

Terms of Reference

MIMAROPA Farm Tourism Brochures

I. OBJECTIVES

To strengthen the marketing and promotions of Farm Tourism in the MIMAROPA Region and to educate the public about the farm tourism industry.

II. SPECIFICATIONS

1. Content

- Farm Tourism Overview
- List of DOT-Accredited Farm Sites with details such as location, photos, and contact number
- MIMAROPA Farm Tourism Association Column
- DOT accreditation process and requirements
- Brief background about the MIMAROPA Farm Tourism Strategic Action Plan

Note: Content resources will be provided by the end-user

2. Brochure

Size	: 24x18
Material	: C2S 70
Color	: 4 Color Front, 4 Color Back
With	: Accordion Fold
	: Insert – Full Color Print
Others	: Actual sample approval prior of production
Design	: Submission of 3 different Layouts/Key visuals
Production Time	: 3 weeks upon approval of approved sample
Quantity	: 4,400 pcs.
Budget Estimate	: Php 34/pc

3. Creation of the official MIMAROPA Farm Tourism Logo

- Creation of the MIMAROPA Farm Tourism Official Logo/s in colored and black and white for branding, marketing, and brochure use
- Must be registered in the Intellectual Property Office (IPO)

III. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract (ABC) is **ONE HUNDRED FORTY NINE THOUSAND SIX HUNDRED PESOS ONLY (PHP 149,600.00)** inclusive of all government taxes and charges.

IV. OTHERS

- List of Accredited Farm Tourism Sites are to be supplied by DOT MIMAROPA
- Submit actual sample of the above items for DOT MIMAROPA approval prior of final printing and production 30 working days upon receipt of Notice to Proceed (NTP).
- Soft copy of the actual brochure must be sent to the End-user
- Non submission of previous sample works shall be ground for disqualification of bid.
- The winning bid shall be selected not solely based on the amount of bid but shall also consider the over-all quality based on the submitted previous sample works.
- The winning bid must be able to finish the production of all items three (3) weeks upon approval of actual sample.

V. PAYMENT PROCEDURE

Terms of payment to the winning bidder shall be in accordance with the government procedure (send bill arrangement). Failure to comply with the terms and conditions of the contract will result in the payment of corresponding penalties and liquidated damages in the amount equal to ten percent (10%) of the contract price by the winning bidder.

VI. CONTACT PERSON

Mr. Marc Ortiz Luis
Project Officer, DOT MIMAROPA
0917-716-0305 / tdd.mimaropa@gmail.com

Please Submit the Following Documents:

1. Registration Certificate from SEC or DTI or CDA
2. Current Mayor's Permit
3. Tax Clearance per Executive Order 398, Series of 2005, as finally received and approved by BIR
4. Certificate of Philgeps Registration

Kindly submit quotation together with above-mentioned documents on or before **September 17, 2020.**