



Republic of the Philippines
 DEPARTMENT OF TOURISM XI
 Unit 512 5th. Floor LANDCO Corporate Centre
 JP Laurel Ave., Bajada, Davao City



PURCHASE REQUEST

Office/ Section: TDP GAAS SAA IT/TISP
 PR No.: 2022- 03- 0057
 Date: March 23, 2022
 PROMO AND MARKETING BIMP-EAGA

Stock No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
	package	Package Payment for Davao Region Branding Consultant Services: A. Brand Visioning -brand positioning exploration exercise -brand tagline generation -brand identity -identifying brand differentiators -establishing brand image -communication catchphrases -workshop facilitation (includes on-site facilitation expenses) B. Brand Identity Design -logo, design & visual style -design, concept & final artwork development C. Development of Social Media Content Creative & Design -Concept for digital campaign -content calendar development -design and final artwork development of creative content package D. Brochure Development (Graphic Design & Content Dev't) -Content framework -content research & write-ups -Art direction & design -Lay-out & typesetting -final artwork preparation -print production monitoring & quality control E. Website Design & Development -Website interface design -Website development (exclusive of domain & hosting) (SEE ATTACHED TERMS OF REFERENCE FOR COMPLETE DETAILS)	1		1,700,000.00
				TOTAL	1,700,000.00

PURPOSE: For the Davao Region Tourism Brand Development Project (Phase 1), charged under TPB Downloaded Funds (April - September 2022)

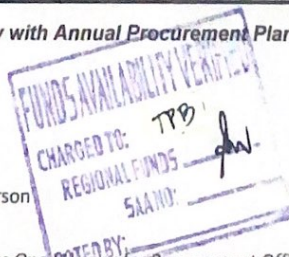
Signature:	<i>[Signature]</i>	Approved by:	<i>[Signature]</i>
Requested by:	KATHERINE ANUTA-RUBIO	Requested by:	TANYA RABAT-TAN
Designation:	Tourism Operations Officer II	Designation:	Regional Director, DOT XI

Certifying Authority as to Conformity with Annual Procurement Plan (APP)

Approved by:

[Signature]
JUDY G. COLALJO

Bids and Awards Committee (BAC) Chairperson



Please attach the following:

1. Approved Project brief/budget proposal and/or CSW
2. Copy of approved APP and PPMP for the request
3. Request letter as approved by the Head of Office (for assistance to be provided: financial, meals, airport reception, printing of collaterals, among others)
4. Approved Travel Authority or DO/Memo (if travel related)
5. Justification (if ITEM not included in approved APP)

* Provide signed PR Form in Triplicate copies One (1) copy for Procurement Officer, One (1) for Requesting section & One (1) for appropriate action of the Project Officer to be attached to the original DV for the payment