

**TERMS OF REFERENCE
CONCEPTUALIZATION AND PRINTING
OF VARIOUS PROMOTIONAL MATERIALS**

I. RATIONALE

In accordance with Ordinance No. SP-2219, S-2013 otherwise known as "An Ordinance Adopting the Economic Development Incentives Code of Quezon City", the Local Economic Investment Promotions Office (LEIPO) shall be the implementing arm of the Quezon City Economic Development Incentives Code and shall function as the Technical Secretariat of the Quezon City Economic Development Investment Board (QC-EDIB).

One of the mandates of the Local Economic Investment Promotions Office is to promote and market Quezon City as an attractive investment/business destination by preparing investment promotion materials.

II. PROJECT DESCRIPTION

The project plays a crucial role in the promotion of various programs and economic data that will entice local and foreign investors to consider Quezon City as their investment destination.

These promotional materials will be distributed during various conferences and meetings of LEIPO to ensure that potential and existing investors will be informed of the steps that the Quezon City Local Government are taking to ensure that the City is the premier destination for investors and businesses.

III. SCOPE OF WORK

A. Conceptualization of various publication materials which includes:

- a. Coffee Table Book - (300 copies)
 - Cover Size: 9.25 inches x 12.15 inches (folded)
 - Inside Pages: 9 inches x 12 inches (folded)
 - No. of Pages: 150
 - Paper:
 - Jacket - matte 120 lbs
 - Hard cover - Starlin white gsm wrapped with board 20, with printing
 - Inside Pages - matte 120 lbs
 - Color: Full Color
 - Binding: Sewn

- b. Brochures (10,000 copies)
Size: A4
No. of Pages: 16
Paper: C2S Glossy, 120 lbs
- c. Newsletter (8,000 copies divided by 4 issues)
Size: A4
No. of Pages: 10
Paper: C2S Glossy, 120 lbs
- d. Flyers (2,000 copies)
Size: 6.5 inches x 8.75 inches
Paper: C2S Glossy, 120 lbs
Back to back full color
- e. Online Posters
- f. Tarpaulin Banner Stand (2)
Size: 2ft x 6ft
X-Stand made of metal
Full Color
- g. FB Boosters
- h. Running Banner on Website

- B. Management and supervision from concept to production of proofs to final printing and delivery;
- C. Concept of visual theme, design and layout of all pages, photography direction and execution;
- D. Conceptualization of content theme and chapters, research of book content, writing, editing, revision and modification and until final writeup, captioning and proofreading; and
- E. Full color Printing and binding.

IV. AREA OF COVERAGE

The Publication materials shall be delivered and undertaken at the Local Economic Investment Promotions Office.

V. PROJECT STANDARDS AND REQUIREMENTS

As part of the requirement in RA 9184, the bidder must have a Single Largest Completed Contract (SLCC) either in government or private firm accepted within the past three (3) years, equivalent to at least fifty percent (50%) of the ABC.

VI. PROJECT DURATION

The Quezon City Economic Promotions Program shall be valid upon issuance of Notice to Proceed until December 31, 2022.

VII. APPROVED BUDGET FOR THE CONTRACT

The sum of Two Million Five Hundred Thousand Pesos Only (Php2,500,000.00) is the Approved Budget for the Contract for the above-mentioned project.

Source of Fund: Local Economic Investment Promotions Office

VIII. BASIS OF PAYMENT

No.	Particular	Weight
1	Submission of book concepts and cover designs	15%
2	Submission of draft manuscript, sample layouts of inside pages and cover design for coffee table book	20%
3	Submission of final complete material with completed manuscript, edited and laid out content, final cover designs	30%
4	Full delivery of printed materials	35%

IX. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.

X. CANCELLATION OR TERMINATION OF CONTRACT

Should there be any dispute, controversy or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction.

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.



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