



NOTICE OF AWARD

MR. RICHARD ALARCON

Authorized Representative

ODV CREATIVE MEDIA, INC.

Suite 7C, LPL Suites Greenbelt
112 Legaspi St., Legaspi Village
Makati City

Dear **Mr. Alarcon**:

We are pleased to notify you that your Bid dated 26 June 2023 for the **Procurement of Consulting Services for Local Public Relations (DOT-SBAC REI No. 2023-007)** with a Total Contract Price of **Forty-One Million Nine Hundred Ninety-Nine Thousand One Hundred Sixty-Eight Pesos (PhP41,999,168.00)**, inclusive of all applicable taxes and with a contract duration of six (6) months, effective from the receipt of the Consultant of the Notice to Proceed, is hereby accepted, subject to the agreements made during the Negotiation, as follows:

- The Agency Service Fee (ASF) covers end to end service including the research and strategy, strategic and creative output such as graphic design, copywriting, PR writing, and accounts, and PR seeding
- The budget may need to be adjusted and/or reallocated based on the final approved PR plan
- All costs categorized as PR costs (excluding ASF) must receive approval from the DOT. This includes expenses related to media placements or costs associated with Key Opinion Leaders (KOLs) fees, etc. The Agency is required to seek approval from the DOT before finalizing these costs.
- The DOT expects creative output for PR materials, as outlined in the 7641 articles, etc. Therefore, the Agency must have a dedicated team capable of producing creative outputs to serve the needs of the DOT.
- The proposed locations for the CSR Program and Stakeholder Event may change and must receive approval from the DOT prior to the execution.
- All creative contents for the Digital Magazine and PR releases shall cover all regions.
- Digital Assets from DOT Archives shall be marginally used. Agency is required to produce original made contents.

Pursuant to Section 37.2 and Section 39 of the Implementing Rules and Regulations (IRR) of Republic Act No. 9184 (RA 9184), you are hereby required to provide within ten (10) calendar days upon receipt of this Notice, a Performance Security in any of the following forms and corresponding amount:

- Cash or cashier's/managers check issued by a Universal or Commercial Bank or Bank draft/guarantee or irrevocable letter of credit issued by a Universal or Commercial Bank, payable to the Department of Tourism in the amount equivalent to at least five percent (5%) of the Total Contract Price or equivalent to at least **PhP2,099,958.40** or
- Surety bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security in the amount equivalent to at least thirty percent (30%) of the Total Contract Price or equivalent to at least **PhP12,599,750.40**.

Refusal to accept the award without a justifiable reason and failure to provide the Performance Security within the prescribed period shall constitute sufficient ground for cancellation of the award, forfeiture of the bid security, and disqualification in any future bidding of this Department.

Very truly yours,


VERNA ESMERALDA C. BUENSUCESO
OIC-Undersecretary *meb*
Department of Tourism

Date Signed: _____

Conforme:  
Richard Atarson
(Awarded bidder's name of authorized representative and signature)

Date: 07-25-2023