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## Bid Notice Abstract

### Request for Expression of Interest

**Reference Number** 5252019  
**Procuring Entity** DEPARTMENT OF TOURISM  
**Title** Photo and Video Production (Objectif Atlantide Underwater Investigation 2018)  
**Area of Delivery** Metro Manila

<b>Solicitation Number:</b>	2018-03-0099	<b>Status</b>	Active
<b>Trade Agreement:</b>	Implementing Rules and Regulations	<b>Associated Components</b>	2
<b>Procurement Mode:</b>	Negotiated Procurement - Small Value Procurement (Sec. 53.9)	<b>Bid Supplements</b>	0
<b>Classification:</b>	Consulting Services	<b>Document Request List</b>	0
<b>Category:</b>	Consulting Services	<b>Date Published</b>	27/03/2018
<b>Approved Budget for the Contract:</b>	PHP 946,000.00	<b>Last Updated / Time</b>	27/03/2018 00:00 AM
<b>Delivery Period:</b>	1 Month/s	<b>Closing Date / Time</b>	03/04/2018 17:00 PM
<b>Client Agency:</b>			
<b>Contact Person:</b>	Maria Alma O Almazan Administrative Officer III #351 Sen. Gil Puyat Avenue Makati City Metro Manila Philippines 1200 63-02-8900189 63-02-8900189 almaalmazan@yahoo.com.ph		

#### Description

##### TERMS OF REFERENCE

##### A. BIDDER

Video Production Company

##### B. PROJECT TITLE

Objectif Atlantide Underwater Investigation 2018 (May 4-14)

##### C. BACKGROUND

Date/ period covered: May 5-13, 2018

Destination: Cabilao, Bohol

##### Description/Rationale:

- Objectif Atlantide is a French association founded in 1989 that organizes yearly environmental and underwater recreational events entitled "Fun Explorers" in various dive destinations such as Thailand, Malaysia, Spain, and France to entice divers to visit the destinations and discover them with a different perspective.
- The Objectif Atlantide Underwater Investigation 2018 is an underwater "critter hunt" contest where ten (10) groups of two (2) members race to photograph specific marine creatures. Winners will receive prizes such as scuba

diving packages, gear, and equipment.

3. The organizers had participated in a pre-event media familiarization tour in Cabilao and Balicasag in Bohol from May 28 to June 10, 2017, conducting ocular inspections of dive resorts and writing articles on marine biodiversity in the Philippines for their pre-event promotion. Bohol was chosen by Objectif Atlantide due to its reputation in France as a must-dive destination ideal for underwater photography. Cabilao was selected to host the event because of the capacity of the partner resorts to host the cocktail reception and awarding ceremony of the event.

4. Media from the following top French dive media outlets will be providing exposure before, during and after the event:

- Objectif Atlantide: distribution of newsletters and social media posting before, during and after the event
- PLONGEZ! Magazine: 1 page advertising, WEB TV report on Facebook, 6 page magazine feature and social media postings
- Subaqua: 1 page advertorial, 5 page magazine feature and social media postings
- Chercheurs d'eau: mailing to over 120,000 divers, 5 page magazine feature and social media postings
- Press web sous-marine: presence of a journalist/photographer during the event
- Figaro TV: daily diffusion on the website of Le Figaro and Facebook page
- La Provence: diffusion of an article on the print magazine and on the website
- Octopus Plongee: bimonthly web magazine with a circulation of 15,000 copies

5. The minimum media value of the event for 3 months is EUR 100,432/ PHP 6,427,247.72 (Source: Interface Tourism)

6. French sports celebrity and competitive swimmer, Mr. Camille Lacourt has confirmed his participation in the Underwater Investigation and will be taking his open water diver certification in the Philippines. A French TV outlet will cover Mr. Lacourt's participation in the event for broadcast on national French television. Mr. Lacourt has also committed to conduct a Dive Philippines presentation at the Salon de la Plongee Sous Marine 2019 .Attached is Mr. Lacourt's profile.

7. Dive packages for the event were sold by H2O Voyage in partnership with Eva Air, Philippines Airlines and Sea Explorers.

8. Mr. Patrick Louisy, distinguished marine scientist and author of the Europe and Mediterranean Marine Fish Identification Guide will promote awareness about biodiversity and conservation of Philippine marine life.

#### D. OBJECTIVES

1. To showcase Cabilao as a new dive destination for the French market;
2. To highlight the Philippines' rich marine biodiversity and marine conservation efforts;
3. To sustain the gains achieved in Salon de la Plongee Sous Marine participation and ensure market penetration of the global UW photographers market segment; and
4. To reinforce the standing of the Philippines as Asia's premier UW Photography Destination through the multimedia platforms of invited media

#### E. MINIMUM REQUIREMENTS

1. Must have technical expertise in underwater, land, and aerial photography and videography to cover all components of the event;
2. Must provide all equipment necessary for the shoot (i.e, drones, lighting, dive equipment).
3. Must be equipped with professional-level camera equipment (at least full-frame cameras for still photography, and at least micro-four thirds for video)
4. Team must have Civil Aviation Authority of the Philippines (CAAP)-certified drone operators and must submit supporting documents
5. Team must be made up of Dive Professionals (at least Dive Master level or equivalent) with at least 1 member certified in freediving with an Internationally recognized agency like PADI or AIDA.
6. Must be willing to provide services on send-bill arrangement
7. Must be accredited with the Philippine Government Electronic Procurement Systems (PhilGEPs) for video production and photography services.
8. Cost to be submitted must be inclusive of post-production expenses
9. Must submit 2-3 sample works of photo and video documentary (underwater and topside)

#### F. SCOPE OF WORK

##### 1. Deliverables:

- Produce a 5 to 7-minute AVP highlighting the Objectif Atlantide Underwater Investigation 2018 and Camille Lacourt's visit to the Philippines; and
- Photo coverage as approved by the DOT for the duration of the Objectif Atlantide Underwater Investigation 2018, particularly the Closing/Awarding Ceremony

##### 2. Guidelines:

Abide by the following guidelines in conceptualizing for the over-all photo and video coverage:

- Depict the Philippines' rich marine biodiversity and marine conservation efforts in Cabilao, Bohol;
- Conduct photo and video coverage of the VIP, media and participants' activities above and underwater through interviews and footage of their diving and activities during key event components i.e. Registration, Shootout Proper, and Judging and Awards Night;
- Be responsible for other matters directly related to the photo and video coverage as may be required by the DOT;

##### 3. Final Output

- Final output must depict the Philippines as a world-class diving destination.
- Final output must prominently feature VIPs and participants.
- Final video output must feature event partners and sponsors in some form. Company logos would be provided by the DOT.
- Offline edit/draft must be submitted for comments no later than ten (10) working days after the last shooting day.
- One round of revisions is allowed within reasonable expectations and within the scope of the original video concept.
- Final video output must be professionally edited, color-graded, and must include audio scoring. The output file/s must be rendered in 1920x1080 and ready for web, broadcast, and commercial use.
- Photos must be post-processed and delivered in high resolution for print and online use.
- Submit to the DOT the official event photo and video coverage no later than thirty (30) working days after the final shooting day on a 1 TB external hard drive.

#### F. BUDGET

Total estimated budget P 946,000.00

Cost proposal must be submitted with an itemized breakdown. In the event that DOT is able to secure sponsorships, the corresponding value must be deducted from the total amount in the invoice.

#### G. PROJECT OFFICER/ CONTACT PERSON

Jam Concel (OPMD)  
Tel # 459-5200 loc. 520  
Mobile: 09064136642

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

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 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 SHORT LISTING OF BIDDERS

Deadline for the submission of Bid: April 3, 2018 5:00 pm

**Created by** Maria Alma O Almazan

**Date Created** 26/03/2018