

TERMS OF REFERENCE

Procurement of MIMAROPA Promotional and Marketing Brochures

I. OBJECTIVE: To strengthen the marketing and promotions of the different tourism products and highlight existing and emerging destination in the MIMAROPA Region and to inform and educate the public about the tourism industry and its advocacies.

II. MINIMUM REQUIREMENTS:

1. Must have been in the production business for at least 2 years
2. Must be able to provide services on a Send-Bill Arrangement
3. Must have PhilGEPS Registration.

III. SCOPE OF WORK/DELIVERABLES:

1. Content

- MIMAROPA and Provincial Tourism Overview
- Lifetime QR Code of DOT-Accredited Establishments
- Information on Destinations, Attractions, and Activities with Photos
- Comprehensive MIMAROPA and Provincial Maps
- Contact Information and other relevant details

The list of contents and photos will be provided by the end-user. The development of narrative and written contents per brochure will be developed by the supplier for approval of the end-user.

2. Brochure

Size	: 24x15
Material	: 100 lb Silk Text
Color	: Full Color Front, Full Color Back
With	: Accordion Six-Fold and Half Fold
	: Insert – Full Color Print
Others	: Actual sample approval prior of production
Design	: Submission of 3 different Layouts/Key visuals
Production Time	: 3 weeks upon approval of approved sample
Quantity	: MIMAROPA: 5,000 pieces
	Occidental Mindoro: 3,000 pieces
	Oriental Mindoro: 3,000 pieces
	Marinduque: 3,000 pieces
	Romblon: 3,000 pieces
	Palawan: 3,000 pieces
Budget Estimate	: PHP35/pc

- Creation of the MIMAROPA Tourism Official Logo in colored and black and white for branding, marketing, and brochure use
- Must be registered in the Intellectual Property Office (IPO)

IV. BUDGET

The total budget allocation is **SEVEN HUNDRED THOUSAND PESOS ONLY (₱700,000.00)** inclusive of all government taxes and charges. The winning bid, however, shall be determined based on the proposal with the most advantageous financial package cost and quality, provided that the amount of the bid does not exceed the above total budget.

V. DOCUMENTARY REQUIREMENTS

1. Mayor's Permit / License
2. PhilGEPS Platinum Certificate
3. Duly notarized Omnibus Sworn Statement
4. Sec/DTI certification
5. BIR Registration / TIN

The winning bid 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.

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