

BORACAY RELAUNCH

Film Production House
TERMS OF REFERENCE

A. Scope of Work and Deliverables

The Department of Tourism will provide the creative brief, script, and storyboard of all deliverables; The Film Production House is expected to:

- a. Handle production of all video content;
 - a. Pre-Production, including but not limited to managing logistics and administrative duties before and during production;
 - b. Production itself, including but not limited to filming;
 - c. Post-Production, including but not limited to video editing, creating necessary visual effects, sound design, and color grading.
- b. Submit a visual and narrative documentation of this project.

B. Project Description

I. Brand Film

Narrative: The Boracay's reopening/launch promo. The film will depict the preparation of the locals for the reopening day of Boracay, catering the renewed and sustainable services of the 'Better Boracay'.

ERT:	1 minute
Derivatives:	30 seconds, 15 seconds, 5 seconds
Talents:	(1) Lead Actor – Male (7) Supporting Actors (3) Male (4) Female
Location:	Station 1 to 3 of Boracay
No. of shooting days:	4 days
Submission of final output:	October 24, 2018

II. Animated Film

Narrative: An animated film that will make use of the white, fine sands of Boracay to tell a story about sustainable tourism.

ERT:	1 minute
Derivatives:	30 seconds, 15 seconds
Talents:	(2) Sand Artist

(1) Voice Over
 Location: Boracay
 No. of shooting days: 3 Days
 Submission of final output: November 2018

III. Case Study Film

Narrative: A post-evaluation film on how the 6-month rehabilitation of Boracay affected its socioeconomic development; highlighting the improvement of the local population's quality of life and the tourists' impression of the Better Boracay.

ERT: 1 minute 30 seconds
 Derivatives: 60 seconds, 30 seconds
 Talents: (1) Host – Male
 Location: Boracay
 No. of shooting days: 5 Days
 Submission of final output: December 2018

C. Qualifications

- a. The film production house must be duly established in the Philippines;
- b. The film production house must have the necessary equipment and staff to produce the aforementioned films based on the project descriptions;
- c. The film production house must be able to present a reel that would resound with the requested and previous projects of DOT;
- d. The agency must have been in existence for the last five (5) years and undertaken a similar campaign required by DOT in this bidding during the last five (5) years with an aggregate cost of at least fifty percent (50%) of the approved budget cost for this project.

D. Project Duration and Budget

- a. The total budget shall be PhP30,000,000.00 inclusive of all applicable taxes and fees;
- b. Project duration shall be on the date of contract signing until 30 November 2018. Placement period shall be from 20 October through 20 November 2018;
- c. The selected film production house shall provide billing to the DOT based on the following schedule of payment upon completion of identified milestone.

Milestones	% of Payment
Approved logistics proposal	30%
Accomplished project 1 – Brand film	20%

Accomplished project 2 – Animated film	20%
Accomplished project 3 – Case study film	20%
Complete submission of documents required by the government	10%

E. Contact Person

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