

SUPPLY AND DELIVERY OF THE PHILIPPINE MAGNETIC FLAG PINS

TECHNICAL SPECIFICATIONS

I. BACKGROUND

The Tourism Promotions Board Philippines (TPBPHL) is the marketing arm of the Department of Tourism. The agency exists to market and promote the Philippines domestically and internationally as a world-class tourism and MICE destination, in strategic partnership with private and public stakeholders to deliver a unique high-value experience for visitors, significantly contributing to increased arrivals, receipts, and investments to the country.

To ensure maximum exposure of the Philippines in the various tourism source markets of the country, the TPB engages in marketing activities using various media platforms. One of which are collateral materials that help build and strengthen the Philippines as a brand. Collateral materials make an impression and provide a competitive statement and later on win businesses. These collateral or marketing materials are considered as strategic assets of any brand.

Aligning with the thrusts of TPB, all collateral or marketing materials should be well thought of to serve its purpose and contribute to the creation of lasting memories as the recipient experience the country's diverse culture.

II. RATIONALE

Collateral / Marketing materials, particularly giveaways, can be a way to keep the Philippines into the top of the minds of potential tourists. It serves as another form of "word of mouth" as it most likely be shared (not just once) over social media advertising when used publicly. These also make our guests feel welcome.

The Department of Tourism launched a new brand campaign last June 2023, entitled "Love the Philippines". As a Marketing arm of Department of Tourism, we would like to align with the campaign by using the Love the Philippines as the main logo for our collaterals. These will be given away during TPB events to build relationship with the recipients. Our promotional materials are purposeful, unique and has a story to tell. We also ensure consistency in the quality of the materials as well as the packaging.

III. OBJECTIVES

- a. To help generate recall that TPB Philippines is the marketing and promotions arm of the Philippine Department of Tourism
- b. To help create awareness about "Philippines" as a country.
- c. To share a piece of the Philippines and stimulate their minds to visit the country

IV. SCOPE OF WORK / SERVICES

PHILIPPINE MAGNETIC FLAG PINS

Quantity: 10,000 – (100.00/pc.)

ABC: PhP1,000,000.00

Specifications

- Size : Philippine flag – 2.80 cm x 2.00 cm
: Plastic pouch – 4.60 cm x 5.00 cm (h) plus overlap cover
- Color Requirement : Color fill on metal
- Material Preference : Philippine flag – Lapel metal or bronze pins
: Pouch – Thick clear plastic pouch
: Board holder – Matte 180 w/ black print and text print
- Printing Process : As per sample
- : Flag curved design figure with a magnetic lock
: Please submit actual sample of magnetic pins same as TPB sample
: Magnetic lock sample
: Board holder and thick plastic pouch with overlap cover

Terms and Conditions:

1. The bidder must be able to submit a sample of work done with the same material as mentioned in the specifications to be given together with the quotation. Failure to submit/present the actual sample based on the above specification will be basis for disqualification and will not be considered.
2. TPB Philippines to approve the final sample of the giveaway and its packaging prior to production. The actual sample may be submitted to TPB Philippines upon receipt of the Notice to Proceed (NTP).
3. The Philippine magnetic flag pins should be neatly packed in boxes, 50 pieces per packed, 1000 pieces per box to prevent damage and ensure easy distribution.
4. The TPB Philippines have limited storage space in its office. Therefore, bidder must agree to store the giveaways for TPB and deliver the giveaways as needed. Both parties may agree upon lead-time of delivery.
5. The Bidder's storage space should be well ventilated to ensure that the quality of the giveaways and its packaging would be maintained. In the event that the giveaway or its packaging delivered have dents or damaged, the bidder/supplier agrees to replace it within the agreed specified time.

Bidder's Qualification Requirements:

To participate in this bidding process, prospective bidders must have experience in managing similar projects over the past three years, they must submit a detailed list of completed similar contracts for the past three (3) years.

V. PROJECT IMPLEMENTATION SCHEDULE

Delivery Date:

40 calendar days upon approval of final sample

Delivery Address:

Tourism Promotions Board
4th Floor, Legaspi Towers 300,
cor. Roxas Boulevard & Pablo Ocampo St.,
Manila City

VI. APPROVED BUDGET FOR THE CONTRACT (ABC)

The approved budget for the contract is **ONE MILLION PESOS ONLY (PHP 1,000,000.00)** inclusive of all applicable taxes.

VII. TERMS OF PAYMENT

- Payment will be made upon confirmation of delivery completion, and receipt of all supporting payment documentation.
- Payment will be on a send-bill arrangement to the Tourism Promotions Board (TPB), at least 30 working days upon sending of the billing.
- TPB does fund transfers through the Landbank of the Philippines. If the supplier does not have a Landbank account, fund transfers may still be done but bank charge must be borne by the supplier.

VIII. CONTRACT DURATION

The contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full implementation of all deliverables.

IX. PROJECT OFFICERS CONTACT INFO

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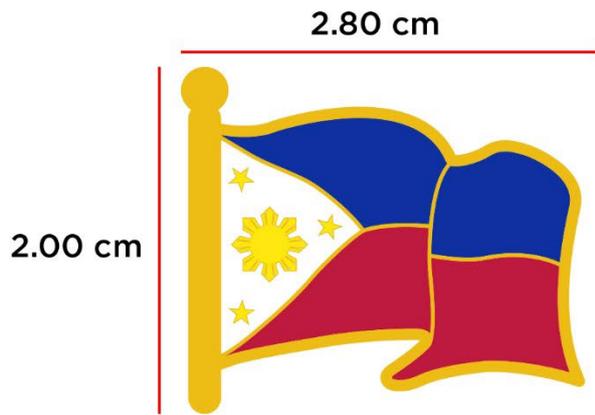
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PHILIPPINE MAGNETIC FLAG PINS

FRONT



BACK



3.2 cm



with Board

