p> <ol style="list-style-type: none"> <li>Must be a Filipino owned, operated, and legally registered company that handles events and programs under the Philippine laws;</li> <li>Must be duly registered with the Philippine Government Electronic Procurement System (PhilGEPS).</li> <li>Must have experience handling an Offline + Online event (Hybrid Event) in the past 2 years.</li> <li>Must have experience in producing an Online Game Format that includes audience and participant interaction.</li> <li>Must have handled at least three (3) online and offline and tourism related events.</li> <li>Company profile</li> </ol> <p><b>Approved Budget for the Contract (ABC):</b></p> <p>The Approved Budget for the Contract is <b>NINE HUNDRED NINETY-FIVE THOUSAND PESOS ONLY (PHP 995,000.00)</b>, 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).</p> <p><b>Terms of Payment:</b></p> <p>Payment for the service provider shall be based on the completion of each phase of the project as follows:</p> <p>Please refer to the attached Terms of Reference (TOR).</p> <p><i>Note: The bidder should have a Landbank account. Payment will be made through LBP bank deposit. Otherwise, bank charges will be shouldered by the service provider.</i></p> <p style="text-align: center;"><b>*** Nothing Follows ***</b></p>		
Terms	30 days upon receipt of invoice.		
Delivery	27 September 2021 (Indicative)		
ABC	<b>Php995,000.00</b> inclusive of all applicable charges and taxes		

The last day for submission of **quotation** is not later than 10:00 A.M. on **25 August 2021, thru e-mail at [farhan\\_ambiong@tpb.gov.ph](mailto:farhan_ambiong@tpb.gov.ph)** for the advance copy of the bid documents and the original copy to the address provided below, subject to the Terms and Conditions attached herewith, duly signed by your representative and stating the shortest time of delivery to the Procurement and General Services Division, Administrative Department, 4th Floor, Legaspi Towers 300, Roxas Blvd., Manila. Please address your quotation to the undersigned.

Thank you very much.



**ELOISA A. ROMERO**  
Administrative Officer V

Procurement and General Services Division

Contact Person                      **FARHAN M. AMBIONG**  
Contact No                              (8)525-9318local 268

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. *Business or Mayor`s Permit/Certification (as of 2021)*
2. *Annual Income Tax Return (latest)*
3. *Company Profile (latest and updated)*
4. *PhilGEPS Certificate/Membership (latest)*
5. *Notarized Omnibus Sworn Statement (provided below)*

## Omnibus Sworn Statement (Revised)

*[shall be submitted with the Bid]*

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REPUBLIC OF THE PHILIPPINES )

CITY/MUNICIPALITY OF \_\_\_\_\_ ) S.S.

### AFFIDAVIT

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

*[If a sole proprietorship:]* I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

*[If a partnership, corporation, cooperative, or joint venture:]* I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

*[If a sole proprietorship:]* As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

*[If a partnership, corporation, cooperative, or joint venture:]* I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**



4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;
5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;
6. *[Select one, delete the rest:]*

*[If a sole proprietorship:]* The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a partnership or cooperative:]* None of the officers and members of [Name of Bidder] is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a corporation or joint venture:]* None of the officers, directors, and controlling stockholders of [Name of Bidder] is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. [Name of Bidder] complies with existing labor laws and standards; and
8. [Name of Bidder] is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
  - a. Carefully examining all of the Bidding Documents;
  - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
  - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the [Name of the Project].
9. [Name of Bidder] did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

**IN WITNESS WHEREOF**, I have hereunto set my hand this \_\_ day of \_\_, 20\_\_ at \_\_\_\_\_,  
Philippines.

*[Insert NAME OF BIDDER OR ITS AUTHORIZED  
REPRESENTATIVE]*

*[Insert signatory's legal capacity]*

Affiant

**[Jurat]**

*[Format shall be based on the latest Rules on Notarial Practice]*