

TERMS OF REFERENCE

OFFICE : Office of Cultural Diplomacy
PROJECT : ***Heritage Films: A Film Showcase in Celebration of Buwan ng Wika***
August 12-14, 2025, 12NN - 3PM
Department of Foreign Affairs, Pasay, Philippines

I	BACKGROUND <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>Building on OCD’s continuing efforts to promote cultural appreciation among Department personnel, <i>Heritage Films: A Film Showcase in Celebration of Buwan ng Wika</i> is proposed as a three-day screening of select short films that highlight the richness of Philippine culture, heritage, and the diversity of the nation’s languages and dialects. This initiative aims to harness the power of digital media to present narratives from various ethnolinguistic groups, fostering a deeper understanding of Filipino identity through the lens of cinema.</p> <p>DFA-OCD expects to receive around 75 guests per film screening day from the Department, other national government agencies/offices, local government units and the academia.</p> <p>The DFA-OCD intends to contract an events management and production 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	OBJECTIVES <p>The film showcase <i>Heritage Films: A Film Showcase in Celebration of Buwan ng Wika</i> aims to:</p>	

	<ul style="list-style-type: none"> • To deepen cultural appreciation of DFA personnel, cultural stakeholders, and guests from the academe through locally-produced films; • To expand cultural literacy by showcasing Filipino culture and language through films; • To support the nationwide celebration of Buwan ng Wika through Filipino films. 	
III	<p>BUDGET</p> <p>The Approved Budget for the Contract (ABC) is TWO HUNDRED THOUSAND PESOS only (PhP 200,000.00), inclusive of the following expense items for the duration of the film showcase:</p> <p>Technical Requirements</p> <ul style="list-style-type: none"> • Technical equipment set-up for the film screening • Coordination with rental of LED Screen • Photo documentation <p>Onsite Coordination and Venue Setup</p> <ul style="list-style-type: none"> • Costs for coordination with partner institution (if any) • Events coordination and management services <p>Collaterals</p> <ul style="list-style-type: none"> • Service costs for the materials and documents needed for the event (e.g. digital posters for the event, 1 main poster to be displayed at the event venue, printed registration sheets, event signages at the venue) 	
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 event • Design the event collateral materials (event poster, digital backdrop, signages) 	

	<ul style="list-style-type: none"> • Conduct ocular inspection of the venue and technical dry run • Coordinate with various suppliers and service providers for the logistical, technical, and other requirements of the film showcase • Coordinate with partner organizations for the film showcase as needed <p>2. Event Proper</p> <ul style="list-style-type: none"> • Oversee stage production, which will include events direction/management • Provide background design for the stage • Provide collaterals for the event (main poster to be displayed at the event entrance) • Provide printed materials and other documents needed for the event (e.g.registration form, signages) • Provide photo documentation of the event • Ensure the provision of logistical support for the resource speakers (1 per day) for the talkback session, if necessary <p>3. Post-event</p> <ul style="list-style-type: none"> • Submit the post-event photo documentation in digital format 	
V	<p>EXPECTED OUTPUTS / DELIVERABLES</p> <ol style="list-style-type: none"> 1. Event plan including program flow and venue set-up plan. 2. Marketing materials including posters and photo teaser 3. Collateral materials including printed programs, registration sheet, registration signage on tabletop stand, directional signage, and themed poster 4. Venue and stage design, digital background, and backdrop of the program on the LED screen 5. Documentation including photo coverage, to be delivered in digital formats 6. Other equipment necessary for the event 7. Other necessary logistical requirements 8. Final report summarizing the event, anecdotal feedback from guests and attendees, and financial accounting. 	
VI	<p>DESIRED QUALIFICATIONS OF SERVICE PROVIDER</p> <ul style="list-style-type: none"> • Type: Production/Events Management Company 	

	<ul style="list-style-type: none"> • 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; • 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 garnered at least five (5) awards over the past five (5) years from prominent local and international awarding bodies; • 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	<p>TERMS OF PAYMENT / DELIVERY</p> <p>100% - Upon release of the Notice to Proceed, signing of the contract, and completion of the following deliverables:</p> <ol style="list-style-type: none"> 1. Submission of event plan, including program flow and logistical arrangements. 2. Completion of all event coordination, including confirmation with tech providers and partner institutions (if any). 3. Submission of marketing and collateral materials 4. Successful conduct of the the three-day film showcase 5. Delivery of post-event documentation (photo) in digital format <p>All payments shall be inclusive of all applicable taxes and other lawful charges</p>	
VIII	<p>DOCUMENTARY REQUIREMENTS</p> <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 	

Contact Person/Details: **Mr. Lanz Vincent T. Vaswani / Ms. Megan Heart R. Depusoy**
ocd.div1@dfa.gov.ph

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: _____