

**TERMS OF REFERENCE FOR EVENTS MANAGEMENT,
CONCEPTUALIZATION & PRODUCTION OF PARAPHERNALIAS
AND VIDEOS FOR THE QUEZON CITY STARTUP PROGRAM**

I. BACKGROUND / RATIONALE

Republic Act No. 11337, otherwise known as the “Innovative Start Up Act”, declares the policy of the State to foster inclusive growth through an innovative economy by streamlining government and non-government initiatives, in both local and international spheres, to create new jobs and improve production, and advance innovation and trade in the country.

On 07 April 2022 Ordinance No. SP-3109, S-2022 otherwise known as an “Ordinance Institutionalizing the Startup QC Program and Appropriating Funds Thereof” was approved by the Sangguniang Panglungsod of the CITY, which aims to assist in the startup businesses within the City by providing business support and capital that helps ensure business continuity in the first few years of operation through support activities and incentives.

II. PROJECT DESCRIPTION

Management of an event that will gather incubatees, partners and the Quezon City Government leaders. This project will require an integrator to conceptualize, plan and execute the events for the StartUp Program.

The StartUp QC Program was envisioned to: (1) create new jobs and opportunities, (2) stimulate entrepreneurial spirit, (3) promote innovation, and (4) strengthen the startup culture in Quezon City.

The objective of the program is the formation of business hubs that will inspire and empower QCitizens to build innovative business models that can help provide solutions to social issues and dilemmas.

This project includes event management, writing and creative services, and production of various collaterals, giveaways and videos.

III. SCOPE OF WORK

A. EVENTS MANAGEMENT AND CONCEPTUALIZATION & PRODUCTION OF PARAPHERNALIAS

1. The Project Proposal of the Integrator should contain an Event Plan composed of Pre-event preparation activities, Event Proper Activities adhering to the guidelines stated above;
 - a. Venue plan, layout, capacity and designs;
 - b. Creative designs and physical prototypes of all proposed collaterals to be used in the program;
 - c. Table of Organization for the project;
2. Conceptualize, plan and execute various activities of the Quezon City StartUp QC Program in close coordination with the Local Economic Investment Promotions Office of the Quezon City Government;
3. Form a Project Management Team with professional, competent staff to manage, coordinate, oversee the preparatory, actual, and post-event operations, merchandising collaterals, physical structures, technical equipment, logistical requirements and other elements related to the activities of the Quezon City StartUp QC Program;

4. Management and supervision from concept to production of proofs to final printing and delivery;
5. Concept of visual theme, design and layout of all pages, photography direction and execution;
6. Conceptualization of content theme and chapters, research of book content, writing, editing, revision and modification and until final writeup, captioning and proofreading; and
7. Provide the following for the project:
 - Booking and reservation of the event venue
 - Production of merchandising collaterals
 - Rental of physical structures
 - Rental of technical equipment
 - Provide logistics, manpower and manage ingress and set up, egress and dismantling of merchandising collaterals, physical structures, technical equipment and electrical fixtures
 - Sourcing and purchasing of event giveaways
 - Provide production team, creative and technical manpower for the events
 - Source, recommend and hire local host for program related activities

B. VIDEO PRODUCTION

1. Provide the following for the project:
 - Script Development
 - Voice Over Talent
 - VO Recording
 - Soundtrack
 - Graphics
 - Storyboard
 - Shoot
 - Video Editing
 - Field Expenses
 - Length: 2-3 Minutes

IV. APPROVED BUDGET OF THE CONTRACT AND COST DERIVATION

The Approved Budget for the Contract amounts to Fifteen Million Three Hundred Four Thousand Ten Pesos (Php15,304,010.00.). It shall cover the following expenditures:

A. MINI EVENTS FOR STARTUP QC (8 EVENTS FOR FY 2023) - PHP 2,566,580.00

Item Description	Qty	Unit Price	Total
1. RENTAL OF VENUE 100 pax per mini event <ul style="list-style-type: none"> ● Use of function space at the above-mentioned contracted time. ● Use of Tables and upgraded Tiffany Chairs ● 2-hours ingress time before the contracted time ● 2-hours egress time after the contracted time ● Use of LED Wall (2m x 4m) and Stage 	8		

<ul style="list-style-type: none"> • Complete Lights and Audio System • Complimentary use of hot and cold-water dispenser • Pre and post disinfection of the venue • Use of pantry and patio 			
2. FOOD AND BEVERAGES 100 pax per mini event <ul style="list-style-type: none"> • With complementary flowing coffee or tea • With table set-up • With servers • AM Snack • Lunch Buffet Type • 7 hrs service 	8		
3. RENTAL OF LIGHTS Inclusions: 8 units of LED Par Lights (4 units on light stand, 4 units on photowall)	8		
4. MANPOWER & LOGISTICS <ul style="list-style-type: none"> • Project Coordinator • Helpers (2 days) • Vehicle Hire for Team Van Rental Including Gas • Event Day Meals x 3 • Ocular Field Expenses 	16 8 8 8 1		
5. PRINT MATERIALS Certificate of Appreciation Made of parchment paper Full Color Size: A4 No. of Pieces: 16 (2 pcs per event) with a certificate holder that comes with 2 hangers for portrait or landscape orientation.	16		

B. STARTUP QC PITCH DAYS (3 EVENTS FOR FY 2023) - PHP7,533,890.00

Specifications	Qty	Amount	Amount
<p>RENTAL OF VENUE (150-200 pax) Whole Day (8 Hours)</p> <p>Php2,500 x 200 pax</p> <p>Customized Buffet Whole Day Meeting Package</p> <ul style="list-style-type: none"> ● Use of venue for the number of hours stated above ● Basic sound system with wireless microphone ● LCD screen with projector ● Registration Table ● Flowing coffee and tea ● Complimentary WI-FI access ● Complimentary parking (10% of the guaranteed number of guests) ● Additional Php20,000.00 for 8 hours sound system upgrade ● 2 hours ingress ● 1 hour egress ● Any difference in the number of attendees and total cost will be allocated for additional food and drinks <p>Early Ingress & Other Hotel Charges (10PM Night Before)</p>	3		
<p>CREATIVES SERVICES</p> <ul style="list-style-type: none"> ● Overall Key Visual w/ Animation 1 ● Venue 3D Layout 1 ● Graphic Overlays/ Graphic Cards 25 ● Backdrop/ Set Design 1 ● Countdown Video Animation 1 <p>Continuity Script - for 3 events 1</p>			
<p>STAGING FABRICATION</p> <ul style="list-style-type: none"> ● Backdrop/ Set Design & LED Framing 1 ● Refurbishing 2 ● Photowall (lot) 1 			

<p>STAGING AND TECHNICAL REQUIREMENTS</p> <ul style="list-style-type: none"> ● Lights and Sounds 3 ● LED Screen (3 screens/ event) 9 ● Video Playback/ Watchout Dongle 3 ● Close Circuit Camera (3 Cam Set-up) 3 ● Generator Set Fuel 3 <p>Electrical Requirements</p> <p>Photo & Video Documentation w/ SDE</p> <p>Meals 3</p> <p>3</p>			
<p>PRODUCTION TEAM & TALENTS</p> <ul style="list-style-type: none"> ● Flow Director 3 ● Lighting Director 3 ● Technical Director 3 ● Audio Spinner 3 ● Video Tech Director 3 ● Stage Managers 3 ● Production Manager 3 ● Event Crew 3 ● Electrical Engineer 3 <p>Hosts 3</p> <p>Voice Over 3</p> <p>Production Event Day Meals + Core Team 3</p> <p>Briefing & Rehearsal Meals of Production Team + Core Team 3</p> <p>3</p>			
<p>LOGISTICS</p> <p>a. Event Proper</p> <ul style="list-style-type: none"> ● Vehicle Hire for Team Van Rental Including Gas - Local (2 Trucks) 3 ● Event Day Meals - Tech Crew 3 ● Materials & Supplies 3 ● Computers & Printers 3 <p>b. Ingress & Egress</p> <ul style="list-style-type: none"> ● Truck Rental 3 ● Vehicle Hire for Team Van Rental Including Gas - Local 3 ● Set Up and Set Up Down Supervisor (Ingress - 2 Shifts Egress- 1 Shift) 3 ● Ingress & Egress Team (Ingress - 2 Shifts Egress- 1 Shift) 3 			

Crew Meals	3		
PRINT MATERIALS			
a. Certificate of Appreciation Content and design will come from LEIPO Made of parchment paper Full Color Size: A4 No. of Pieces: 30 (10 pcs. per event) with a certificate holder that comes with 2 hangers for portrait or landscape orientation.	30		
b. Program Leaflet Content and design will come from LEIPO Back to back full color Glossy Size: A4 Gsm: 230-250 No. of Pieces: 750 pcs (250 pcs per event)	750		
c. Invitations Content and design will come from LEIPO Full Color Size: A4 Gsm: 200 with Quezon City StartUp Logo and envelope No. of Pieces: 450 pcs (150 per event)	450		
AWARDS AND TOKEN			
a. Certificate of Completion Content and design will come from LEIPO Made of parchment paper Full Color Size: A4 No. of Pieces: 150 (50 per event) with a certificate holder that comes with 2 hangers for portrait or landscape orientation.	150		
b. Customized Acrylic Plaque One side full color print Made of Acrylic with detachable stand Size: 6x8 inches Thickness: 5mm Quality material: quality acrylic is not easy	115		

<p>to break up No. of Pieces: 115 Content and design will come from LEIPO</p> <p>Breakdown: QC Professional 1st Pitch Day = 50 pcs. QC Professional 2nd Pitch Day = 50 pcs. QC Student Pitch Day = 15 pcs.</p>			
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C. COLLATERALS AND GIVEAWAYS - PHP3,663,540.00

a. FOR STARTUP QC PROFESSIONALS & STUDENTS (Please refer to ANNEX A for sample pictures) - Php 2,725,540.00

Item Description	Qty	Unit Price	Total
<p>1. Polo Shirt Color: White High Quality Short Sleeves 100% cotton Embroidered QC and Startup Logo</p> <p>Breakdown of Sizes: Small - 100 Medium - 150 Large - 150 XL - 100</p>	500		
<p>2. Customized Jacket Color: Black Rubberized Print of QC and StartUp Logo with pockets Material: Cotton</p> <p>Breakdown of Sizes: Small - 50 Medium - 100 Large - 100 XL - 50</p>	300		
<p>3. Lanyard ID Lace with Print QC and StartUp Logo</p>	500		
<p>4. External Hard Drive Capacity: 250GB Color: White or Silver with QC and StartUp Logo (Laser Print)</p>	500		
<p>5. External Hard Drive</p>	4		

Capacity: 4TB Color: White or Silver with QC and StartUp Logo (Laser Print)			
6. Undated Planner Customized Planner with QC and StartUp Logo Minimalist Soft Faux Leather Color: Black Size: A5, 210 x 145 mm Language: English	500		
7. Tote Bag Made of Canvas Customized Tote Bag with QC and StartUp Logo	500		
8. Tumbler Capacity: 350ml Color: White Material: High Quality 304 Stainless Steel Silicone Food Grade with StartUp logo (Laser Print)	500		
9. Vinyl Stickers 2"x2" vinyl waterproof die cut sticker of the StartUp Logo For water bottles, cellphone cases, laptops, books, journal, diary and scrapbooking.	1,000		
10. Tarpaulin Photo Wall Full Color 7ft x 12ft	2		
11. Tarpaulin Stand Size: 3ft x 6ft roll-up made of metal	2		
12. Tarpaulin with Frame with wooden frame 3ft x 6ft full color	100		
13. Manpower & Logistics Coordinator Coordinator Field Allowance Helper 2 Pax @ 22 Days Van Rental - Delivery and Pullout from Supplier	22 22 44 4		

b. PRODUCTION AND CONCEPTUALIZATION OF VARIOUS PROMOTIONAL MATERIALS - Php 938,000.00

Item Description	Qty	Unit Price	Total
I. WRITING SERVICES			
1. Copywriting for Flyers and Digital Posters	1		
2. Copywriting for Online Advertisement	1		
II. IMAGE ASSETS			
Purchase/Subscription of Photo Stock Images	1		
III. CREATIVE SERVICES			
1. Flyers	1		
2. Digital Posters - Full Color; Resolution: 6735 x 4762 px	2		
3. FB Image Ads - Creatives > Media Boosting Budget	12 12		
IV. PRINTING			
1. Flyer Size: 6.5 inches x 8.75 inches Paper: C2S Glossy, 120 lbs Back to back full color	10,000		

D. VIDEO PRODUCTION - PHP 1,540,000.00

Item Description	Qty	Unit Price	Total
VIDEO PRODUCTION	4		
Script Development, Voice Over Talent, VO Recording, Soundtrack, Graphics, Storyboard, Shoot, Video Editing, Field Expenses (Length: 2-3 Minutes)			
Soft copies of all the still shots and video footage			

SUMMARY	AMOUNT
A. MINI EVENTS FOR STARTUP QC	
B. STARTUP QC PITCH DAY	
C. COLLATERALS AND GIVEAWAYS	
D. VIDEO PRODUCTION	
TOTAL	

VII. TERMS OF PAYMENT

No.	Particular	Weight
1	Submission of event plan approved by LEIPO	10%
2	Submission of collateral designs, layout, video concept approved by LEIPO	10%
3	Delivery of the first batch of Collaterals	10%
4	After the first mini event	5%
5	After the Second mini event	5%
6	After the third mini event	5%
7	After the conduct of the first StartUp QC Pitch Day	10%
8	Delivery of second batch of Collaterals	10%
9	After the conduct of the second StartUp QC Pitch Day	5%
10	After the fourth mini event	5%
11	After the fifth mini event	5%
12	After the sixth mini event	5%
13	After the seventh mini event	5%
14	After the eighth mini event	5%
15	After the conduct of the third StartUp QC Pitch Day	5%
TOTAL		100%

VIII. PROJECT STANDARDS AND REQUIREMENTS

- 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.
- Organizational Chart that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed service to show its capability to undertake the Project.
- Notarized Affidavit of Undertaking stating compliance to the following:
 - The Contractor should have at least three (3) years of actual experience in events management

IX. PROJECT DURATION

The project will be implemented upon issuance of Notice to Proceed until December 31, 2023.

IX. PENALTIES FOR BREACH OF CONTRACT

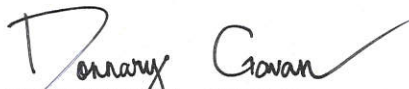
Failure to deliver the services and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules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

PREPARED BY:



DONNARYA. GAVAN

Investment Specialist

Local Economic Investment Promotions Office

NOTED BY:


MR. JUAN MANUEL GATMAITAN

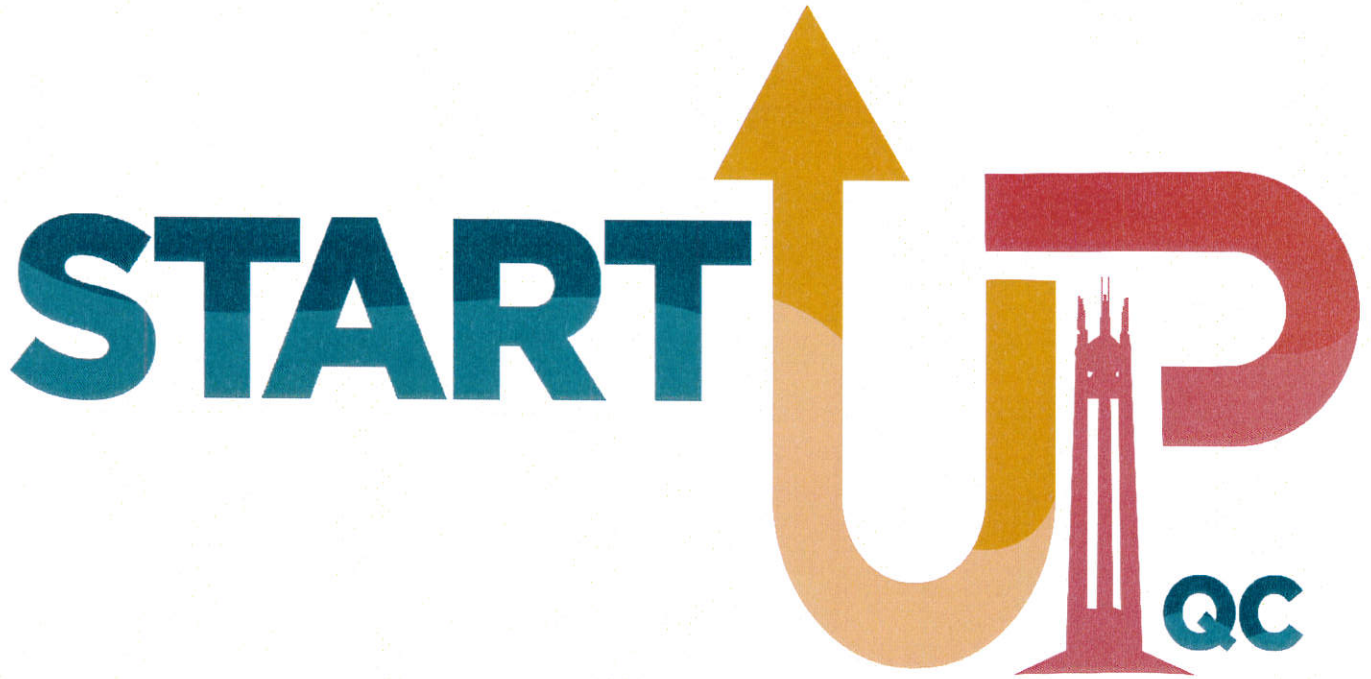
Head

Local Economic Investment Promotions Office

ANNEX

A

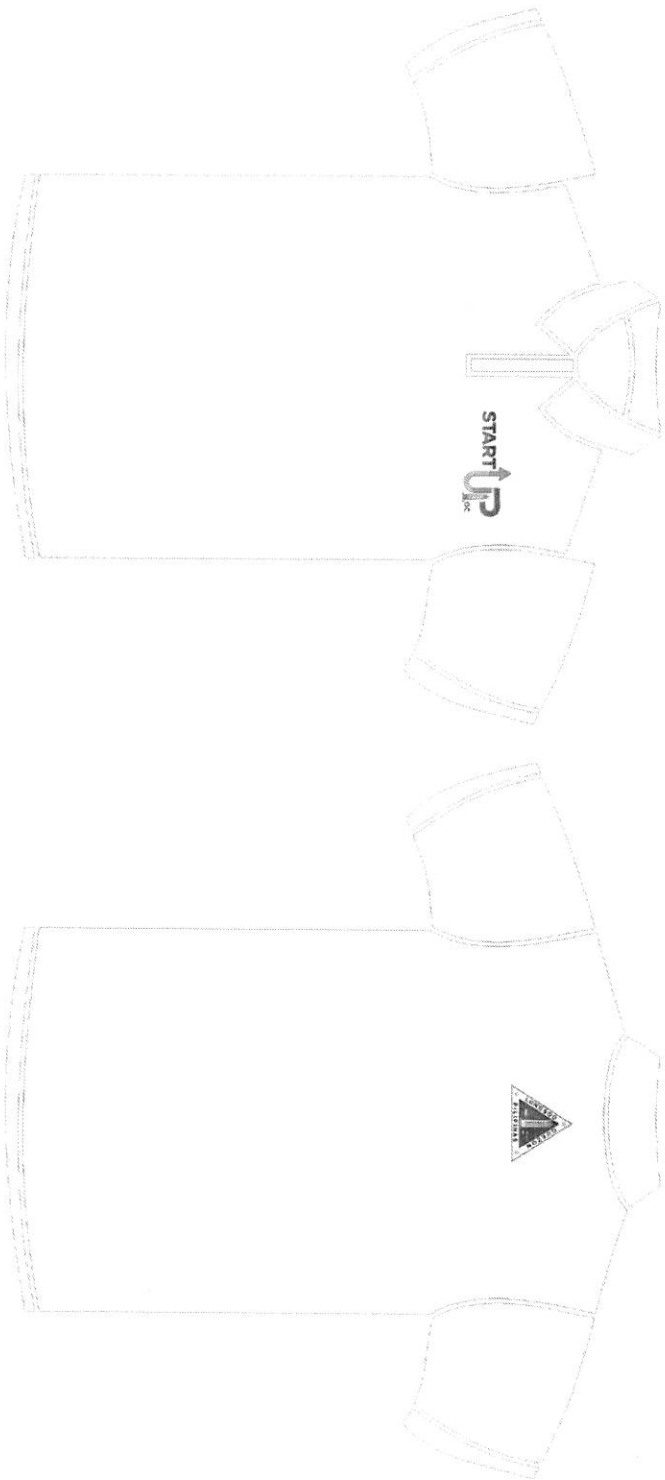
STARTUP QC LOGO



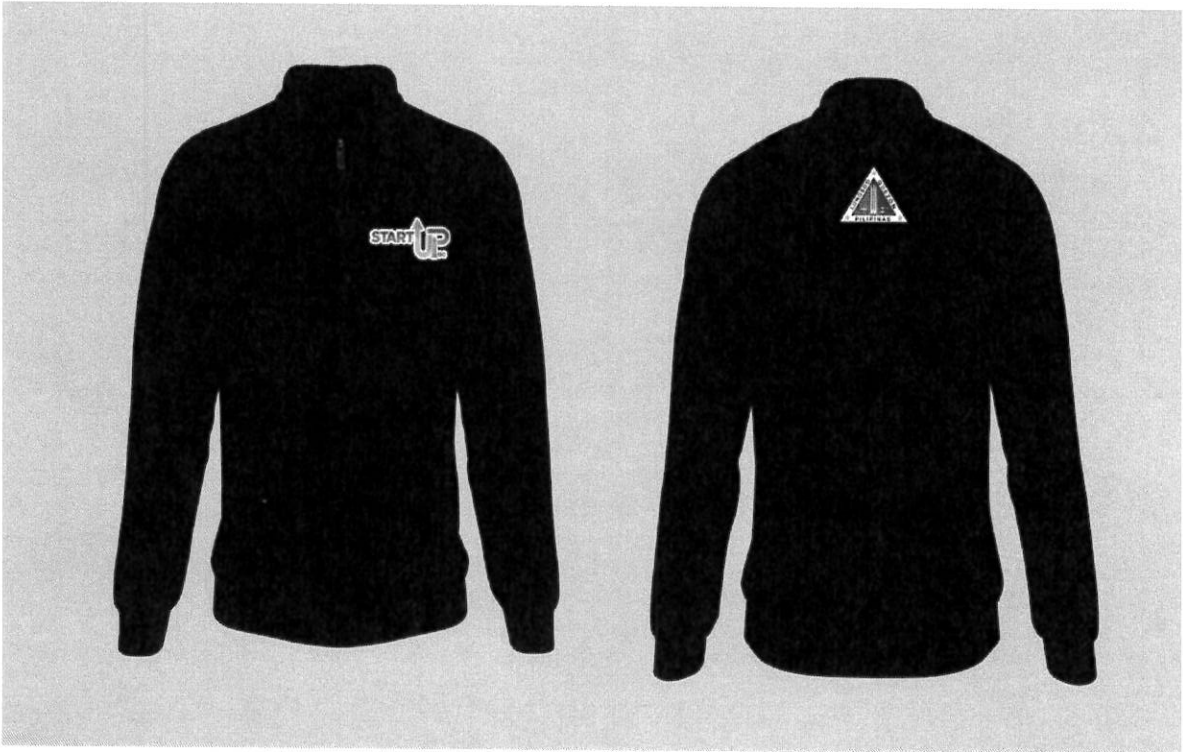
QC LOGO



A. POLO SHIRT



B. CORPORATE JACKET/BOMBER JACKER





C. LANYARD



D. EXTERNAL HARD DRIVE



E. PLANNER



F. TOTE BAG



G. TUMBLER



H. VINYL STICKERS



I. TARPULIN PHOTO WALL



J. TARPAULIN WITH WOODEN FRAME

Actual



Option 1



Option 2

