



## REQUEST FOR PROPOSALS

The Philippine Department of Tourism in New York requests interested Internationally Recognized Film Production Companies to submit proposals for the project “**PRODUCTION OF UNSCRIPTED FOOD AND TRAVEL SERIES**”.

Attached for your guidance is the detailed Terms of Reference.

Please submit your quotations on before **September 23, 2024** to:

**MR. FRANCISCO HILARIO M. LARDIZABAL**

Tourism Attaché, DOT New York

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Telephone: +1917-3065447

Address: 556 5<sup>th</sup> Avenue New York, NY 10036 USA

Please copy email address [kaalcantara@tourism.gov.ph](mailto:kaalcantara@tourism.gov.ph)

Thank you.

17 September 2024

A handwritten signature in blue ink, appearing to read "Francisco Hilario M. Lardizabal".

**FRANCISCO HILARIO M. LARDIZABAL**

Tourism Attaché

Philippine Department of Tourism-New York





## TERMS OF REFERENCE

I. **BIDDER:** Internationally Recognized Film Production Company

II. **PROJECT TITLE AND DESCRIPTION:** PRODUCTION OF UNSCRIPTED FOOD AND TRAVEL SERIES (PHILIPPINES EPISODE)

III. **IMPLEMENTATION PERIOD:** October 2024 – June 2025 (depending on streaming date)

## IV. BACKGROUND

The National Tourism Development Plan (NTDP) of the Department of Tourism (DOT) prioritizes Film Tourism as a significant product for promoting the Philippines globally. Aligned with the NTDP's vision of leveraging the country's rich cultural, natural, and artistic assets, Film Tourism supports DOT's efforts to showcase the Philippines as a premier travel destination through international media.

Furthermore, with the NTDP's goal of developing the Philippines as a tourism powerhouse in Asia, the DOT is prioritizing Food and Gastronomy Tourism initiatives with the aim of developing products and experiences that can compete with Asia and the rest of the world. Thus, the DOT sees the need to engage the services of a film production company to feature the Philippines in an internationally recognized food and travel series widely viewed through popular online streaming platform.

The project will involve the production of an episode of a food and travel series to be filmed in selected agreed destinations in the Philippines for release in a popular and influential online streaming platform. The production shall highlight the best of the chosen destinations' culinary scene and local culture. Production content package will be based on agreed terms with the producer.

## V. OBJECTIVES

- Promote the Philippines as a premier destination for culinary and cultural tourism by featuring the destination in widely viewed food and travel series thru online streaming platform
- Enhance global visibility of selected tourist destinations of the country.
- Boost local economies by showcasing local chefs, markets, and cultural sites.
- Strengthen international partnerships in film tourism by collaborating with an internationally recognized production company.

## VI. SCOPE OF WORK / DELIVERABLES

The production company, which must be based in the United States of America, shall have the following deliverables:

1. One full episode of an unscripted food and travel series filmed in selected destinations to stream in a popular online streaming platform showcasing the Philippines, including but not limited to culinary scenes with ingredients distinct to the selected destinations, leading chef(s), restaurants, markets, cultural sites, and select tourist destinations. Production content package to be based on agreed terms with the producer.





2. Social media promotion through the main talent's channels, including but not limited to:
  - A custom video to live in the main talent's personal Instagram or other channel with equally high level of engagements/views
  - Pre-approved Instagram Story on main talent's channel (3-6 frames) or in other channel with equally high level of engagements/views
  - Minimum of five (5) photos to be provided for DOT to own
  - Partner approved tagging on all related contents from the main talent's social media accounts
  - Unlimited access to show clips in the first year after the release of the show (\*as approved by the online streaming platform)
  - Access to episode clips after the release of the show \*subject to approval of the online streaming platform and its guidelines)
  - Feature of all visited locations and dining establishments in the main talent's website
  - Static post/s and Instagram Story/ies filmed during production but separate from show content.
3. One appearance by the show's main talent (virtual or live) at an event selected by the DOT on dates to be mutually agreed upon with travel requirements to be provided by the DOT in case of live appearance.
4. Five promotional photos captured during filming to be provided to DOT for tourism campaigns.
5. Generation and submission of Reports including the following:
  - Regular (monthly or bi-monthly) progress report on status and accomplishments of each deliverable
  - Comprehensive post-project report/Terminal Report detailing accomplishments, impacts, analytics, viewership, media values, and returns on investments made

The type, format, frequency and schedule of submission of reports may be agreed upon by DOT with the production company.

## VII. MINIMUM QUALIFICATIONS FOR BIDDERS

The production company must possess the following qualifications:

1. An internationally recognized film production company based in USA with experience in producing globally distributed and long-running unscripted series with culinary and travel content.
2. With active/current unscripted food travel show/series widely watched in leading streaming networks or platforms with millions of members worldwide
3. Minimum of 5 years in existence and experience in producing unscripted contents
4. Has a dedicated production team with at least 5 years of experience in producing high-quality media content.
5. Uses original materials in all its deliverables except for assets or materials provided by the DOT
6. With track record of collaborating with tourism boards and travel trade institutions





## VIII. CRITERIA FOR RATING

### Proposal Quality (50%)

- Production plan and story board based on the scope of work (40%)
- Completeness of proposal based on TOR (10%)

### Credentials/Track Record (50%)

- Production company's experience and standing in unscripted food and travel series production (20%)
- Partnership with leading streaming network or platform (20%)
- Profiles of key personnel/main talent and production team (10%)

## IX. BUDGET

The total allocated budget for the project is USD 400,000.00 (inclusive of taxes and fees, costs for pre and post production, talent fees, airfare, accommodations, baggage fees, transportation, local production coordinator and production team, meals and other location shoot-related fees like permits, etc.)

## X. TERMS OF PAYMENT

Payment will be made upon completion of the following milestones:

Deliverables	Percentage of Payment
Milestone 1: Submission of Episode Treatment	25%
Milestone 2: Completion of Filming	25%
Milestone 3: Initial broadcast/airing of the Philippines episode and issuance of the Certificate of Satisfactory Services Rendered by the DOT	50%
<b>TOTAL</b>	<b>100%</b>

### Required documents for payment:

Payment for Milestone 1 (25%):

- Original copy of signed contract
- Invoice
- Travel series episode treatment

Payment for Milestone 2 (25%):

- Progress Report/Documentation
- Invoice

Payment for Milestone 3 (50%):

- Copy of the full episode on the Philippines
- Proof of initial broadcast of the episode on the streaming channel and succeeding screening period thereafter
- Invoice
- All required reports as in Appendix 1
- Certificate of Satisfactory Services Rendered issued by the DOT





## **XI. TIMELINE AND SCHEDULE OF WORK:**

September 17, 2024 :	Posting of Request for Proposals and Terms of Reference
September 23, 2024:	Deadline for submission of proposals
September 24, 2024:	Evaluation of Proposals, Selection of winning bidder and Issuance of Notice of Award
September 25, 2024:	Contract signing and issuance of Notice to Proceed
October, 2024 :	Implementation of the project (date and complete schedule to finalized with the production company)

## **XII. DOCUMENTARY REQUIREMENTS**

Bidders must submit a comprehensive production content package proposal for producing an unscripted food and travel series with the following attachments:

- Detailed company profile
- Portfolio of previous similar projects
- Sample of previous similar project
- Profiles of key production personnel
- Copy of company registration documents and relevant licenses

## **XIII. CONTACT PERSONS**

### **USA**

#### **MR. FRANCISCO HILARIO M. LARDIZABAL**

Tourism Attaché, DOT New York

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### **PHILIPPINES**

#### **DIRECTOR ROBERTO P. ALABADO III**

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