

**TERMS OF REFERENCE**  
**CONSULTING SERVICES FOR THE DEVELOPMENT OF THE MIMAROPA**  
**AUDIO-VIDEO PRODUCTION (AVP) AND PHOTO LIBRARY**

**I. BACKGROUND**

The Department of Tourism (DOT) MIMAROPA Region was established on September 19, 2014. The development of an audio-video production and photo library of the region's premier destinations, attractions, food, people, events, festivals, among others have not been properly represented for marketing and promotional purposes.

The development of the MIMAROPA Audio-Video and Photo Library is vital in creating a database of photos and videos for the region which will help in the promotions in online and on-ground marketing activities and in the development of promotional materials such as brochures, posters, tarpaulins, billboards, IEC materials, among others.

In view of this, the Department of Tourism (DOT) MIMAROPA Region would like to propose the Development of the MIMAROPA Audio-Video and Photo Library which will be used by the Regional Office for its promotional and marketing efforts. The Audio-Video and Photo library shall cover, the 5 provinces of the region, namely: Oriental Mindoro, Occidental Mindoro, Marinduque, Romblon, and Palawan.

**II. OBJECTIVES**

1. To produce promotional videos and photo library about the MIMAROPA Region, which can be used in various marketing campaign activities to promote MIMAROPA Region as "the Destination of Choice"
2. To promote the destinations, attractions, culinary, people, events and festival offerings of the region in an audio-video and photograph format;
3. To assist in the marketing efforts of the region by producing up-to-date visuals and moving pictures;
4. To create and develop a library of official photos which could be shared to other reputable agencies in support to promotional and marketing activities involving the MIMAROPA Region;
5. To help create and build the image of the region by presenting an updated, clear and crisp image for virtual and traditional marketing endeavors.

**III. SCHEDULE OF WORK: May 2, 2022 to October 31, 2022**

**IV. APPROVED BUDGET FOR THE CONTRACT (ABC):**

The approved budget for the contract is **One Million Seven Hundred Thousand Pesos (Php 1,700,000.00)**, inclusive of all applicable government taxes.

## V. SCOPE OF WORKS/ SERVICES

A. **PRE-PRODUCTION** consists of developing an Audio-Visual Production that is engaging, interactive and contains rich visual content for the audience as well as an Image Library to store photos and videos. The Consultant shall develop the following:

1. AVP featuring MIMAROPA Region local travel and highlighting tourist attractions, nature and adventure, history, arts & culture, food and hospitality per province.
2. Storyboard and shoot guide of determined locations and activities (Preferably new and exciting short stories to engage with the market). The storyboard should consider the following restrictions:
  - i. avoid showing objectification of women/ showing faces of children, if without concurrence and necessary permits issued by the appropriate government agencies
  - ii. avoid scenes with mass gathering
  - iii. observance of proper health protocols in the frames.
3. Establish proper communication and support for the project with local government officials per region and location.
4. Securing of local permits and approvals through endorsement letter requests.
5. Coordination with key personnel, local guide and representatives per locality.
6. Logistical planning, mobilization, accommodations, scheduling, scouting and ocular per region.
7. Research reference and information sourcing on MIMAROPA tourism for 5 provinces, 2 cities and corresponding locations.
8. Script development (English language), copywriting for information tagging and voice over narration.
9. Voice over talent scouting and casting of talents.

B. **PRODUCTION.** After storyboard and script has been approved, the Consultant shall set off to shoot, produce and capture the materials needed for the AVP, which include:

1. Photography and Videography for each province, cities and corresponding localities based on the identified and approved list of tourism products.
2. Panoramic photos from ground and aerial hotspots.
3. Aerial HD photography and videography of key destinations, arts & culture, nature and adventure activities, landmarks, local persons
4. Time-lapse and live panorama highlight features for nature locations (sunset, beach activities, waterfalls, etc.).
5. Recording of natural background sound environment in applicable destinations.
6. Photo and video gallery.
7. Guided Tour Voice Over Recording Interior/Exterior 3D Reality Capture Scanning of Key Landmarks, such as National Cultural Treasures (NCTs) or Important Cultural Properties (ICPs): Identified

Key Landmark and heritage sites, churches, and museum structures shall be captured and produced into following formats.

8. Video Teasers/Excerpts.
9. Introduction AVP highlighting key shots per local province.
10. Audio Recording of VO talent and music scoring (royalty free music background).

C. **POST-PRODUCTION.** The AVP shall be interactive, customizable, and optimized for both online and offline viewing viewable on multiple devices (smart phone, tablet, desktop/laptop and VR headsets), and published on google street view for increased online presence. Post-production shall include:

1. **AVP LIBRARY**

- a. Video editing of long, medium, close-up, and aerial footages
- b. AVP editing, compositing, text superimpositions/graphics and effects
- c. Audio embed of VO recorded narration
- d. Background music and sound effects
- e. Video gallery compilation
- f. Video cloud upload (google drive) and file export
- g. DOT approved script in English for the voiceover
- h. Voiceover and rights for the background music
- i. Audio-videos will be in the following format:
  - i. QuickTime Full HD 1920x1080
  - ii. Mp4 Full HD 1920x1080
  - iii. Mp4 Low Res 960x540

2. **PHOTO LIBRARY**

- a. Ten (10) photos per tourism asset (list to be provided by DOT MIMAROPA) with aerial, landscape, and portrait modes; photo editing of still images and aerial footage
- b. High Resolution Photos with no watermark in RAW file and organized per province, town, and, tourism product
- c. Photo gallery compilation

**VI. PROJECT KEY PERSONNEL**

1. The bidder shall provide the manpower requirements upon the effectivity of the contract with the following manpower requirement:

Key Personnel	Qualification and Experience
Director	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 5 years' experience in video and photo production

Production Manager	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 5 years' experience in video and photo production
Head Writer	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 5 years' experience in professional screenplay
Head Photographer	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 5 years' experience in professional photography
Head Videographer	Education: Graduate of Mass Communication or other relevant degree Experience: Minimum 5 years' experience in professional videography

2. The Bidder may assign tasks of Project Key personnel to professionals outside of his firm / organization provided that the necessary documents to support the agreement between the bidder and the concerned key personnel is submitted and stated with the Bid.
3. The bidder shall provide the Curriculum Vitae (CVs) of their Key Professional Pre and Post Production Team and other personnel clearly indicating the relevant skills, work experience, trainings and professional certifications issued by their respective organizations / association / special field of expertise. The CV's must be accompanied with the Certified True Copy of the following:
  - a. Diploma college, post graduate (if applicable);
  - b. Employment Certificate;
  - c. Similar projects handled
4. The Bidder may assign other support personnel (labor, supervision, etc) in addition to the list above, with the purpose of optimal performance of the agreements in the contract at no additional cost to the procuring entity.

## **VII. OTHER QUALIFICATION OF THE BIDDER**

1. Must have minimum of 5 years' commercial experience in the field of photo and video production.
2. Must be able to propose a highly unique, creative concept of the MIMAROPA Naturally, the Destination of Choice in AVP and photo format.
3. Must have a new breed of staff adept with the latest tools on photography, videography, and photo and video editing.
4. Must have serviced a wide range of clients.

## **VIII. ROLES AND RESPONSIBILITIES**

- A. The **WINNING BIDDER** shall:

1. Provide all necessary fees for the projects such as professional, accommodation, transportation, meal, insurance, RT-PCR testing expenses and other costs relative to the pre-production, actual photo and video coverage, post production and delivery of the final product;
2. Provide a detailed storyboard, actual production itinerary, script, and shoot guide to be approved by the procuring entity;
3. Provide the final outputs required based on the specifications provided for AVP and Photo Library and within the prescribed timelines;
4. Coordinate with key personnel, local guide and representatives per locality; and
5. Provide monthly updates to the procuring entity on the progress or status of the project from the pre-production until the delivery of final outputs.

**B. The DOT-MIMAROPA shall:**

1. Designate a counterpart support team who will work closely with the WINNING BIDDER regarding the technical and administrative requirements of the activities, including progress monitoring;
2. Provide the list of tourism products to be featured during the shoot;
3. Provide endorsement letters to respective LGUs at any stage of the of the video and photo coverage to assist the WINNING BIDDER for the smooth conduct of activities;
4. Facilitate request for permit to shoot and endorse the WINNING BIDDER to the concerned Local Government Units for the schedule and the coverage in their areas of concern;
5. Approve the detailed storyboard, actual production itinerary, script, and shoot guide prior to the actual production shoots; and
6. Approve and recommend revisions on the final outputs provided by the WINNING BIDDER.

**VI. DELIVERABLES AND TIMELINE**

<b>Deliverable</b>	<b>Timeline</b>
A. AVP and Photo Library approved Production Plan (Pre-Production)	Shall be submitted within 30 days from receipt of Notice to Proceed (NTP)
B. Conduct of Production Activities	Shall be submitted within two (2) months from receipt of Notice to Proceed (NTP)
C. Submission of Draft AVPs and Photos for review of DOT MIMAROPA (Maximum of 5 revisions)	Shall be submitted within five (5) months from receipt of Notice to Proceed (NTP)
D. Submission of Revised and Approved AVPs and Photos	Shall be submitted with six (6) months from the receipt of Notice to Proceed (NTP)

- IX. PAYMENT SCHEDULE:** The services shall be payable in tranches based on the submitted milestone report, send-bill arrangement and existing applicable laws, rules and procedures rules in the payment government transactions, as follows:

<b>Particulars</b>	<b>Amount</b>	<b>Remarks</b>
First Tranche	10% of the Total Winning Bid	Payment will be processed after the acceptance of Production Plan (Deliverable A)
Second Tranche	30% of the Total Winning Bid	Payment will be processed after the review and acceptance of the draft AVPs and Photos (Deliverable B)
Third Tranche	Remaining 60% of the Total Winning Bid	Payment will be after the acceptance of the final AVPs and Photos (Deliverable C)
<b>TOTAL</b>	<b>100%</b>	

- X. EXPECTED FINAL OUTPUT.** The final required outputs for this consulting services are the following:

1. 5-minute AVP about MIMAROPA with equal exposure per province, with voiceover and background music;
2. 3-minute AVP for the hymn “Beloved MIMAROPA” with lyrics;
3. 2-minute AVP with storyline featuring all Product Portfolio;
4. 1-minute excerpts of the MIMAROPA AVP and Provincial AVPs (1 regional excerpt and 5 provincial excerpts);
5. 15-minute AVP about MIMAROPA with equal exposure per provincw, with background music;
6. Ten (10) photos per tourism asset (based on the list prescribed by the DOT-MIMAROPA during the inception of the project) with aerial, landscape, and portrait modes; photo editing of still images and aerial footage;
7. High resolution photos with no watermark in RAW file and organized per province, town, and, tourism product; and
8. Photo gallery compilation.

All photos and videos shall be submitted on two (2) identical hard drives (5TB each), and one (1) online google drive.

**XI. OWNERSHIP OF OUTPUTS**

The outputs of this consulting service shall be the property, and for the exclusive use by the Department of Tourism MIMAROPA.

- XII. OTHER REQUIREMENTS.** All requirements documents stated in the **Philippine Bidding Documents on the Procurement of Consulting**

**Services (5<sup>th</sup> Edition)** should be submitted by the bidder together with its Company Profile as an additional requirement.

**XIII. CONTACT PERSON**

MR. MARC RAMIRO R. ORTIZ LUIS  
Tourism Operations Officer I  
Tourism Development Division (TDD)  
Department of Tourism MIMAROPA  
[tdd.mimaropa@gmail.com](mailto:tdd.mimaropa@gmail.com) | 0917-716-0305