

02 August 2022

REQUEST FOR PROPOSAL (RFP)

The **TOURISM PROMOTIONS BOARD** invites you to submit proposal for the requirements listed below:

RFP No. TPB-PR 2022.08.247

Requirement: Services of a Media Planning and Placement Agency for the Promotion of the 10th Regional Travel Fair (RTF) CALABARZON

Quantity	Particulars	Estimated Unit Price (PhP)	Estimated Total Amount (PhP)
1 Lot	<p>Scope of Work and Deliverables</p> <p>A. Media Planning Conceptualize a Media Plan for two (2) months based on the digital placements and social media boosting requirements and the proposed timeline of execution.</p> <p>B. Digital Placement and Social Media Boosting</p> <ol style="list-style-type: none"> 1. Digital native article placement in reputable magazine/lifestyle media site/channel 2. Programmatic display/ banner ad placements in reputable magazine/lifestyle media site/channel 3. Social media boosting via TPB social media accounts <p>C. Documentation/Administrative Requirements</p> <p>Eligibility Requirements</p> <p>A. Qualification of the Firm</p> <ol style="list-style-type: none"> 1. The agency must be duly registered under Philippine laws and must be in operation for at least 3 years. 2. The agency must have successfully handled similar projects (plan/promote/press releases/placements/execute) that have been published in reputable online sources/platforms within the last 3 years, based on submitted certification from clients showing satisfactory on delivered service/s. <p>B. Qualification of the Key Personnel</p>	500,000.00	500,000.00

1. The minimum required manpower/personnel to be assigned to this Project should be organic/full-time personnel of the Agency.
2. The Digital Manager must have at least seven (7) years of relevant experience in handling related campaigns
3. The Copywriter, and Media/Data Analyst and Researcher must have at least five (5) years of relevant experience in handling related campaigns

Technical Documents

1. Article of Incorporation, DTI, CDI, registration certificate, whichever is applicable
2. Company Profile
3. List of ongoing and completed government and private contracts for the **last five (5) years** whether similar or not similar in nature to the project. The format shall include the name of the client, title of the project, and amount of the contract.
 - a. Notice of Award, Notice to Proceed, or Contract, for on-going projects
 - b. Certificate of Project Completion, for completed projects
4. Curriculum Vitae of the Key Personnel using the TPF6 Form, the CV's need not be notarized

Legal Documents

1. PhilGEPS Registration Certificate
2. Mayor/Business Permit
3. Business/Income Tax Return Certificate
4. Notarized Omnibus Sworn Statement

Criteria for Technical Evaluation (Using QCBE Evaluation)

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

Rating (80% Passing Score)

Complying Bidders shall be required to prepare a 20-minute presentation of their proposal. The Secretariat shall send the notice to the Complying bidders at least three (3) calendar days prior to the date of the presentation.

Attachments:

- A. Terms of Reference


	<p>B. TPF6 Form C. Revised Omnibus Sworn Statement</p> <p>Note:</p> <ul style="list-style-type: none"> All entries must be typewritten in your company letterhead. Price Validity shall be for a period of thirty (30) calendar days. 										
Terms	<table border="1"> <thead> <tr> <th>PAYMENT %</th> <th>MILESTONES</th> </tr> </thead> <tbody> <tr> <td>15%</td> <td>Submission of approved and signed media placement plan equivalent.</td> </tr> <tr> <td>75%</td> <td>After completion of all required pre and during the event campaign deliverables, submit proof of placements.</td> </tr> <tr> <td>10%</td> <td>Full delivery of services and submission of the required post-campaign/marketing report/deliverables and issuance of certificate of project completion.</td> </tr> </tbody> </table>			PAYMENT %	MILESTONES	15%	Submission of approved and signed media placement plan equivalent.	75%	After completion of all required pre and during the event campaign deliverables, submit proof of placements.	10%	Full delivery of services and submission of the required post-campaign/marketing report/deliverables and issuance of certificate of project completion.
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Delivery	To commence from receipt of the Notice to Proceed										
ABC	PhP500,000.00 inclusive of applicable taxes										

Please submit your **proposal** together with the **technical and legal documents** enumerated above to email address bac_sec@tpb.gov.ph/janet_villafranca@tpb.gov.ph not later than **09 August 2022, until 5:00pm.**

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

The Tourism Promotions Board is evaluating our suppliers' performance based on these criteria: Quality (40%), Cost (25%), Timeliness (25%), and Customer Service (10%).

Thank you very much.


ROSELLE D. ROMERO
 Acting Head, Procurement and General Services Division
 Administrative Department