



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 ☎ (632) 831-2201 to 09 ext. 218 📠 (632) 831-1368, 832-3965
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



JO Number:

2020-077

PR No.:
2020-0283

JO Date:

10/16/2020

PR Date:
09/28/2020

PAGE

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CONTRACTOR/SUPPLIER **CO STUDIO ADVERTISING SERVICES INC.**

ADDRESS 221 Flordeliz cor Guam Streets, Brgy. La Paz, Makati City

MODE OF PROCUREMENT SMALL VALUE PROCUREMENT

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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Hiring of Digital Lifestyle Events Curator

Php700,000.00

OBJECTIVES:

To draw and sustain interest into the FAME+ site through a well curated content of lifestyle features that would appeal to a wide range of sensibilities of Manila FAME buyers, exhibitors, and visitors.
 To weave together a series of online activities and events that will highlight Philippine products and brand stories.

REQUIRED SERVICES FROM EVENT CURATOR

Conceptualization

To develop or provide creative event direction for the program of activities that will communicate to and connect with the target audience in a manner that elevates the overall visitor experience of FAME+

Develop a thematic presentation in accordance with the overall creative direction of FAME+

Develop the program form and flow based on the identified themes and topics :

- At Home with the Designers
- Instagram Curation
- Coffee Appreciation
- Floral Arrangement
- Designing Indoor/Outdoor Gardens
- Christmas Food Styling

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

Rosana C. Olano

Name & Signature of Contractor/Supplier

Date

BUR No. MFO-20110753

DATE Nov. 26, 2020

AMOUNT Php700,000.00

Funds Available

 MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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Planning

Submit a concept paper or content plan for approval of FAME+ team

Submit recommendation for lifestyle programs based on the provided overall themes

Coordination

Ensure and oversee of alignment between production team, Manila FAME companies and the FAME+ in all matters regarding the development and production of the lifestyle content for FAME+

Manage Public Relations matters involving Key Opinion Leaders (KOL) and influencers

Execution and Implementation

Material Production of at least six (6) themed lifestyle features in video format to be shown throughout the 3-month calendar:

- Conduct Pre-production including art direction, script/copy writing, location identification, logistics coordination)
- Execute Production (including actual shoot, staffing, styling, logistics) following the CITEM proposed calendar for FAME+
- Execute Post-production (including mage, video, and sound editing) in preparation for the staging/streaming in FAME+

PERIOD OF ENGAGEMENT

The Digital Lifestyle Events Curator shall be contracted by CITEM for the span of 3 (three) months from **October 2020** to **December 2020** with a minimum number of 6 (six) lifestyle events.

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

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DATE Nov. 26, 2020

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 OIC-DM, Operations Group 1

CONFORME:

AMOUNT Php700,000.00

Roana G. Olano

MALERNA C. BUYAO
 Chief, Controllership Division

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PAULINA SUACO-JUAN
 Executive Director

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Hiring of Digital Lifestyle Events Curator

BUDGET AND MODE OF PAYMENT

Budget for this project is **PHP 700,000.00 inclusive of all taxes** to be charged to CITEM budget for Manila FAME October 2020.

Payment shall be made in the following schedule:

40% upon approval of submitted curation brief and programming concept

50% upon full delivery of the six digital lifestyle events

10% upon final evaluation and certification of satisfactory services rendered

*CITEM reserves the right to impose **reasonable deduction** on payment for unsatisfactory delivery of services subject to evaluation and consultation with the supplier.

DEDUCTIONS AND PENALTY

The Digital Lifestyle Event Curator to be engaged shall be given corresponding deductions from the total amount of payment should the events be decreased.

PARTICULARS

- Produced 5 event only
- Produced 4 events only
- Produced 3 events only
- Produced 2 events only
- Produced 1- 0 events

DEDUCTION

- 10% Deduction from the total contract amount
- 35% Deduction from the total contract amount
- 50% Deduction from the total contract amount
- 75% Deduction from the total contract amount
- 100% Deduction from the total contract amount

TOTAL AMOUNT IN WORDS:	SEVEN HUNDRED THOUSAND PESOS	Php 700,000.00
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