

TERMS OF REFERENCE

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 Startup 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 Quezon 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 QC 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 two key activities of the Quezon City Startup QC Program in close coordination with the Local Economic Development and Investment Promotions Office (LEDIPO) of the Quezon City Government.;
 3. To manage, coordinate, and oversee the planning, execution, and follow-up of the event, as well as the collaterals, physical structures, technical equipment, logistical requirements, and other aspects related to the activities, form a project management team with qualified personnel.;
 4. Use of LED lights and reusable dining ware in accordance with the Ordinance on Green Public Procurement.
 5. Management and supervision from concept to production of proofs to final printing and delivery;
 6. Concept of visual theme, design, and layout of all pages, photography direction, and execution;
 7. Provide the following for the project:
 - Booking and reservation of the event venue
 - Rental of physical structures
 - Rental of technical equipment
 - Provide logistics, workforce, and manage ingress and set up, egress, and dismantling of collaterals, physical structures, technical equipment, and electrical fixtures
 - Provide a production team, creative and technical workforce for the events
 - Source, recommend, and hire a local host for program-related activities

B. ADVERTISING (VIDEO PRODUCTION AND OTHERS)

Item Description	Qty	Unit
<p>PRODUCTION OF AVPs <i>May include the following but not limited to:</i></p> <ul style="list-style-type: none"> • Concept and Script Development • Voice Over Talent • VO Recording • Soundtrack Arrangement • Graphics • Storyboard • At least 16 hours shoot day or two (2) days • Multiple Locations per day • Post production services • Field Expenses <p>Length: at least 2-3 minutes Should include all the finalists</p> <p>Raw copies of all the still shots and video footage will be turned over to the LEDIPO</p>	1	Lot
<p>SOCIAL MEDIA BOOSTING Digital Post - Media Boosting</p>	3	Unit

C. PRINTING AND PUBLICATION EXPENSES

Item Description	Qty	Unit
<p>Tarpaulin Size: 2.75ft x 6.5 ft With Customized Design</p>	1	Piece
<p>Tarpaulin with Wooden Frame 3ft x 6ft Customized with full color With galvanized steel wire</p>	100	Piece
<p>Flyers Size: A5 Paper: C2S Glossy, 120 lbs Back to Back full color With Customized Design</p>	1,250	Pcs

D. RENT EXPENSES

Item Description	Qty	Unit
<p>EQUIPMENT: Minor</p> <p><i>May include the following but not limited to:</i></p> <ul style="list-style-type: none"> ● Lights and Sound System ● Teleprompter - Floor ● LED Screen ● Video Playback/Watchout System ● Generator Set ● Portable Unlimited internet Device ● Event Furniture Provision 	1	Lot
<p>EQUIPMENT: Major</p> <p><i>May include the following, but not limited to:</i></p> <ul style="list-style-type: none"> ● Lights and Sound System ● Teleprompter - Floor ● Teleprompter - Presidential ● LED Screens ● Video Playback/Watchout System ● Generator Set ● Portable Unlimited internet Device ● Event Furniture Provision 	1	Lot

E. OTHERS MAINTENANCE AND OPERATING EXPENSES

Item Description	Qty	Unit
<p>FOOD AND DRINKS MINI EVENT 250 Guest</p> <p>MICE, QCX, or any government or private partner facilities</p> <p><i>May include the following, but not limited to:</i></p> <ul style="list-style-type: none"> ● Catering Service within Function Space (6 Hours) ● Ingress and Egress ● Corkage and Other Fees ● Flowing Coffee or Tea service ● Servers/Wait Staff ● Linen and set-up <p>AM/PM Snack:</p> <ul style="list-style-type: none"> - Pasta - Sandwich - Drinks (low-fat fresh milk or Healthy Juice Drink) <p>Lunch or Dinner:</p> <ul style="list-style-type: none"> - 1 Appetizer - 1 Soup - 1 Salad - Main Course/s 3 Viand (Pork, Chicken, Beef & Fish) - 1 Dessert - Drinks (Healthy Juice Drink) 	1	Lot

<p>FOOD AND DRINKS FOR MAJOR EVENT 300 guests</p> <p>MICE, QCX, or any government or private partner facilities</p> <p><i>May include the following, but not limited to:</i></p> <ul style="list-style-type: none"> ● Catering Service within Function Space (6 Hours) ● Ingress and Egress ● Corkage and Other Fees ● Flowing Coffee or Tea service ● Servers/Wait Staff ● Linen and set-up <p>AM/PM Snack:</p> <ul style="list-style-type: none"> - Pasta - Sandwich - Drinks (low-fat fresh milk or Healthy Juice Drink) <p>Lunch or Dinner:</p> <ul style="list-style-type: none"> - 1 Appetizer - 1 Soup - 1 Salad - Main Course/s 3 Viand (Pork, Chicken, Beef & Fish) - 1 Dessert - Drinks (Healthy Juice Drink) 	1	Lot
<p>CREATIVES FOR MAJOR EVENTS</p> <p>Stage Design & LED Wall with Motion Graphics</p> <p>Event Continuity Script</p> <p>Photo/video coverage (raw and edited)</p>	1 1 1	Lot Lot Lot
<p>CREATIVES FOR MINI EVENTS</p> <p>Stage Design & LED Wall with Motion Graphics</p> <p>Event Continuity Script</p> <p>Photo/video coverage (raw and edited)</p>	1 1 1	Lot Lot Lot

PRE-EVENT WORKFORCE & EVENT DAY CREW MEALS FOR MAJOR EVENTS		
Production Coordinator - Pre Event	1	Lot
Production Coordinator	1	Lot
Transportation and Communication	1	Lot
Ocular Field Expenses		
PRE-EVENT WORKFORCE & EVENT DAY CREW MEALS FOR MINI EVENTS		
Production Coordinator - Pre Event	1	Lot
Production Coordinator	1	Lot
Transportation and Communication	1	Lot
Ocular Field Expenses		
7. PRODUCTION TEAM (PER EVENT)		
• Event Sequence Director	2	Lot
• Technical Director	2	Lot
• Stage Manager	2	Lot
• Soundtrack Spinner	2	Lot
• Video Playback Operator	2	Lot
• Production Manager	2	Lot
• Talent Coordinator	2	Lot
• Event Helpers	2	Lot
8. TALENTS FOR EVENTS		
• Host (Major)	1	Lot
• Host (Minor)	1	Lot
• Voice Over Talent (Major)	1	Lot
9. MISCELLANEOUS FOR MINI EVENT		
• Ingress and Egress Workforce	1	Lot
• Ingress and Egress Meals	1	Lot
• Materials and Supplies	1	Lot
10. MISCELLANEOUS FOR MAJOR EVENT		
• Ingress and Egress Workforce	1	Lot
• Ingress and Egress Meals	1	Lot
• Materials and Supplies	1	Lot

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 to break up Content and design will come from LEDIPO	30	PCS
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Description / Output	Projected Implementation Schedule*
Submission of Event Plan	Upon issuance of Notice to Proceed
First Mini Event	July 2026
First Major Event	August 2026

IV. APPROVED BUDGET FOR THE CONTRACT

The approved budget for the contract is **Four Million Six Hundred Seventy Nine Thousand Eight Hundred Fifty Pesos and 00/100 Only (Php 4,679,850.00)**, inclusive of incidental expenses and other government fees and charges.

V. TERMS OF PAYMENT

No.	Particular	Weight
1	Submission of proposed event plans for two events approved by the Local Economic Development and Investment Promotions Office.	15%
2	After the completion of the 1st mini event (250 pax)	40%
3	After the completion of the 1st major event (300 pax)	45%
TOTAL		100%

VI. PROJECT STANDARDS AND REQUIREMENTS

- Organizational Chart that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed on service to show its capability to undertake the Project.
- Sufficient qualified personnel must be provided to ensure proper and efficient implementation of the program. The following are the minimum personnel required:

Personnel	Required No. of Personnel	Personnel Minimum Qualification
Program Leader	1	- With Bachelor's Degree - With at least two (2) years work experience
Program Associates	2	- With Bachelor's Degree - With at least one (1) year work experience

- Notarized Affidavit of Undertaking stating compliance to the following:
 - The Service Provider should have at least three (3) years of actual experience in events management

VII. PROJECT DURATION

The project will be implemented upon issuance of Notice to Proceed until December 31, 2026.

VIII. PENALTIES FOR BREACH OF CONTRACT

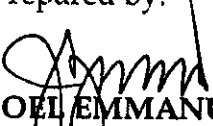
Failure to deliver the goods according to the standards and requirements set by the City shall constitute an offense and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 12009 and its revised Implementing Rules and Regulations

IX. CANCELLATION OR TERMINATION OF CONTRACT


In the event of a dispute, controversy, or disagreement arising from this TOR, the parties agree to make every effort to resolve the matter amicably. If such efforts fail to achieve a mutually satisfactory resolution, the dispute may be referred to arbitration in accordance with applicable laws. This does not preclude the aggrieved party from seeking remedy through a court with appropriate jurisdiction.

The guidelines contained in RA 12009 shall be followed in 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 35 of RA 12009 and its Implementing Rules and Regulations.


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