

TERMS OF REFERENCE

I. **PROJECT TITLE**

Video Content Production for the French Dive Philippines Ambassadors Event in Palawan

II. **SHOOT DATES**

July 13 to 19, 2023

III. **DESCRIPTION**

Located in Northern Palawan, the El Nido-Taytay Managed Protected Area is one of the country's richest reserves of marine life. Due to its clear waters that are home to hundreds of species of ocean life and the eco-luxury island resorts that have adopted sustainable practices to protect their natural resources, the destination was identified as an ideal destination to host the first run of the French Dive Philippines Ambassadors Program that will feature prominent French actors and actresses experiencing diving in the Philippines for the first time.

As part of the program, the DOT will be engaging the following French actors and actresses to star in promotional video content featuring the underwater seascape and topside attractions of El Nido, Palawan:

- Mr. Serge Postigo – Canadian French theater, film, and television actor
 - Website: <https://sergepostigo.com/en/>
- Ms. Karine Belly – French actress, model, and beauty queen
- Ms. Nathalie Marquay-Pernaut – Former Miss France (1987)
 - IG - 216K followers:
https://www.instagram.com/nathalie_marquay_pernaut
 - FB - 85k followers:
<https://www.facebook.com/nathaliemarquaypernautofficielle>
- Mr. Marwan Berreni – French actor
 - IG - 154k followers: <https://www.instagram.com/marwanberreni>
 - FB - 83k followers: <https://www.facebook.com/berrenimarwan/>
 - Agency Profile:
<https://www.agencesophielemaitre.com/artiste.cfm/653285-marwan-berreni.html>

The final video outputs must showcase the celebrities' appreciation of the Philippines' biodiverse waters and their established advocacy to contribute to marine education and conservation.

IV. **MINIMUM REQUIREMENTS**

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

V. **SCOPE AND WORK DELIVERABLES**

UNDERWATER VIDEO CONTENT DEVELOPMENT

1. Conceptualize, shoot, and produce two (2) 2-minute videos featuring the best topside and underwater attractions of El Nido, Palawan and soundbites from French celebrity participants

- a. Video 1 must feature soundbites from Mr. Serge Postigo and Ms. Karine Belly
 - b. Video 2 must feature soundbites from Ms. Nathalie Marquay-Pernaut and Mr. Marwan Berreni
 - c. Soundbites will be in French with subtitles (translation from French to English to be provided by DOT)
2. Final output must abide by the following below guidelines:
- a. Minimum resolution: 4K
 - b. Professionally post-processed, color-graded and corrected, and inclusive of audio scoring, ready for web broadcast and commercial use
 - c. Depict Philippine diving as having the richest marine biodiversity with each destination offering diverse diving experiences for all types of divers
 - d. Showcase the celebrities' appreciation of the Philippines' biodiverse waters and their established advocacy to contribute to marine education and conservation
 - e. Highlight the following sites / marine life (subject to change depending on dive shop recommendation / weather conditions at the time of filming):
 - i. Miniloc Dive Sites (including South Miniloc, Twin Rocks, Miniloc House Reef)
 - ii. Entalula Island
 - iii. Paglugaban
 - iv. Sibaltan
 - v. Aerial shots of island hopping sites
3. 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.

OTHER REQUIREMENTS

- A. Proposal must include the use of diving and camera equipment necessary for the above requirements
- B. First draft must be submitted following the schedule of deliverables and must allow for at least two (2) rounds of revisions within reasonable expectations and within the scope of the original video concept
- C. Production team assigned to travel must be limited to a maximum of 2 pax, but may include back-of-house staff for post-processing;
- D. Travel arrangements for 2 pax shall be shouldered by the DOT and will include the following:
 - i. Roundtrip domestic air tickets from Manila to El Nido, inclusive of 40kg baggage allowance;
 - ii. Roundtrip airport transfers from Lio Airport to resort and vice versa;
 - iii. Accommodation (on double occupancy) from July 13 to 19, 2023;
 - iv. Meals (breakfast, lunch, and dinner) from July 13 to 19, 2023;
 - v. Dives (max of 14 dives per person, dive schedule based on project itinerary), inclusive of the services of dive guides and all applicable environmental and marine park fees.
- E. Expenses outside of the above travel arrangements must be shouldered by the service provider.

SCHEDULE OF DELIVERABLES

1. July 13 to 19, 2023 – Shoot Dates
2. August 1, 2023 – Deadline for delivery of first draft
3. August 7, 2023 – Deadline for delivery of final video output

VI. BUDGET

The approved budget for this project is **FOUR HUNDRED FIVE THOUSAND PESOS (P 405,000.00)**, inclusive of all applicable taxes, and should cover all requirements enumerated above.

VII. CONTACT PERSON

Contact Persons : **Celstine Sy**
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