

## TERMS OF REFERENCE

### I. **Project:** Mindanao and Halal Promotional Tokens

- **Purpose/Objective:** The objective is to promote the whole of Mindanao in line with the Colors of Mindanao Campaign of the Mindanao Regional Offices of the Department of Tourism through the creation of Promotional Tokens.

### II. **MINIMUM REQUIREMENTS**

- Must be a PHILGEPS registered service provider.
- Must be able to provide services on a Send Bill Arrangement.

### III. **SPECIFICATIONS (Dining Set):**

- a. Production of a total of one hundred (100) dining sets, the breakdown of which is as follows, containing one (1) placemat printed with Mindanawon Textile (Combination of Yakan, T'nalak, Pis Syabit, Inaul), and one (1) set of wooden/steel utensils, laser-printed with Colors of Mindanao logo, one (1) table cloth napkin with DOT logo, Love the Philippines logo, and Colors of Mindanao logo,
  - b. Premium packaging with embossed Colors of Mindanao and Love the Philippines Logo.
  - c. Delivery within twenty (20) working days, inclusive of final packaging and shipment to Makati Central Office.
- **Colors of Mindanao Dining Set Inclusions**
    - **Placemat**
      - DTF Printed with Mindanawon textile (Combination of Yakan, T'nalak, Pis Syabit)
      - Size Specification: 11.5 in x 18 in



- **Utensil Set**
  - o Material Type: Wood and Silver
  - o UV DTF Laser printed with Colors of Mindanao Logo
  - o Comes with a case ,spoon, fork, and chopstick
  - o Engraved print on spoon, fork, and chopstick
  
- **Table Cloth Napkin**
  - o Material Type: Cloth
  - o Size Specification : 14in x 14in
  - o DTF Printed with DOT, Love the Philippines, Colors of Mindanao Logos.
  
- **Packaging Specifications**
  - Black corrugated box (Can fit all dining set inclusion in a freight-safe manner)
  - Size Specification: 5 x 5 x 2 in
  - Honeycomb
  - Divider
  - Ribbon
  - UV DTF Print on Box (Love the Philippines Logo and Colors of Mindanao)
  - Tag & Message card
  
- **Freight Specifications**
  - Expedited shipping to Makati Central Office (351 Sen Gil Puyat Ave, Makati, Philippines) upon completion
  - With content documentation inside shipment box

#### IV. **SPECIFICATIONS (Coaster Set):**

- a. Production of a total of One hundred (100) coaster sets, the breakdown of which is as follows, containing three (3) ceramic coasters with different Mindanao Textile Design , and one (1) ceramic coaster with DOT, Love the Philippines and Colors of Mindanao Logos.



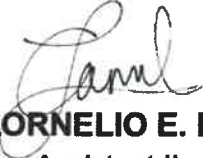
- **Glass Coaster Set Specification**
  - Size Specification: 10 in x 10 in
  - Material Type: Ceramic
  - With rubber stopper at the bottom
  - Printed with Mindanao Textile
  
- **Packaging Specifications**
  - 38 x 29 x 6cm Box (Can fit all coaster set inclusion in a freight-safe manner, Abaca Box)
  - Gift Tag for Recipients
  
- **Freight Specifications**
  - Expedited shipping to Makati Central Office (351 Sen Gil Puyat Ave, Makati, Philippines) upon completion
  - With content documentation inside shipment box
  - Delivery within twenty (20) working days, inclusive of final packaging and shipment to Makati Central Office.

*Note: Mock-ups are for visual reference only. The final product, including size and material specifications, will be determined in collaboration with the supplier.*

<b>V.</b>	<b><u>TOTAL BUDGET:</u></b>	<b>PHP 1050.00 / Dining Set x 100 units = <u>PHP 105,000.00</u></b>
		<b>PHP 850.00 / Coaster Set x 100 units = <u>PHP 85, 000.00</u></b>
	<b><u>TOTAL AMOUNT:</u></b>	<b>PHP 190,000.00</b>



**VI. PROJECT OFFICER/CONTACT PERSON:**



**UAN CORNELIO E. LLANETA**  
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Approved by:



**MYRA PAZ VALDERROSA-ABUBAKAR**  
DOT - Undersecretary





**MEMORANDUM**

**TO :** **ATTY. MAE ELAINE T. BATHAN**  
Undersecretary, Legal and Special Concerns and Chief of Staff

**FROM :** **THE UNDERSECRETARY**  
Office of the Secretary

**SUBJECT :** **APPROVAL AND VALIDATION FOR THE BRANDING GUIDELINES OF MINDANAO PROMOTIONAL TOKENS**

**DATE :** 10 November 2023


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In line with the flagship and legacy project of the Department of Tourism, **Colors of Mindanao**, which aims to promote Mindanao under a comprehensive campaign through the creation of inter- and intra-regional tourism circuits the **continuous promotion of Mindanao, Halal and Muslim-Tourism**. Relevant to this, we are **seeking validation for our design concept in accordance with branding protocols and guidelines**. This pertains to the design of the Mindanao Halal Tokens, specifically the unique **Dining and Coaster Sets**. These sets serve as a tangible and artistic means to endorse the "Colors of Mindanao" program and highlight the significance of Halal and Muslim tourism.

Attached to this request are proposed design mock-ups for your consideration alongside with the revised mock-ups as per your directives. Please note that these mock-ups are for reference only. The final product, including size and material specifications, will be determined in collaboration with the supplier.


If you have any questions or need further information on this matter, please feel free to contact us at [ousec.mpva@tourism.gov.ph](mailto:ousec.mpva@tourism.gov.ph), Mr. Uan Llaneta at 0977 676 9132 on Viber.

Thank you.

  
**MYRA PAZ VALDERROSA-ABUBAKAR**  
Undersecretary, Department of Tourism

**APPROVED** /  **DISAPPROVED**

By:

  
**ATTY. MAE ELAINE T. BATHAN**  
Undersecretary, Legal and Special Concerns  
and Chief of Staff

## COLORS OF MINDANAO DINING SET

### 1. Packaging

#### *Option 1*



#### *Option 2*



**Packaging Description:** Logos are embossed on the Corrugated Box



**2. Placemat**



**3. Utensil Set**



***Utensil Colors of Mindanao Logo Engraved***



**4. Table Napkin**





## MINDANAO WEAVE – COASTER SET

### 1. Ceramic Coaster Design



### 2. Ceramic Coaster – Sample Material and Packaging

