

Bid Notice Abstract

[Detail Tracking Report](#)

Request for Proposal (RFP)

Reference Number 9149440**Procuring Entity** DEPARTMENT OF TOURISM**Title** Procurement of Consulting Services for the Underwater Content Development – Objectif Atlantide Dive Destination Survey and Media Familiarization Tour**Area of Delivery** [Printable Version](#)

Solicitation Number:	2022-10-213	Status	Active
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	3
Category:	Consulting Services	Date Published	23/10/2022
Approved Budget for the Contract:	PHP 885,290.00	Last Updated / Time	23/10/2022 12:00 AM
Contract Duration:		Closing Date / Time	26/10/2022 2:00 PM
Client Agency:			
Contact Person:	Norjannah P Lucman Admin. Officer III 351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-4595200 Ext.425 nplucman@tourism.gov.ph		

Description

TERMS OF REFERENCE

PROJECT TITLE

Underwater Content Development – Objectif Atlantide Dive Destination Survey and Media Familiarization Tour

PROJECT DURATION

December 1 to 11, 2022

DESCRIPTION

Objectif Atlantide is a French association founded in 1989 that organizes annual themed recreational scuba diving events entitled "Fun Explorers" in various dive destinations such as Thailand, Malaysia, and Spain, to entice French divers to visit dive destinations and discover them with a different perspective.

The Fun Explorers event is an underwater "critter hunt" contest where groups of 2 members are presented with a mystery that they must solve through gathering clues from observing the unique marine life found in the destination. Winners will receive prizes such as scuba diving packages, air tickets, and dive gear and equipment.

Previous editions held in Cabilao in 2018 and Puerto Galera in 2019 were participated in by around 25 to 30 paying participants from Europe. The said groups were joined by French celebrities such as Olympic swimming icon Camille Lacourt, and freediving world record holders Alice Modolo and Arthur Guerin-Boeri, to further expand reach and boost awareness on the destinations featured.

The Objectif Atlantide team will participate in a ten-day dive destination survey and media familiarization tour of El Nido and Moalboal, to determine the viability of hosting future editions of the Fun Explorers event in these dive destinations. The activity will be composed of the following components:

Dive Destination Survey - conducted by Objectif Atlantide's resident marine biologist to document the destination's underwater flora and fauna and develop the next event's theme around the destination's biodiversity.

Media Familiarization Tour - for a representative from a French media outlet to generate content and provide exposure on the destinations through

editorial features and ad placements for pre-event promotions.

MINIMUM REQUIREMENTS

Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
Must be willing to provide services on a send-bill arrangement;

SCOPE AND WORK DELIVERABLES

UNDERWATER PHOTO CONTENT DEVELOPMENT

Deliver a minimum of 15 underwater photos per destination with below guidelines:

El Nido, Palawan

Minimum Resolution: at least 300 dpi, suitable for large format printing (at least 20 ft width print size)

Photos must depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers

Moalboal, Cebu

Minimum Resolution: at least 300 dpi, suitable for large format printing (at least 20 ft. width print size)

Photos must depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers

Licensing agreement must cover non-exclusive commercial use in official Department of Tourism marketing and promotions activities. This includes use in advertisements, brochures, digital marketing activities (social media and website), product presentations, and on-site trade and consumer fair booths, in perpetuity.

Final output must be professionally post-processed, color-graded, and color-corrected.

UNDERWATER VIDEO CONTENT DEVELOPMENT

Conceptualize, shoot, and produce the following destination videos:

El Nido, Palawan (December 1 to 6, 2022)

Minimum Length: 2 minutes

Minimum Resolution: 1080P

Video concept must abide by the following guidelines:

Depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers

Highlight the following sites / marine life (subject to change depending on dive shop recommendation / weather conditions at the time of filming):

South Miniloc

North Rock

Helicopter Island

Entalula Island

Paglugaban

Aerial shots of island hopping sites

Moalboal, Cebu (December 7 to 11, 2022)

Minimum Length: 2 minutes

Minimum Resolution: 1080P

Video concept must abide by the following guidelines:

Depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers

Highlight the following sites / marine life (subject to change depending on dive shop recommendation / weather conditions at the time of filming):

Pescador Island

Panagsama Beach

Tuble Marine Sanctuary

Ronda Marine Sanctuary

Kasai Point

Sardine Ball

Airplane Wreck

Licensing agreement must cover non-exclusive commercial use in official Department of Tourism marketing and promotions activities. This includes use in all media channels (TV, digital, on ground and virtual events), product presentations, and on-site trade and consumer fairs, in perpetuity.

Final output must be professionally post processed, color-graded and corrected, and inclusive of audio scoring, ready for web broadcast and commercial use.

OTHER REQUIREMENTS

Proposal must include the use of diving and camera equipment necessary for the above requirements

First draft must be submitted within one (1) week after the project and must allow for at least two (2) rounds of revisions within reasonable expectations and within the scope of the original video concept

Final output must be submitted in a 1TB external hard drive

Production team assigned to travel must be limited to a maximum of 3 pax, but may include back-of-house staff for post-processing

Travel arrangements for 3 pax shall be shouldered by the DOT and will include the following:

Roundtrip domestic air tickets from Manila to destination (El Nido and Cebu)

Airport transfers within El Nido and Cebu

Accommodation (on triple room sharing) in El Nido and Cebu

Meals (breakfast, lunch, and dinner) in El Nido and Cebu

Dives (max of 10 dives per person per destination, dive schedule based on project itinerary)

Expenses outside of the above travel arrangements must be shouldered by the service provider.

BUDGET

The Approved Budget for the Contract (ABC) is EIGHT HUNDRED EIGHTY FIVE THOUSAND TWO HUNDRED NINETY (P 885,290.00) and should cover all requirements enumerated above.

SHORTLISTING CRITERIA

A. APPLICABLE EXPERIENCE OF THE CONSULTANT

1. Relevance of Company Portfolio to the Project

Bidder has completed 5 or more Underwater Video Production projects. 40

Bidder has completed 3 to 4 Underwater Video Production projects. 30
Bidder has completed 1 to 2 Underwater Video Production projects. 20
Bidder has no experience implementing Underwater Video Production projects. 0

B. QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB

1. Work Experience – Underwater Video Production

All assigned personnel have experience working on at least 2 Underwater Video Production projects. 30
At least 2 assigned personnel have experience working on at least 2 Underwater Video Production projects. 20
At least 1 assigned personnel has experience working on at least 2 Underwater Video Production projects. 10
All assigned personnel have no experience working on Underwater Video Production projects. 0

2. Dive Certification

All assigned personnel are certified divers (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor). 20
At least 2 assigned personnel are certified divers (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor). 15
At least 1 assigned personnel is a certified diver (i.e., Open Water Diver, Advanced Open Water Diver, Rescue Diver, Dive Master, Dive Instructor). 10
None of the assigned personnel are certified divers. 0

C. CURRENT WORKLOAD RELATIVE TO CAPACITY

1. Number of on-going similar and related projects relative to capacity

No on-going similar and related projects with contract cost equal or greater than the ABC. 10
1 to 2 on-going similar and related projects with contract cost equal or greater than the ABC. 5
Total 100
Passing Rate 70

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Disclaimer:

Due to the distortion of some formats, i.e. tables, please refer to the attached TERMS OF REFERENCE.

All information posted in PhilGEPS website are also available at the DOT official website

<http://tourism.gov.ph/DOTOpenProjectsforBidding.aspx>

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Line Items

Item No.	Product/Service Name	Description	Quantity	UOM	Budget (PHP)
1	Consulting Services	Consulting Services for the Underwater Content Development – Objectif Atlantide Dive Destination Survey and Media Familiarization Tour	1	Lot	885,290.00

Other Information

THE PROPOSAL/QUOTATION must be addressed to:

To: PROCUREMENT MANAGEMENT DIVISION
Department of Tourism
Makati City

with details such as:

Name of the Bidder/Company:
Address of the Bidder/Company:
Title of the Project:
RFQ No. 2022-10-213

In addition to the Proposal/Quotation, kindly submit the following Eligibility Requirements:

1. Mayor's/Business Permit issued by the city or municipality where the principal place of business of the prospective bidder is located, or the equivalent document for Exclusive Economic Zone Area,

In cases of recently expired Mayor's/Business permits, it shall be accepted together with the official receipt as proof that the bidder has applied for renewal within period prescribed by the local government unit.

2. PhilGEPS Registration Number

3. Latest Income/Business Tax Return (For ABC above Php500, 000.00)

4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement

5. Company Portfolio and Curriculum Vitae of all concerned personnel/consultants

Note: Kindly submit your quotations together with your eligibility requirements to nplucman@tourism.gov.ph on or before 26 OCTOBER 2022 at 02:00 pm. Late and unsigned quotations shall not be accepted.

Created by Norjannah P Lucman
Date Created 22/10/2022

