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Bid Notice Abstract

Request for Proposal (RFP)

Reference Number 5257771
Procuring Entity DEPARTMENT OF TOURISM
Title Three-Month PR Retainer for Dive Philippines Projects
Area of Delivery Metro Manila

Solicitation Number:	2018-03-0105 (2nd)	Status	Active
Trade Agreement:	Implementing Rules and Regulations	Associated Components	2
Procurement Mode:	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	Bid Supplements	0
Classification:	Consulting Services	Document Request List	0
Category:	Consulting Services	Date Published	29/03/2018
Approved Budget for the Contract:	PHP 999,990.00	Last Updated / Time	29/03/2018 00:00 AM
Delivery Period:	3 Month/s	Closing Date / Time	04/04/2018 17:00 PM
Client Agency:			
Contact Person:	Maria Alma O Almazan Administrative Officer III #351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 almaoalmazan@yahoo.com.ph		

Description

TERMS OF REFERENCE

PROJECT TITLE

Three-Month PR Retainer for Dive Philippines Projects

DESCRIPTION

The Office of Product and Market Development (OPMD) – Dive is in need of the services of a competent PR Agency to handle print and social media publicity featuring the following projects for a period of three months (April to June):

- Laurent Ballesta Philippine Expedition (April 2018)
- Objectif Atlantide Underwater Investigation (May 2018)
- Thailand Dive Expo (May 2018)
- DOT Dive Travel Mart at the DRT Show Philippines (September 2018)
- Anilao Underwater Shootout (November 2018)

OBJECTIVES

1. To highlight the rich marine biodiversity in the Philippines' destinations
2. To heighten awareness on the Philippines' initiatives to promote sustainable tourism
3. To partner with high-profile personalities in the global dive industry who can act as "Dive Ambassadors" of the Philippines

MINIMUM REQUIREMENTS

- A. Must be a Philippine organization capable of providing the following services:
- a. PR Management;

- b. Social Media Management;
- B. Must have at least 3 years of experience in crafting publicity plans for medium to large scale events;
- C. Must have at least one team member familiar with the Philippine dive tourism industry, preferably an experienced scuba diver or freediver;
- D. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPS); and
- E. Must be willing to provide services on a send-bill arrangement.

SCOPE OF WORK AND DELIVERABLES

A. Devise a three-month (April to June) social media publicity plan for Dive Philippines, featuring the following Dive projects:

- Laurent Ballesta Philippine Expedition in April 2018
- Objectif Atlantide Underwater Investigation in May 2018
- Thailand Dive Expo (TDEX) in May 2018
- DOT Dive Travel Mart at the DRT Show Philippines in September 2018
- Anilao Underwater Shootout in November 2018

B. Generate and distribute at least one (1) press release for the following dive projects for seeding to major national broadsheets and magazines:

- Laurent Ballesta Philippine Expedition;
- Objectif Atlantide Underwater Investigation;

C. Secure media sponsorships for key ad spaces or exposure from major news outlets with Philippine Daily Inquirer, Philippine Star, Manila Bulletin, ABCBN News, and GMA Network as main targets;

D. Manage Dive Philippines social networking sites from April to June (Facebook and Instagram)

- Daily feeds to social networking sites (infographics, shared posts, and milestones related to Dive Philippines);
- Create thematic posts for event sustaining activities;

E. Create awareness and generate online traffic for Dive Philippines social networking sites through interactive and engaging posts and boosted/sponsored posts;

F. Coordinate with relevant media for interview requests and other media-related concerns;

G. Monitor releases, publications, and airings, as applicable;

H. Compile all international and local exposures made on Dive Philippines on a monthly basis; and

I. Generate report on final media reach, values, and mileage for the three-month retainer period.

BUDGET

The total working budget is P999,990.00 and should cover all requirements enumerated above.

In the event that the DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

The winning bidder shall be determined based on the proposal with the most advantageous financial package cost, provided that the amount does not exceed the above total budget.

CONTACT PERSON

Contact Person : CELSTINE SY

Address : DEPARTMENT OF TOURISM
OPMD - Dive
5F, The New DOT Building
351 Sen. Gil Puyat Ave.
Brgy. Bel Air, 1200 Makati City

Kindly submit the Eligibility Requirements listed below in a sealed envelope, indicating our Solicitation Number & Company Name in a sealed envelope, addressed to Ms. Maria Alma Almazan at DOT Bldg., 4th Floor, 351 Sen. Gil Puyat Avenue, Makati City

ELIGIBILITY REQUIREMENTS:

1. Eligibility Documents Submission Form (Annex A)

2. Class "A" Documents:

a. Mayor's/Business permit issued by the city or municipality where the principal place of business of the prospective bidders is located, or the equivalent document for Exclusive Economic Zones or Areas; and

(In case of recently expired Mayor's/Business permit, submission of the expired Mayor's/Business permit together with the official receipt (renewal) shall be accepted, provided that the renewed permit shall be submitted as a post-qualification the requirement in accordance with Section 34.2 of the IRR of RA9184

For individual consultants not registered under a sole proprietorship, a BIR

Certification of Registration shall be submitted, in lieu of DTI registration and Mayor's/Business permit; and

** For methods of procurement requiring Mayor's Permit and PHILGEPS Registration Number, Certificate of Platinum Membership may be submitted in lieu of the said documents.

b. Philgeps Registration Number

c. Latest Income/Business Tax Return (For ABCs above Php500K)

d. Professional License/Curriculum Vitae

e. Original or Certified True copy of Duly Notarized Omnibus Sworn Statement (see attached form)

NOTE: FINANCIAL DOCUMENTS WILL BE SUBMITTED AFTER THE SHORTLISTING OF BIDDERS

Deadline for the submission of Bid: April 4, 2018 5:00 pm

Created by Maria Alma O Almazan

Date Created 28/03/2018

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