

**TOURISM PROMOTIONS BOARD**  
Annual Procurement Plan for FY 2013

Code (PAP)	Program / Activities / Project	PMO/ End-user	Mode of Procurement	Pre-price Approval of ASEA	Pre-bid Conf	Eligibility Check	Suit/Qual Bid	Bid Evaluation	Post-Qual Award	Contract Signing	Notice to Proceed	Delivery/ Completion	Acceptance/ Turnover	Source of Funds	Total	Estimated Budget (PAP)	CO	Remarks (brief description of Program/Project)
<b>MARKETING COMMUNICATIONS</b>																		
<b>TACTICAL ADS/SPECIAL MEDIA CAMPAIGNS</b>																		
	Travel Time		Direct Contracting											Cap	7,599,300.00	7,599,300.00		Sponsorship
	Who's The Male		Direct Contracting											Cap	3,380,318.00	3,380,318.00		
	San Fernando Race		Direct Contracting											Cap	4,200,000.00	4,200,000.00		remittance
	ITB Berlin TTC Wrap Around Advert		Direct Contracting											Cap	1,789,200.00	1,789,200.00		remittance
	ITB Berlin FWV		Direct Contracting											Cap	394,371.60	394,371.60		Sponsorship
	Best of the Best		Direct Contracting											Cap	11,435,000.00	11,435,000.00		
	Travel Journal		Direct Contracting											Cap	85,722.00	85,722.00		
	Subway Ads for Korea		Direct Contracting											Cap	5,000,000.00	5,000,000.00		
	Air Asia Campaign - Singapore/Malaysia		Direct Contracting											Cap	645,855.47	645,855.47		
	Cebu Pacific Ad Campaign - Hong Kong		Direct Contracting											Cap	2,500,000.00	2,500,000.00		
	Malaysia Print Ads		Direct Contracting											Cap	1,100,000.00	1,100,000.00		remittance
	Korea - Olympus Blogger		Direct Contracting											Cap	5,161,000.00	5,161,000.00		remittance
	Australia Mobile Ads (SDV/ME/BR/PER/DAR)		Direct Contracting											Cap	10,530,000.00	10,530,000.00		remittance
	Sponsorship - Phil Marketing Assn		Direct Contracting											Cap	300,000.00	300,000.00		
	Sponsorship - Philippine Siren - London		Direct Contracting											Cap	235,000.00	235,000.00		
	Asia One Adventure Race		Direct Contracting											Cap	2,100,000.00	2,100,000.00		
	Golf Sponsorship (Golf Guide)		Direct Contracting											Cap	504,000.00	504,000.00		Placement
	Oxford		Direct Contracting											Cap	2,034,001.71	2,034,001.71		Placement
	Der Spiegel		Direct Contracting											Cap	1,500,000.00	1,500,000.00		
	Sponsorship - Philippine National Shooting Assn		Direct Contracting											Cap	1,000,000.00	1,000,000.00		
	Newsweek		Direct Contracting											Cap	2,000,000.00	2,000,000.00		Sponsorship
	NBA Pre-season play-offs		Direct Contracting											Cap	2,000,000.00	2,000,000.00		
	Pawn Stars Manila visit		Direct Contracting											Cap	350,000.00	350,000.00		
	UP Hip Hop Dance Group		Direct Contracting											Cap	100,000.00	100,000.00		
	China Tactical - Strategic		Direct Contracting											Cap	4,000,000.00	4,000,000.00		remittance
	China Tactical - Online Advertising		Direct Contracting											Cap	4,000,000.00	4,000,000.00		remittance
	London - Online Travel Ads		Direct Contracting											Cap	1,575,000.00	1,575,000.00		remittance
	Joint Promo & Tactical Program		Direct Contracting											Cap	5,000,000.00	5,000,000.00		remittance
	Toni Leviste / equestrian Advertising Promotions		Direct Contracting											Cap	3,500,000.00	3,500,000.00		
	<b>Sub-total</b>														<b>83,998,778.78</b>	<b>83,998,778.78</b>		
	<b>PRINTING/PRODUCTION OF PROMO MATS</b>																	
	Brochure of Overseas Offices		Direct Contracting											Cap	40,000,000.00	40,000,000.00		remittance
	Institutional Brochures (English)		Public Bidding											Cap	20,000,000.00	20,000,000.00		
	MILE pack - Brochures		Public Bidding											Cap	4,491,885.00	4,491,885.00		
	Production of additional AVPs and/or TVCS		Public Bidding											Cap	40,000,000.00	40,000,000.00		
	Production of Giveaways		Public Bidding											Cap	5,000,000.00	5,000,000.00		
	Printing & Production of Ad Materials		Direct Contracting											Cap	4,397,724.91	4,397,724.91		
	Printing and Production of Corporate collateral materials (calling card, letterheads, envelopes, memo pads, calendars, etc.)		Public Bidding											Cap	2,695,119.00	2,695,119.00		
	Acquisition of images & development of media library		NP/SP											Cap	350,000.00	350,000.00		
	OTHERS		Public Bidding											Cap	5,000,000.00	5,000,000.00		
	roll up banners for PEBAK		Shopping											Cap	21,453.00	21,453.00		
	Banners for COP		Shopping											Cap	10,000.00	10,000.00		
	Sony Music (extension of Synch for 1 year)		Direct Contracting											Cap	5,303,333.33	5,303,333.33		
	IM/ITP Ingle + RCS		Direct Contracting											Cap	900,000.00	900,000.00		
	<b>Sub-total</b>														<b>128,169,494.24</b>	<b>128,169,494.24</b>		
	<b>WEBSITE</b>																	
	Website Development / Maintenance - Philippines		Public Bidding											Cap	13,000,000.00	13,000,000.00		remittance
	Website Development - Hong Kong		Direct Contracting											Cap	2,583,655.80	2,583,655.80		remittance
	Website Development - China (B/JC/SHA)		Direct Contracting											Cap	2,000,000.00	2,000,000.00		remittance
	Website Development / Marketing (Korea)		Direct Contracting											Cap	8,093,400.00	8,093,400.00		remittance
	Website Development - Japan		Direct Contracting											Cap	2,390,672.00	2,390,672.00		remittance
	<b>Sub-total</b>														<b>28,066,732.80</b>	<b>28,066,732.80</b>		

TRJ MEDIC / NE-MFO's - MPAICN (DENTSU) Bidding from November 2012 - December 2013	Public Bidding									Cap	1,000,000,000.00	1,000,000,000.00	1,240,235,005.82	1,240,235,005.82
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Prepared by

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 Head, BAC Secretariat

Recommending Approval:

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 Member

*Nedalin Miranda*  
**NEDALIN MIRANDA**  
 Member

APPROVED:

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