



TERMS OF REFERENCE

2023 PROMOTIONAL MATERIALS FOR THE DEPARTMENT OF TOURISM (DOT) MEDIA PARTNERS AND STAKEHOLDERS

I. BACKGROUND

The procurement of promotional materials is held annually by the Department as part of its efforts to engage and maintain good relations with its media stakeholders.

II. PROJECT DESCRIPTION

As a way of showing the Department's appreciation for its media partners' valuable role of disseminating information about Philippine tourism, as well as the plans and programs of the Philippine government that seek to propel the country's tourism industry to a global standing, the Department through the Office of Public Affairs and Advocacy (OPAA) annually procures promotional materials to be distributed to members of the DOT Press Corps.

The OPAA is looking for suppliers of promotional materials to be distributed to its media partners and various stakeholders in support of the Department's public affairs agenda.

III. PROJECT OBJECTIVES

- 1. Promote "Love the Philippines".** To encourage the recipients to support and love their own by supporting locally produced items.
- 2. Expand exposure of local products.** To increase awareness of the recipients' on the vast expanse of products available across the country's regions through a curation of products.
- 3. Maximize media relations.** To leverage the existing and good relationship of the Department with print, broadcast, radio, and digital media professionals to maintain good publicity for the DOT and the Philippine tourism industry as a whole.

IV. GENDER AND DEVELOPMENT OBJECTIVES

Promote equal opportunities for men and women to receive recognition as indispensable players in the tourism industry.

V. RATIONALE AND LEGAL BASIS





Republic Act 9593 or the Tourism Act of 2009 mandates the Department of Tourism (DOT) to encourage activities and programs which promote tourism awareness, preserve the country's diverse culture and heritage, and instill a sense of history and a culture of tourism among the youth and the populace.

VI. SPECIFICATIONS: LOCAL GOODS BASKET

The selection may include but not limited to the following local Philippine items:

- At least 2 condiments (ex: chili sauce, balikutsa candy/coffee sweetener)
- At least 2 savory snacks (ex: vegetable chips, mushroom chicharon)
- At least 1 bottled fish product (ex: gourmet tuyo, spanish sardines)
- At least 1 sweet snack (ex: dried mangoes, cookies)
- At least 1 kind of nut product (ex: pili nuts, toasted peanuts)
- At least 1 kind of uncooked noodles (ex: *pancit bato*)
- At least 1 kind of coffee or tablea product (ex: grounds/drip bags)
- At least 1 kind of powdered health drink (ex: ginger, turmeric, guyabano)
- Manufacturer or brand of the items must be existing in the Philippine market for at least one year to ensure reliability and product quality assurance
- Expiration date of all items must be visible on product packaging and must at least be three (3) months from expected delivery date
- **375 units**
- **Php 2,000/unit including packaging cost**

PACKAGING

- Wooden crate with handle (Approx 12x9x4.5in)
- Clear cellophane wrapper and decorative sinamay ribbon in holiday colors (red and green)
- Shredded crinkle paper (holiday colors)
- Folded card in matte special paper with provision for full-colored print on top (final design to be supplied by end-user) (Approx 4.8in length x 3.5in height)
- White card envelope with gold foil DOT logo stamped on flap (Approx 5.25in length x 3.75in height)

VII. PROOFING STAGE AND DELIVERY DATE

Proofing Stage:

- 1st Stage: Supplier must provide a complete set sample within five (5) working days upon receipt of the approved Purchase Order.
- 2nd Stage: Supplier must submit a replacement within three (3) working days upon receipt of comments from the end-user, or if the items need to be replaced.





Expected Delivery Date:

To be delivered at the Department of Tourism at 351 Sen. Gil J. Puyat Ave, Makati, 1200 Metro Manila on or before **07 December 2023 (Thursday)**, any time from 8:00 AM to 5:00PM, upon receipt of final and approved samples.

VIII. LEGAL AND TECHNICAL REQUIREMENTS

1. Current Mayor's/Business Permit
2. PhilGEPS Registration Number
3. Latest Income/Business Tax Return
4. Original or Certified True Copy of Duly Notarized Omnibus Sworn Statement
5. Must provide a breakdown of prices and/or services included in the quotation
6. Quotation must include taxes
7. Amenable to government procedure or send-bill arrangement

IX. APPROVED BUDGET FOR THE CONTRACT (ABC)

Seven Hundred Fifty Thousand Pesos (Php750,000.00) inclusive of all applicable taxes. Chargeable against the approved 2023 Work and Financial Program of OPAA.


X. PAYMENT PROCEDURE AND OTHER DETAILS

Government procedure and taxes already deducted from the total contract price. The supplier shall be paid after the complete delivery of the goods and upon presentation of billing statements and certification by the end-user that the goods were received in good and working condition.

XI. CONTACT PERSON

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APPROVED BY:


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