

TERMS OF REFERENCE

OFFICE : Office of Cultural Diplomacy
PROJECT : ***Heritage Walks 2025***
 July - October 2025
 Department of Foreign Affairs, Pasay, Philippines

I	<p>BACKGROUND</p> <p>The Department of Foreign Affairs – Office of Cultural Diplomacy (DFA-OCD) is mandated under Department Order 2024-002 to organize and undertake activities on Filipino culture, values, heritage, and creativity, and to organize cultural appreciation programs for DFA personnel.</p> <p>In consonance with its mandate, DFA-OCD will conduct a cultural walking tour series entitled, <i>Heritage Walks 2025</i>, at the following sites:</p> <ol style="list-style-type: none"> 1. Bahay Nakpil-Bautista (July/August); and, 2. Pasay City (September/October) <p>DFA-OCD expects to accommodate around 20-40 participants for each tour, coming from the different Offices of the Department.</p> <p>DFA-OCD intends to contract an events management company to prepare the necessary requirements, to ensure the successful conduct of these activities, and to deliver the required outputs before, during and after completion of these activities.</p>	
II	<p>OBJECTIVES</p> <p>The cultural walking tour series aims to provide the Department personnel and FSPs with academic resources and reference materials on Philippine cultural sites and heritage institutions/venues to promote its preservation and raise awareness and promote interest on the existing cultural sites and heritage institutions/venues.</p>	

III	<p>BUDGET</p> <p>The Approved Budget for the Contract (ABC) is THREE HUNDRED THOUSAND PESOS only (PhP 300,000.00), inclusive of the following expense items for the tours:</p> <ul style="list-style-type: none"> • Service cost and tokens for the resource persons • Costs for coordination with partner institutions (if any) • Costs for snacks • Costs for transportation services • Events coordination and management services • Collateral materials, including designing and printing of posters, invitations, brochures, etc. • Documentation (photo and video) 	
IV	<p>SCOPE OF WORK</p> <p>The Contractor shall provide the following services:</p> <p>1. Pre-event</p> <ul style="list-style-type: none"> • Submit event plans; • Attend and document preparatory meetings; • Coordinate with relevant focal persons for administrative, logistical, and other requirements for the activities; • Coordinate the hiring of additional human resource, if necessary; • Design and submit the event collateral materials such as, but not limited to, posters, brochures, invitations, etc. • Coordinate with various suppliers, service and transportation providers, and food establishments for the logistical, technical, and other requirements of the walking tours; • Coordinate with partner organizations (if any) for the tours; • Prepare and submit the pre-event image for the activities; • Ensures adequate arrangements for food and beverages for the resource speakers and participants. <p>2. Event Proper</p> <ul style="list-style-type: none"> • Provide collaterals for the whole event; 	

	<ul style="list-style-type: none"> • Provide printed materials and other documents needed for the event (e.g., narrative, description, background, and other substantive writeups, if any); • Provide documentation service, including a photographer; • Ensure the provision of logistical support for the participants and resource speakers, if necessary. <p>3. Post-event</p> <ul style="list-style-type: none"> • Submit photo and video documentation digitally and in an external hard drive. 	
V	<p>EXPECTED OUTPUTS / DELIVERABLES</p> <ol style="list-style-type: none"> 1. Event plan including program flow, and food and beverage as well as exhibit arrangements 2. Coordination with the transportation provider for the reservation of transportation of the participants 3. Curated list of food and beverage for the two activities 4. Marketing materials including posters and photo teaser 5. Collateral materials including printed programs, registration sheet, directional signage, and themed poster 6. Production/purchase of tokens for the two (2) tours 7. Documentation package including photo coverage, to be delivered in digital formats 8. Other equipment necessary for the activities 9. Other necessary logistical requirements 10. Final report summarizing the event, anecdotal feedback from attendees, and financial accounting 	
VI	<p>DESIRED QUALIFICATIONS OF SERVICE PROVIDER</p> <ul style="list-style-type: none"> • Type: Production/Events Management Company • Must be a duly-registered Production or Events Management Company offering end-to-end event execution, content production, and logistical support for cultural and academic events. • Must possess at least ten (10) years of experience as a communication, marketing, creative, media, or public relations agency, and must be duly established in the Philippines; 	

	<ul style="list-style-type: none"> • Must have prior experience in government collaborations and be able to demonstrate successful partnerships with government entities, highlighting experience with cultural projects to ensure familiarity with governmental protocols and expectations; • Must have a prior experience in working with the Department of Foreign Affairs in mounting events related to cultural diplomacy and cultural promotions; • Must have represented a minimum of three (3) corporations listed in the Top 100 of the Philippines' corporations in the past five years, as per the recent BusinessWorld's Top 1000 Corporations List; and • Must be a Filipino-owned company that champions nation-building and country branding through its own initiatives, including heritage and advocacy documentaries and cultural promotional content. [Company portfolio and official events posted on the company's official website and social media accounts] 	
VII	TERMS OF PAYMENT / DELIVERY 100% - Upon release of the Notice to Proceed, signing of the contract, and completion of the following deliverables: <ol style="list-style-type: none"> 1. Submission of event plan, including program flow and logistical arrangements. 2. Completion of all pre-event coordination, including confirmation with food and transportation providers. 3. Submission of marketing and collateral materials 4. Successful conduct of the two walking tours 5. Delivery of post-event documentation (photo and video) in digital format 	
VIII	DOCUMENTARY REQUIREMENTS <ol style="list-style-type: none"> 1. Service Proposal/Quotation 2. Contract between Service Provider and DFA 3. Copy of Valid PhilGEPS Registration 4. Copy of Valid BIR Registration 5. Copy of 2024 Income Tax Return (ITR) 6. Copy of Company Profile 7. Copy of Valid Business/Mayor's Permit 	

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NOTE:

1. Providers must state compliance with each of the provisions in the Terms of Reference/Technical Specifications. Non-compliance of the interested service providers with above-stated technical specifications will automatically deem their submission **FAILED**.
2. The Statement of Compliance must be signed by an authorized representative of the Provider.
3. Quotations with incomplete documentary requirements will be tagged as **FAILED**.

Conforme:

[Signature/s]

[Name of the Bidder/Bidder's Authorized Representative/s]

[Position]

Date: _____