



REQUEST FOR PROPOSAL

The Philippine Organizing Committee (POC) - International Exposition 2012 Yeosu Korea (Expo 2012 Yeosu Korea) through the Philippine Department of Tourism - Special Bids and Awards Committee (PDOT-SBAC), is inviting interested bidders to submit proposals for PR Retainer for Expo Yeosu 2012.

TERMS OF REFERENCE

PROJECT: PR Retainer for Expo Yeosu 2012

BACKGROUNDER:

The Philippine Organizing Committee requires the services of a public relations firm from February 15 to August 15, 2012 to generate extensive substantial media publicity re Philippines participation to Expo 2012 Yeosu Korea.

SCOPE of WORK:

Shall undertake the publicity requirements to include but not limited to the following:

1. News writing and editing services;
2. Media relations and coordination;
3. Media invitation to press conference and media events;
4. Preparation of media kits, press releases and other printed materials;
5. Arrange for side interviews of Philippine Organizing Committee members; and
6. PR consultancy.

OUTPUT/DELIVERABLES:

1. Minimum of four (4) exposures per month in at least three (3) national broadsheets;
2. Media monitoring; and
3. Conduct press conference as the need arises.

LEGAL/TECHNICAL ELIGIBILITY REQUIREMENTS:

1. DTI Business Registration/SEC Certificate;
2. Mayor's Permit or License to Operate;
3. BIR Registration w/ TIN #;
4. PHILGEPS Certificate;
5. Company Profile;
6. List of events handled in the past;
7. Statement of completed contracts of similar nature in the last two (2) years; and
8. Statement of executed PR and Publicity plans;

APPROVED BUDGET FOR THE CONTRACT (ABC):

Three Hundred Thousand Pesos (Php300,000.00) inclusive of all applicable taxes.
(Php50,000.00 x 6 months)

Bids exceeding the budget shall be disqualified.

INSTRUCTION TO BIDDERS:

Please submit your proposal on or before 4:00 pm of February 7, 2012 to the Philippine Expo Secretariat for Expo Yeosu Korea 2012 – SBAC c/o Philippine Department of Tourism, 3rd Floor, Rm 314, DOT Building T. M. Kalaw St., Ermita, Manila, Philippines 1000. Proposal should be duly signed by your authorized representative and should comply with the Terms of Reference (TOR) stated above.

Please address your proposal to the undersigned.



USEC. DANIEL G. CORPUZ
Philippine Department of Tourism
SBAC Chairman
Philippine Organizing Committee
Expo Yeosu Korea 2012