



SUPPLEMENTAL / BID BULLETIN NO. 1

This Supplemental/Bid Bulletin is issued to all shortlisted bidders to clarify, modify and/or amend items in the Bidding Documents as discussed and agreed during the Pre-bid Conference held on 02 August 2019 for the Procurement of the Services of a Creative Agency for the Philippines' Celebration of the Centennial Year of the Philippine Cinema (REI No. 2019-017).

I. The following portions of the Bidding Documents are hereby amended as follows:

- On the Terms of Reference

OLD PROVISION	NEW PROVISION																												
<p>V. Project Duration and Budget Allocation</p> <p>2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Milestones</th> <th style="text-align: center;">Payment %</th> </tr> </thead> <tbody> <tr> <td>Upon approval of integrated marketing proposal</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>Upon approval of AVP storyboards / campaign materials</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Upon submission and approval of AVP materials and events proposal</td> <td style="text-align: center;">20%</td> </tr> <tr> <td>Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Upon approval of the Terminal Report</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>TOTAL</td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Milestones	Payment %	Upon approval of integrated marketing proposal	20%	Upon approval of AVP storyboards / campaign materials	15%	Upon submission and approval of AVP materials and events proposal	20%	Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal	30%	Upon approval of the Terminal Report	15%	TOTAL	100%	<p>V. Project Duration and Budget Allocation</p> <p>2. The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Milestones</th> <th style="text-align: center;">Payment %</th> </tr> </thead> <tbody> <tr> <td><u>Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal</u></td> <td style="text-align: center;"><u>40%</u></td> </tr> <tr> <td><u>Upon approval of integrated marketing proposal</u></td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td><u>Upon approval of AVP storyboards / campaign materials</u></td> <td style="text-align: center;"><u>10%</u></td> </tr> <tr> <td><u>Upon submission and approval of AVP materials and events proposal</u></td> <td style="text-align: center;"><u>10%</u></td> </tr> <tr> <td>Upon approval of the Terminal Report</td> <td style="text-align: center;"><u>20%</u></td> </tr> <tr> <td>TOTAL</td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Milestones	Payment %	<u>Upon execution of all proposed events aligned to SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema event proposal</u>	<u>40%</u>	<u>Upon approval of integrated marketing proposal</u>	<u>20%</u>	<u>Upon approval of AVP storyboards / campaign materials</u>	<u>10%</u>	<u>Upon submission and approval of AVP materials and events proposal</u>	<u>10%</u>	Upon approval of the Terminal Report	<u>20%</u>	TOTAL	100%
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C. Plan of Approach and Methodology	50%	C. Plan of Approach and Methodology	30%
I. Creative Rendition		I. Creative Rendition	
Integrated Marketing Campaign Strategy	10%	Integrated Marketing Campaign Strategy (materials to be used for 2019-2020)	5%
Treatment	10%	Treatment	5%
Production Flowchart	5%	Production Flowchart	5%
II. Event	10%	II. Events Concept and Execution	15%
Event Concept	5%	Event Concept	5%
Production Flowchart	10%	Production Flowchart	10%
Over-all Impact	10%	Over-all Impact	10%

II. The following clarifications are provided for the guidance and reference of the shortlisted bidders:

- The Luminaries have been pre-selected already. DOT and the winning agency will be in coordination with FDCP for all of the events indicated in the TOR.
- The AVPs treatment will be up to the agency's discretion.
- Details of Events:

A. SANDAAN: 100 Luminaries for 100 Years of Philippine Cinema

Date: 08 September 2019

Venue: Ayuntamiento, Manila (to be confirmed)

This event is the official kick off-celebration of the 100 Years of Philippine Cinema. A gala night for the film industry, this event is a tribute to all the Luminaries who have been part of Philippine Cinema's journey to 100 years. It will be a night of celebrating the evolution of cinema with guests from all over the industry representing the different eras that led to what is Philippine cinema today.

ITEM	PARTICULAR
Venue	
Production Design	- Entrance - Stage - Interior décor - Flowers - Table Set-up
Lights and Sounds	- Stage - Lights - LED - Trusses - Sounds
Catering	800 pax
Video Tribute + production	

B. SANDAAN Grand Opening

Date: 12 September 2019

Venue: New Frontier Theater, Quezon City

This grand event will commemorate exactly One Hundred Years after the release of the first Filipino film produced-Dalagang Bukid. The program will be a homage to the major highlights of the journey of Philippine Cinema to its centennial year with the artists, filmmakers and luminaries who molded it to what it is today. There will be musical numbers, video presentations, and testimonies from stakeholders. It will also serve as a Premier Night on the night before the first day of the Pista ng Pelikulang Pilipino.

ITEM	PARTICULAR
Venue	- Rental - Set up: Day before - Rehearsals
Catering	800 pax
Stage Design	
Production Design	- Entrance - Interior décor - Flowers - Table Set up
Lights and Sounds	- Stage - Lights - LED - Trusses - Sounds - Generator
Media Tokens	100 VIPs; 700 Regular Attendees

- Shortlisted bidders must include in their technical bid envelope a flash drive containing samples of their AVPs and previous works.
- If declared “passed” during the opening of technical bids on **15 August 2019 at 11:00 a.m.**, shortlisted bidders will be required to present on **16 August 2019, 10:00 a.m. at the 3rd Floor Conference Room, DOT Building**, as part of the Technical Bid evaluation.
- A maximum of thirty (30) minutes is allotted for each shortlisted bidder. After the presentation, shortlisted bidders are required to submit five (5) sets of print-outs and flash drive of their presentation.

The provisions of this Supplemental/Bid Bulletin shall form an integral part of the Bidding Documents.

For the guidance and information of all concerned.



ASEC. ROBERTO P. ALABADO III
Chairperson, Bids and Awards Committee
Department of Tourism

08 August 2019