

Contract for the Procurement of Consulting Services of a Local Media Planning, Buying, and Placements Agency for the Department of Tourism - Lot No. 2 (Media Planning, Buying, and Placements Targeting Visayas and Mindanao)

This *Contract for the Procurement of Consulting Services of a Local Media Planning, Buying, and Placements Agency for the Department of Tourism – Lot No. 2 (Media Planning, Buying, and Placements Targeting Visayas and Mindanao)* (“Agreement”) is made and entered into this ____ day of OCT 15 2021 2021 between:

The DEPARTMENT OF TOURISM (DOT), a government agency with principal office at New DOT Building, 351 Sen. Gil Puyat Avenue, Makati City, represented by its **Secretary, BERNADETTE ROMULO-PUYAT** (“Entity”);

and

IPG MEDIABRANDS PHILIPPINES, INC., a private entity with business address at Unit 2901 The Trade and Financial Tower, 7th Avenue, corner 32nd Street, Bonifacio Global City, Taguig City, represented by its **CEO, MS. TRICIA MARIE C. QUIAMBAO** (“Consultant”);

Each a “Party” and collectively, the “Parties”

WITNESSETH:

WHEREAS, the Entity is mandated to be the primary planning, programming, coordinating, implementing, and regulatory government agency in the development and promotion of the tourism industry, both domestic and international;

WHEREAS, pursuant to this mandate, the Entity seeks to implement a domestic tourism marketing campaign through local media placements targeted at travelers from Visayas and Mindanao, focusing on Metro Cebu and Metro Davao;

WHEREAS, the Entity needs to engage the services of a consultant to formulate a local media plan and implement local media placements to promote domestic tourism and restore the confidence of Filipinos to travel once again;

WHEREAS, the Bids and Awards Committee (BAC) of the Entity, through **BAC Resolution No. 2021-144**, has declared the Consultant to be the **Highest Rated and Responsive Bidder (HRRB)** following a competitive bidding procedure for the procurement of consulting services of a Local Media Planning, Buying and Placements Agency for the Department of Tourism – Lot No. 2 (Media Planning, Buying and Placements Targeting Visayas and Mindanao) with a contract duration of five (5) months effective from the receipt by the Consultant of the Notice to Proceed;

WHEREAS, pursuant to the abovementioned BAC Resolution, the Entity has accepted the bid of the Consultant in the amount of **One Hundred Thirty-Nine Million Seven Hundred Thirteen Thousand Seven Hundred Fifty-One Pesos and 58/100 (PhP139,713,751.58)**, inclusive of all applicable taxes;

NOW, THEREFORE, based on the foregoing, the Parties agree as follows:

1. In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract hereinafter referred to.
2. The following documents shall be attached, deemed to form and be read and construed as part of this Agreement, to wit.:
 - (a) General and Special Conditions of Contract;
 - (b) Terms of Reference;
 - (c) Request for Expression of Interest;
 - (d) Instruction to Bidders;
 - (e) Bid Data Sheet;
 - (f) Addenda and/or Supplemental/Bid Bulletins, if any;
 - (g) Bid forms, including all the documents/statements contained in the Bidder's bidding envelopes, as annexes, and all other documents/statements submitted (e.g., bidder's response to request for clarifications on the bid), including corrections to the bid, if any, resulting from Procuring Entity's bid evaluation;
 - (h) Eligibility requirements, documents and/or statements;
 - (i) Performance Security;
 - (j) Notice of Award of Contract and the Bidder's conforme thereto;
 - (k) Other contract documents that may be required by existing laws and/or the Entity.
3. In consideration of the payments to be made by the Entity to the Consultant as hereinafter mentioned, the Consultant hereby covenants with the Entity to execute and complete the Consulting Services and remedy any defects therein in conformity with the provisions of this Consultant in all respects.
4. The Entity hereby covenants to pay the Consultant in consideration of the execution and completion of the Consulting Services, the Contract Price or such other sum as may become payable under the provisions of this Contract at the times and in the manner prescribed by this Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed the day and year first above written.

DEPARTMENT OF TOURISM
(Entity)

IPG MEDIABRANDS PHILIPPINES, INC.
(Consultant)



BERNADETTE ROMULO-PUYAT
Secretary

By:

TRICIA MARIE CAMARILLO-QUIAMBAO
CEO

+ Rj

21-00169

SIGNED IN THE PRESENCE OF:

[Signature]

+ [Signature]
MA. REGINA FRANCISCO

Certified Funds Available:

[Signature]

ROMAN G. BERSAMIRA
Chief, Accounting Division

ACKNOWLEDGMENT

REPUBLIC OF THE PHILIPPINES)
MAKATI)S.S.

BEFORE ME, a Notary Public, in and for Makati, this 29th day of October 2021, personally appeared:

Name	Government ID	Date/Place Issued
Bernadette Romulo-Puyat	PPT. S0021451A	
Tricia Marie C. Quiambao	PPT. PG221434A	

known to me to be the same persons who executed the foregoing Agreement and they acknowledged the same to be their free and voluntary act and deed and of the entities they represent.

WITNESS MY HAND AND SEAL on this 29th day of October 2021.

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Series of 2021

ATTY. AUDELE H. ZAMORA
NOTARY PUBLIC
UNTIL DECEMBER 2021
PENTHOUSE, LEGAL AFFAIRS SERVICE, DOT BLDG
PTR NO. 8144622 - 1/15/20 - MAKATI CITY
IBP LIFETIME MEMBER 04606 / MAKATI CITY
ROLL NO. 41115 MOLE 12/17/19

[Signature] + [Signature]