

TERMS OF REFERENCE

I. PROJECT TITLE AND DESCRIPTION

DEVELOPMENT AND PRODUCTION OF VARIOUS DESTINATION BROCHURES
IN GERMAN LANGUAGE

II. BACKGROUND

The Philippine Department of Tourism (DOT) Frankfurt is looking to produce promotional materials specifically for the German market to provide extensive information on its destinations and further promote its *It's more fun in the Philippines* campaign in Germany.

III. OBJECTIVES

To create updated promotional materials for the Philippines in the form of booklets for the German market, which can be distributed to travel trade, media, and consumers through travel fairs, events, by post, email, and others.

IV. SCOPE OF WORK / DELIVERABLES

- a. Overall creative direction – whole design and layout of the booklets
- b. Research and editorials – research on topics to cover and writing of all text in German, including proofreading
- c. Production design and printing – graphic material and format artwork, ensuring print quality standards are met
- d. Outsourcing of Photos
- e. Logistics – delivery of the booklets

V. DESCRIPTION AND SPECIFICATIONS

- a. Production of eleven (11) booklets featuring different tourist destinations in the Philippines. These are the following:
 - Manila and Environs
 - Cebu
 - Bohol
 - Boracay
 - Palawan
 - Mindoro
 - Northern Luzon
 - Negros Region
 - Siargao and Camiguin
 - Bicol
 - Davao
- b. Size of brochure – 7.2 x 4.5 inches (folded size), 9 inches (spread)
- c. No. of pages – 16 pages, total of 176 pages
- d. Paper stock – dull/matte cover with UV coating
- e. Full color
- f. Quantity – 1,000pcs each destination brochures, total of 11,000pcs

V. MINIMUM QUALIFICATIONS FOR SUPPLIERS

- a. A company that has the experience and flexibility of producing quality promotional materials especially booklets.
- b. Company should be based in Germany, Switzerland, or Austria
- c. With a dedicated Managing Director to oversee the project and do regular coordination with the DOT
- d. With a dedicated writer that is a native German speaker and proficient in the English language
- e. Presentation of similar projects previously undertaken.

VI. TIMELINE FOR BIDDING

November 11, 2020: Submission of bid proposals, inclusive of publicity requirements according to these Terms of Reference, and mandatory legal documents

November 23, 2020: Selection of the DOT Frankfurt office of the winning bidder

VII. BUDGET

- Total budget allocation for the project is €32,000.00 inclusive of taxes and other applicable fees, including but not limited to operational expenses, graphic design, photos, write-up, printing 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, 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 by DOT Frankfurt 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
- 25% Upon submission of final proofs for printing
- 25% 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

Anabelle Gaye Apostol
Operations Officer
Philippine Department of Tourism – Frankfurt
anabelle@morefunphilippines.de

SIGNED BY PROPONENT:

Signature : _____

Name: _____

Company: _____

Company Designation: _____

Date: _____