

Date: July 17, 2023

GENTLEMEN:

REQUEST FOR QUOTATION

Kindly quote to us your latest price(s) on the following item(s):

QUANTITY	UNIT	ITEM/DESCRIPTION/SPECIFICATION	UNIT PRICE
1 (ONE)	LOT	MARKETING COMMUNICATION PROGRAM OF NCR THROUGH DEVELOPMENT AND PRODUCTION OF AUDIO VIDEO PRESENTATION	
		<p>PROJECT DESCRIPTION AND BRIEF BACKGROUND</p> <p>The DOT-NCR Regional Office is producing an Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty bustle of the National Capital Region (NCR) as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.). Likewise, it aims to convey that the Region capitalizes on its strength as the center of tourism and travel business in the country.</p> <p>In order for the regional office to produce a short but quality, engaging, and informative video, it is best to hire a multi-awarded film maker who can create a tourism video with a short story of the gritty bustle in Metro Manila.</p>	
		<p>OBJECTIVES</p> <p>a. To implement a marketing communication program for NCR through the development and production of AVP showcasing the gritty bustle or Metro Manila as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.);</p> <p>b. To showcase Metro Manila's competitive tourism products for both domestic and international markets; and</p> <p>c. To support the branding promotion of Hop-On, Hop-Off Project: Travel by the Hubs Project.</p>	
		<p>SCOPE OF WORK /DELIVERABLES</p> <ol style="list-style-type: none"> 1. Implement a marketing communication program for NCR through the development and production of AVP showcasing the gritty bustle or Metro Manila as a montage of people, places, heritage places, food and cultural treasures, in the midst of ordinary, daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.); 2. Showcase Metro Manila's competitive tourism products for both domestic and international markets; and 3. Support the branding promotion of Hop-On, Hop-Off Project: Travel by the Hubs Project. 4. Develop and produce and Audio Video Presentation (AVP) to promote and market the tourism products and sites of Metro Manila. The AVP aims to portray the gritty and bustle of the National Capital Region (NCR) as a montage of people, places, heritage, food, and cultural treasures in the midst of ordinary and daily life and through various conveyances (MRT, bicycle, kalesa, on foot, etc.) 5. The required advertising material must be one-and-a-half to two-minute-long promotional video which best shows the true character of the megacity in a positive light. <p>Below are the different images that will be featured in the said video, but not limited to:</p> <ul style="list-style-type: none"> • The Ancestral Homes of Hidalgo Street • Quiapo Church 	

		<ul style="list-style-type: none"> • Jones Bridge • Ongpin Street • Sta. Cruz Church • Street Foods • Pasig River Scenes • Monuments • Artists, Dancers, Musicians, and Personalities • AMP Big Band in a Performance • Malate District • Paco Park • Korea Town • Karaoke Bar • Karinderya • Poblacion District • Makati Ayala Triangle • BGC Hustle • BGC Murals • Cubao X • Quezon City Circle • Coffee Culture • Other Murals and Street Arts • New Manila Old Homes • Ocampo Pagoda • Kendo or Martial Arts Scenes • Runners in Luneta Park or BGC • Church Devotees • Sta. Clara Convent • San Sebastian Church • UP Scenes • Weekend Markets • Marikina Riverbanks • Craftsmen (Sapatero, Balut, Etc.) • Art Deco Structures • Metropolitan Theatre • View from High-Points (Cloud 9, SEDA BGC, Etc.) <p>6. A full two-minute promotional video highlighting the innate characters of Metro Manila using a montage of people, places, heritage places, food and cultural treasures whilst in the midst of ordinary daily life and through public conveyances;</p> <p>7. Must use a combination of shots: time-lapses, tracking shots, wide and macro shots;</p> <p>8. Use of industrial and urban sounds, highlighting the nuances of street life, with an underlying inconspicuous rhythm which serves and symbolizes the heartbeat of the City;</p> <p>9. Use of color-grading to underscore the real face of the city – fully alive yet mature with the end-view of compelling the viewers to appreciate the beauty and essence of Metro Manila and encouraging them to visit the City;</p> <p>10. Use of an essay to fully showcase the hustle and bustle of Metro Manila;</p> <p>11. Must be delivered on the 3rd Quarter of 2023 – preferably on or before 4th week of August or 1st week of September</p>	
		<p>PROJECT DURATION</p> <p>1. Shoot Duration : 4th week of July 2023 or first week of August</p> <p>2. Progress Report/ : Twice during the shoot and twice after the Initial Draft shoot period</p> <p>3. Submission of Final Output : 4th week of August or 1st week of September 2023</p>	
		<p>QUALIFICATIONS OF BIDDER/SUPPLIER</p> <p>a. Must be an award-winning filmmaker;</p> <p>b. Must be within the approved ABC;</p>	

		Documentary Requirements to be submitted: a. Must show proof of PHILGEP's membership; b. Must submit current Mayor's/Business Permit documentation; c. Curriculum Vitae with awards and citations received d. Latest Income/Business Tax Return.	
		<p style="text-align: center;">APPROVED BUDGET FOR THE CONTRACT PHP 1,000,000.00 PESOS : ONE MILLION <i>(inclusive of all applicable government taxes)</i></p>	
		CONTACT PERSON: Ms. Olivia Nicole Maniti Project Officer Mobile no.: 0995-160-7949 Email: ocmaniti@tourism.gov.ph	
		Please quote your lowest price for the above requirements and submit your quotation along with documentary requirements VIA PERSONAL SERVICE AND/ OR COURIER in <u>three (3) original sets</u> IN A SEALED ENVELOPE to this office address: DOT NCR BAC SECRETARIAT Mr. Lawrence J. Alcantara – Head, NCR BAC Secretariat 2nd Floor, DOT Building, 351 Sen. Gil Puyat Avenue, Makati City	
		Note: Deadline of submission is on July 21, 2023 at 8:00 am	

This office desires to place an order for the above item(s) with the minimum delay. Your firm quotation will help us very much in placing the order.
Thank you.

PRINT NAME OF DEALER/SUPPLIER

ADDRESS OF DEALER/SUPPLIER

CONTACT NUMBER(s)

TIN: _____

LANDBANK ACCOUNT NUMBER

AUTHORIZED SIGNATURE OVER PRINT NAME