

Republic of the Philippines
Philippine Department of Tourism- Sydney

REQUEST FOR PROPOSAL (RFP)

Date: _____

The Philippine Department of Tourism in Sydney (DOT Sydney), is authorized to undertake procurement activities in accordance with prescribed procurement guidelines for overseas offices.

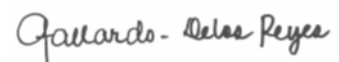
Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in an Adventure Travel Magazine for the New Zealand Consumers will be procured to create and develop travel articles about the latest holidays and tourism trends in the Philippines for the Philippine Department of Tourism-Sydney Office. The implementation of this project will assist and enhance promotional campaigns and initiatives. The details of the procurement are indicated below:

Magazine Details	Description	Approved Budget in Australian Dollars
Adventure Travel Magazine for the New Zealand Consumers with at least total average circulation of 5,000 per month and at least 5 years in circulation	Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in an Adventure Travel Magazine for the New Zealand Consumers	AUD 11,000.00 plus GST

Eligible companies are invited to submit their signed proposals with financial offer/quotes not later than January 27, 2020, subject to the Terms and Conditions provided in the attached Terms of Reference (TOR).

Proposals/costs may be submitted by email to info@morefuninthephilippines.com.au . Requests for any clarification may also be sent to this email.

DOT Sydney reserves the right to reject any/all offers, as well as accept any offer it may consider as most advantageous to the Government of the Republic of the Philippines.



Norjamin Delos Reyes
Tourism Attaché, Philippine Department of Tourism

TERMS OF REFERENCE

PROCUREMENT OF TEN (10) FULL PAGES OF FEATURE/EDITORIAL/ARTICLE WITH DESTINATION PHOTOS SHOWCASING VARIOUS PHILIPPINE HOLIDAY DESTINATIONS IN AN ADVENTURE TRAVEL MAGAZINE FOR THE NEW ZEALAND CONSUMERS

I. OBJECTIVES

- To advertise the Philippines as a tourist destination in a trusted medium where New Zealand consumers are engaged
- To consistently promote the Philippines throughout the year with advertisements and related content to make the Philippines a top of mind destination for the New Zealand market
- To gain positive media mileage through a high-profile print and media publication.

II. DELIVERABLES

- Ten (10) full pages of feature/editorial/article with destination photos showcasing various Philippine holiday destinations in an Adventure Travel Magazine for the New Zealand Consumers. The months of publication must be approved by Philippine Department of Tourism in Sydney
- All information included in the article must have the accurate travel information and destination details regarding the Philippines.
- The editorial and feature stories must be approved by Philippine Department of Tourism, Sydney-Office before release.
- All information and details included in the magazine release must be appropriate for demographic readers and MUST NOT contain any irrelevant or controversial topics that will create a negative impression on the Philippines

III. SUPPLIER QUALIFICATIONS

Adventure Travel Magazine for the New Zealand Consumers with at least total average circulation of 5,000 per month and at least 5 years in circulation

IV. PROJECT DURATION

The duration of this initiative is operational for calendar year 2020 and must adhere to the project deliverables.

V. PROJECT COST

AUD 11,000.00 plus GST

-END OF DOCUMENT-

This Marketing Support Agreement (“Agreement”) is being made between DIVEPLANIT located at 96 Smith Avenue, Allambie Heights NSW 2100, represented by Deborah Dickson-Smith and Philippine Department of Tourism - Australia and New Zealand (“PDOT”) located at Suite 11.01 Level 11, 92 Pitt Street, Sydney 2000, represented by Norjamin Delos Reyes, Philippine Tourism Attaché for Australia and New Zealand. Together, both Wholesaler and PDOT can be referred to as “Parties”.

This Agreement will become effective on Jan 03, 2018 (“Effective Date”).

Whereas, the DIVEPLANIT is a travel agency specialising in diving holidays;

Whereas, the Wholesaler is undertaking a digital marketing campaign to promote diving in the Philippines, offering a number of exclusive dive/stay packages, promoted via a Facebook remarketing campaign to Diveplanit and Diversion Dive Travel website visitors, subscribers and Facebook followers.

Whereas, the Wholesaler is requesting for marketing support in the amount of \$300 per month for an initial 3-month trial period.

Whereas, PDOT agrees to support the project in the value of \$300 per month provided the following are met:

- Material is produced as per request
- Invoice for the support is provided by the Wholesaler
- Copy/proof of the deliverables are provided by the Wholesaler to PDOT

Whereas, it is understood and agreed between the parties that this Agreement is not intended to nor does it create an employment contract between PDOT, on the one hand, and Wholesaler and any of its employees, on the other, nor does it create a joint relationship or partnership between the parties hereto.

Whereas, the Parties understand that this Agreement is not an exclusive arrangement. The Parties agree that they are free to enter into other similar agreements with other parties.

Whereas, pre-existing trademarks and copyright material (like logos and service marks) (“Marks”) will remain the property of Parties involved in this agreement. PDOT grants the Wholesaler a nonexclusive, non-transferable license to use, reproduce, and modify the Marks as needed to effectively carry out the deliverables. The Wholesaler agrees to stop using the Marks immediately upon PDOT’s request. When this Agreement is terminated, license to use the Marks will also terminate.

Whereas, liability is only for the costs payable under this Agreement. PDOT will not be liable to the Wholesaler, or any third-party, for damages like lost profits, lost savings, incidental damages, consequential damages, punitive, exemplary, or special damages.

Whereas, neither the Wholesaler nor PDOT can waive any provision of this Agreement, or any rights or obligations under this Agreement, unless agreed to in writing by the Parties.

Whereas, this Agreement may be modified as needed. To make a modification, the Parties have to agree to the modification in writing in the form of an amendment. The terms of this Agreement will apply to any amendment made unless otherwise stated in the amendment.

Whereas, the Parties may not assign the responsibilities that they have under this Agreement to anyone else unless both Parties agree to the assignment in writing.

Whereas, this Agreement will automatically terminate when both Parties have performed all of their obligations under the Agreement and all payments have been received.

IN WITNESS WHEREOF, and intending to be legally bound, the parties have executed this Agreement through their authorized representatives on the date first above written.