

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

REPRINTING OF VARIOUS DESTINATION GERMAN BROCHURES AND TRANSLATION AND PRODUCTION OF VARIOUS DESTINATION BROCHURES IN FRENCH

II. BACKGROUND

The Philippine Department of Tourism (DOT) Frankfurt is looking to produce promotional materials specifically for the German (reprint) and French market to further promote the *fun in the Philippines* and update potential visitors of our tourism destinations and portfolio.

III. OBJECTIVES

To create updated promotional materials for the Philippines in the form of booklets for the German and French market, which can be distributed travel trade, media, and consumers through mail, fairs and other events.

IV. SCOPE OF WORK / DELIVERABLES

1. German Brochures
 - Reprinting of the German Brochures – creation of graphic design and format artwork, ensuring print quality standards are met (file to be provided by the DOT)
 - Logistics – delivery of the booklets
2. French Brochures
 - Translation of the German Brochures to French, including proofreading
 - Printing – creation of graphic design and format artwork, ensuring print quality standards are met
 - Logistics – delivery of the booklets

V. DESCRIPTION AND SPECIFICATIONS

a. Reprinting of eleven (11) booklets in German featuring different tourist destinations in the Philippines. These are the following:

- Manila and Environs
- Cebu
- Bohol
- Boracay
- Palawan
- Mindoro
- Northern Luzon

- Negros Region
 - Siargao, Camiguin, Romblon, and Batanes
 - Bicol
 - Davao
- Size of brochure – 4.13 x 5.83 inches
 - No. of pages – 24 pages, total of 264 pages
 - Paper stock – dull/matte cover with UV coating
 - Full color
 - Quantity – min. of 1,000 pcs each destination brochures, total of 11,000 pcs in German

b. Translation of the 11 destination brochures to French and production with the following requirement:

- Destinations:
 - Manila and Environs
 - Cebu
 - Bohol
 - Boracay
 - Palawan
 - Mindoro
 - Northern Luzon
 - Negros Region
 - Siargao, Camiguin, Romblon, and Batanes
 - Bicol
 - Davao
- Size of brochure – 4.13 x 5.83 inches
- No. of pages – 28 pages, total of 308 pages
- Paper stock – dull/matte cover with UV coating
- Full color
- Quantity – min. of 1,000 pcs each destination brochures, total of 11,000 pcs in French

c. Revisions of the French and German Brochures

d. Shipment of Brochures to PDOT-Frankfurt Office

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

1. A company that has the experience and flexibility of producing quality promotional materials especially booklets.
2. Company should be based in Germany, Switzerland, or Austria
3. With a dedicated Managing Director to oversee the project and do regular coordination with the DOT

4. With a dedicated writer/translator that is a native German speaker and French speaker and proficient in the English language. The translator must be knowledgeable in tourism terms.
5. Presentation of similar projects previously undertaken.

VI. TIMELINE FOR BIDDING

May 25, 2022: Deadline of submission of bids

May 26, 2022: Awarding of bid

May 27, 2022: Contract signing and meeting about the deliverables

May 27- October 2022: Drafting, revisions, printing and production

October 5, 2022: Completion and delivery

VII. BUDGET

Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents

Selection of the DOT Frankfurt office of the winning bidder

- Total budget allocation for the project is € 50'000 inclusive of taxes and other applicable fees, including but not limited to operational expenses, graphic design, artwork, photos, write-up, printing, translation and shipment, among others.
- Interested bidders must present a budget breakdown in their proposal, indicating the components of their proposed budget.

VIII. DOCUMENTARY REQUIREMENTS

- Signed Terms of Reference (all pages should be initialed)
- Company registration documents and appropriate licenses
- Latest Tax clearance
- Company portfolio containing similar projects previously undertaken in the past 5 years

The winning bid shall be determined based on the proposal with the most advantageous financial packaged cost and the best suitable design and layout idea, provided that the amount of the bid does not exceed the established total budget for the project.

IX. TERMS AND CONDITIONS

1. The selected company shall be subject to assessment by the DOT Frankfurt. The DOT Frankfurt reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

2. Subject to the assessment by the DOT Frankfurt, as to the performance of the company for its production of the marketing collateral, the services of the selected company may be re-contracted to implement supplemental projects, subject to additional budgets and a separate agreement.

X. PAYMENT PROCEDURES

Compliant with the procedures of the Philippine Government • 50% initial payment upon approval of the layout and text • 50% payment upon completion of the scope/deliverables

Required supporting documents for payment:

- Original copy of signed contract
- Original copy of invoice following signed contract

X. CONTACT PERSON

Jamille Francine A. Concel
Operations Officer
Philippine Department of Tourism – Frankfurt
jamille@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____
Name: _____
Company: _____
Company Designation: _____
Date: _____