



TERMS OF REFERENCE

CORPORATE GIVEAWAYS

- | | | |
|----|------------------------|------------------------------------|
| I. | Project Title | : DOT Annual Yearend Briefing 2024 |
| | Procurement | : Corporate Giveaways |
| | Estimated Cost | : PHP 710,000.00 |
| | Delivery Date | : On demand until supply lasts |
| | Source of Funds | : OPAA Augmented WFP 2024 |
| | Attachments | : Cost Basis |

II. BACKGROUND

Tourism's role in economic resurgence and sustained recovery could not be overemphasized. No less than our President Ferdinand "Bongbong" Marcos, Jr. highlighted tourism's resilient and reliable contribution to sustained growth in his recent State of the Nation Address. According to him, tourism has historically provided livelihood and employment opportunities to Filipinos.

Given the importance placed by our President to tourism, we see the high value and critical importance of striving for success in promoting tourism to establish it as a hallmark of the current administration, and most importantly, a source of national pride for our people.

Philippine economic managers have identified tourism as the second top driver of the Philippine economy in the first half of the current year. This, despite global tourism recovery to pre-pandemic levels remains unrealized according to the United Nations World Tourism Organization.

Our President's vision for the Philippine tourism industry is clear: to establish a sector anchored in the richness of Filipino culture, heritage, and identity, making it competitive on the global stage. Together, through meaningful collaboration and innovation, we can transform the Philippines into a tourism powerhouse in Asia, ensuring lasting economic and social benefits for all that will give more reasons to **Love The Philippines!**

III. PROJECT DESCRIPTION

To maximize the DOT's media exposure and ensure that its public image remains positive, the OPAA has been organizing a Yearend Briefing. Held annually for the past three years prior to the pandemic. This gathering of invited members of the national media and stakeholders is part of its extensive information and awareness drive program to position the Department's works in various media platforms.

The DOT Annual Yearend Media Briefing and Appreciation Reception aims to give, first and foremost, the Tourism Secretary, as well as other key Officials of the Department the opportunity to engage our media partners and influencers for their sustained efforts in the promotion of Philippine tourism, while addressing some of the pressing issues related to policy directions, targets and accomplishments of the Department for the concluding year.

Sought to attend are the DOT-accredited members of the national media and influencers/ tourism-beat reporters, lifestyle, travel editors, columnists, and news-beat journalists from broadsheets, travel magazines, radio, TV and social media. Top officials of the Department and heads of the communications department of allied agencies and stakeholders are also enjoined to attend the event for networking purposes.



IV. PROJECT OBJECTIVES

- Enlist commitment and support from the members of the national media in all Department initiatives, programs and directions;
- Contribute to advancing the vision of President Bongbong Marcos for a revitalized tourism sector that heralds the Filipino brand and contributes greatly to the Philippines' economic resurgence.
- Engage members of media to continuously generate favorable publicity for the Department.
- Forge an eloquent relationship between and among media platforms.
- Engage public and private partnership in tourism development and propagation of the culture of tourism.

V. GENDER AND DEVELOPMENT OBJECTIVES

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

VI. 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 cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace;

VII. REQUIREMENTS FOR SUPPLIER

A. CORPORATE GIVEAWAYS

- Provision of Corporate Giveaways for the 395 Guests
- OPAA will approve the composition and inclusion of the gift hampers
- Sample of each item should be submitted to OPAA for approval

Sample delivery instructions: winning bidder must submit sample basket & contents to DOT-OPAA | 3F, Department of Tourism 351 Sen. Gil Puyat Ave., Makati City, 3 days after NOA issuance, for approval by end-user.

Once approved all content, end-user will send feedback 2 days after to be finalized by Supplier and to be partially delivered no more than 5 days upon receipt, while the rest to be delivered as instructed by End-User.

- Should include canvassing, packing, storage, and delivery/shipment/transportation on demand of the holiday hampers within Metro Manila

VIII. ELIGIBILITY REQUIREMENTS for the SERVICE PROVIDER

- Duly registered Philippine-based company with appropriate government agency;
- Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS);
- Must provide a breakdown of prices and services included in the quotation complete with E-VAT and other government taxes;
- Amenable to government procedure or send-bill arrangement and preferably with Land Bank of the Philippines account;
- With LGU-registered physical office in Metro Manila.



IX. SCOPE OF WORK/DELIVERABLES & BUDGETARY REQUIREMENTS

DESCRIPTION	PARTICULARS	ESTIMATED UNIT COST	ESTIMATED TOTAL UNIT COST
<p>Corporate Gift Hamper for A3 Private Sector Middle Managers</p> <p>Wooden Picnic Basket Red wine bottle (750ml) Chocolate Drink (10pcs/box) Potato Chips (102g) Large Canned Fruit Cocktail (850g) Canned Luncheon meat (340g) Large sachet Spaghetti Sauce (500g) One pack of Spaghetti Pasta (500g) Medium Canned Corned Beef (326g)</p>	<p>250 pax</p> <ul style="list-style-type: none"> • 70 Print (Broadsheet) Media Partners • 40 Print (Magazine) Media Partners • 40 Broadcast (Television) Media Partners • 30 Broadcast (Radio) Media Partners • 20 New Media (Influencers) • 25 Allied Agencies Communication Office • 25 Tourism Stakeholders Communication Office 	<p>PHP1,500.00</p>	<p>PHP375,000.00</p>
<p>Corporate Gift Hamper for A1 VIPs</p> <p>Large Wooden Basket White wine bottle (750ml) Bottle of hazelnut chocolate spread (200g) Canned Corned Beef (326g) Box of Raisins (250g) Coffee granules jar (100g) Canned luncheon meat (340g) Chopped Ham (325g) Bolognese sauce jar (500g) Canned Peach Halves(825g) box of hazelnut chocolate (16pcs/box) (200g) Large cheese flavored canned potato chips (135g)</p>	<p>45 pax</p> <ul style="list-style-type: none"> • 33 Cabinet Secretaries • 12 Dignitaries/Members of the Diplomatic Corps 	<p>PHP3,000.00</p>	<p>PHP135,000.00</p>
<p>Corporate Gift Hamper for A2 Public Officials</p> <p>Gift box with String Red wine bottle (750ml) Large pack of creamer (400g) Coffee granules jar (100g) Canned Fruit Cocktail (850g) Large Sachet Spaghetti sauce (500g) Box of Strawberry Cream Biscuits (263g)</p>	<p>100 pax</p> <ul style="list-style-type: none"> • 16 Undersecretaries • 16 Assistant Secretary • 32 Directors • 16 Assistant Regional Director • 3 COO • 3 DCOO • 3 ED • 3 DED • 1 GM • 1 DGM • 6 Chiefs 	<p>PHP2,000.00</p>	<p>PHP200,000.00</p>



Canned Luncheon Meat (340g) Canned Condensed Milk (390g) Canned Vienna Sausage (130g) box of cocoa mix (31g x 8) Spaghetti pasta (500g) Large plain flavoured canned potato chips (170g)			
ABC	Approved Budged for Contract is inclusive of all applicable taxes		PHP710,000.00

X. LEGAL/TECHNICAL REQUIREMENTS

1. Valid 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

XI. PAYMENT PROCEDURE

Government procedure and subject to appropriate government taxes

XII. APPROVED BUDGET FOR THE CONTRACT (ABC):

The **Approved Budget for the Contract (ABC)** is **Seven Hundred Ten Thousand Pesos Only (Php710,000.00)** inclusive of all applicable taxes and fees.

XIII. SUBMISSION OF PROPOSAL

4F | Procurement Management Division
Department of Tourism Bldg., 351 Sen. Gil Puyat Avenue, Makati City

For inquiries:

Contact: **Mr. Dee A. Mandigma**
+9664758757
damandigma@tourism.gov.ph

Approved by:


Atty. Glenn Albert Ocampo
OIC – Director, OPAA

3F | OFFICE OF PUBLIC AFFAIRS AND ADVOCACY (OPAA)
Telephone Numbers: 8459-5200 local 306