

TERMS OF REFERENCE

I. PROJECT

Design, Layout, Production and Printing of Dive Promotional Materials

II. OBJECTIVES

1. To produce dive promotional materials showcasing established and emerging destinations, as well as new dive segments
2. To complement the growing participation in promotional events with high quality promotional collaterals that reach intended clients
3. To sustain awareness about the Philippines as a premier dive destination through the consistency of messaging and accessible materials

III. MINIMUM REQUIREMENTS

1. Must have been in the business of production and printing of marketing collaterals for at least 3 years. If the company does not have its own printing facility, they can tie-up with a printing company provided that said company also submit eligibility documents along with those being tendered by the supplier.
2. Must be willing to provide services on send – bill arrangement;
3. Must be able to designate a team for the project with a diver member/consultant (preferably advanced open water certification or up) who can provide editorial content and artwork direction in developing the dive supplement; must submit credentials e.g, level of dive certification, years of diving, and if applicable, other relevant dive-related projects/engagements
4. Must be available for consultations during development of the material;
5. Must submit budget breakdown and timeline of deliverables;
6. Must be able to present the concept and provide sample of the proposed dive brochure/supplement upon submission of bid; Proposed sample dive brochure should consist of a total of 4 pages (1 cover page and 3 inner pages). Each bidder will be given 7 minutes to do the presentation; and
7. Must present previous sample works. Provide at least 3 different types of brochures that the company has produced in the past. These materials do not necessarily have to dive-related.

IV. SCOPE OF WORK

Produce a magazine-type dive brochure/supplement that will feature the rich marine biodiversity of the Philippines which makes it the premier dive destination in Asia. This will be highlighted by the write-ups and underwater/topside photos from top photographers showing the Philippines as a multi-faceted dive destination that can cater to all types of divers, engaging in different types of diving activities.

1. Develop brochure/supplement content based on the following:

- Overview of Philippine Diving
 - Include diving facts and tips
- Write-ups highlighting the following dive destinations:

Segment	Dive Destinations
Established	Anilao, Coron, Puerto Galera, Moalboal, Malapascua, Bohol, Dauin, Tubbataha
New	Romblon, Southern Leyte
Emerging	Sarangani, Davao, Siargao, Camiguin

- Mention special underwater attractions in each dive destination
- Include underwater and topside photos for each featured destination
- Subdivide destinations into Luzon, Visayas and Mindanao with general dive information including: Jump-off point, Climate, Best Time to Dive, Water Temperature, Visibility,
- Include a section featuring new segments of diving: Freediving and Technical Diving
- Include best destinations for underwater photography and dive beginners
- Insert a detachable dive map highlighting major and emerging Philippine dive destinations with scuba flags; indicate major airport hubs

- Include contact details (website/email address) of the following:
 - Accredited dive establishments
 - DOT Overseas and Marketing Offices
 - Hyperbaric Chambers
 - PCSSD Hotline
 - Include Philippines at a Glance/General Information on the Philippines i.e., Time Zone, Voltage and Electricity, Currency/Credit Cards, Clothing, Culture and Local Customs, Entry Requirements and Health and Safety
 - Include the DOT website
2. **Design and Layout.** Develop a brochure/supplement design and layout which is easy to browse over and at the same time engaging for the readers. Overall design and concept must be in line with "It's More Fun in the Philippines" branding of the Department and the "Dive Philippines" campaign.
3. **Brochure Specifics:**
- 14 pages (including the perforated Philippine Dive Map)
 - Full-color
 - Preferred type of paper: Cover – coated two sides 220, Pages – c2s 120
 - Preferred type of binding: Perfect binding/glue
4. **Number of copies and quality of paper.** Print **10,000 copies** of the dive brochure/supplement in English using high-grade coated paper with glossy finish.
5. **Photos.** Acquire copyright to top quality underwater and topside photos from topnotch underwater photographers. All proposed photos for inclusion in the brochure/supplement are subject for approval of the DOT-Dive Team.
6. **Content copyright.** Provide downloadable softcopy of the dive supplement; copyrighted to DOT
7. **Delivery.** 30 working days upon approval of final sample/layout
8. **Dive Philippines logo**
 Prospective bidders can access the Dive Philippines logo through this link:
https://drive.google.com/drive/u/1/folders/1roiinXAIDQ-r39_feevLy66xJP7zuAwR

V. BUDGET

Total estimated budget PhP 1,870,400.00 inclusive of VAT.

VI. PAYMENT TERMS

Upon approval of final dive brochure sample/layout	40%
Upon completion of the whole engagement including full delivery of brochures	60%

VII. PROJECT OFFICER/CONTACT PERSON

Ms. Rita M. Doctor
 Contact no: 459-5200 loc. 520

Noted by:


ROWENA M. SORIOSO
 Head, Office of Product and Market Development (OPMD)-Dive