



OFFICE OF AMERICAN AFFAIRS

TERMS OF REFERENCE

End-User : Office of American Affairs
Department of Foreign Affairs

Project : **Procurement of Publishing Services for the Commemorative Children's Book : "The Manila-Acapulco Galleon Trade"**

Date : 06 November 2024

As part of the Department's initiatives to strengthen bilateral relations between the Philippines and Mexico, the Department of Foreign Affairs - Office of American Affairs (DFA-OAA) intends to publish a children's book on the Manila-Acapulco Galleon Trade. The objectives of the project are as follows:

1. To develop awareness and teach Mexican primary students and Filipino primary students on the shared history between the Philippines and Mexico, focusing on the Manila-Acapulco Galleon Trade;
2. To highlight the contributions of the Philippines (people, products, culture) to present-day society of Mexico, and vice versa.
3. To instill among Mexican and Filipino children the significance of this era in shaping the shared culture and history of the Philippines and Mexico.

In this regard, DFA-OAA wishes to procure the services of a publishing company for the publication of a colored picture book for children 8 to 10 years of age depicting the connection between the Philippines and Mexico highlighting the role of the Manila-Acapulco Galleon Trade.

PROJECT MILESTONES
CONCEPT DEVELOPMENT
Research and Development, and submission of story outline and design of characters
STORYBOARD, EDITING, AND ILLUSTRATION
Creation of storyboard with illustrations
Submission to DFA of complete draft of the storyboard
Submission of final draft for approval
Printing and production of books


REQUIREMENTS:

1. Conceptualize, discuss, and draft the book's concept, design, and narrative including creation of original characters, content direction, and illustrations in consultation with and the approval of DFA representatives;
2. Conceptualize, write, and edit the story which includes the submission of the outline and main storyboard. The draft will undergo two (2) rounds of comments and revisions;
3. Ensure that the story is designed for at least a 28-page (excluding cover pages) storybook with colored illustrations and Filipino and Mexican Spanish texts.
4. Ensure historical accuracy of content and illustrations, in consultation with academicians, translators, and external sources
5. Design the layout of the book in consultation with DFA-OAA
6. The size of the book should be at least 7 x 9 inches.
7. The inside pages of the book must be at least 100gsm and the cover pages should be at least a fold coat 12
8. Deliver 3,000 books to complete the project by 31 January 2025

Approved Budget for the Contract (ABC): PHP700,000.00

Submission of the following Bids and Awards Committee (BAC) documentary requirements:

- (1) Certificate of Registration with Philgeps
- (2) Business Permit for FY 2024
- (3) Latest ITR (FY 2023)


JOSE VICTOR V. CHAN-GONZAGA
Assistant Secretary

Pasay City, 06 November 2024

CONFORME:

Signature over printed name