

Republic of the Philippines
Department of Trade and Industry
CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2025-0197

REQUEST FOR QUOTATION
(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

ENGAGEMENT OF INFLUENCERS MARKETING SERVICES FOR MANILA FAME 2025

(Please see attached Request for Quotation Form and Terms of Reference for more details.)

Approved Budget for the Contract	: PHP800,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 14 July 2025, 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 15 July 2025, 02:00PM

Conduct of Opening of Bids shall be held virtually thru Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph. The link will be released on the actual day of the procurement activity.

The *Notice of Award* shall only be issued to the lowest calculated and responsive bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

Eligibility Documents (1st Envelope / Compressed Folder)

- Mayor's Permit for the current year or for individuals exercising a profession, BIR Certificate of Registration**
Expired Mayor's permit with Official Receipt of renewal application shall be accepted provided that the renewed permit shall be submitted before the award of the contract.
- Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**
PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.
- Latest Income / Business Tax Return**
- Notarized Omnibus Sworn Statement**
- Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

Financial Bid (2nd Envelope / Compressed Folder)

- Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

Qualitative Evaluation Documents (3rd Envelope / Compressed Folder)

- Company Profile**
- DTI / SEC Registration**
- Influencers list with sample promotions**
- Client list with summary of relevant projects**
- Copies of contracts, MOAs, or engagement letter**
- Certification from clients (if available)**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- Online submission to the BAC Secretariat through email at citembac@citem.com.ph. A password protection maybe inflicted in the compressed folders to ensure security of the documents. The password must be disclosed on or before the date and time of the Opening of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as indicated above. Failure to disclose the password during the opening of bids may result to non-responsiveness of the bid.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City
Tel.: (632) 8-831-2201 local 309/294 E-mail: citembac@citem.com.ph

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REV 1



REQUEST FOR QUOTATION

- ☐ Shopping with ABC of Php 50,001 and above ☒ Small Value Procurement with ABC of Php 50,001 and above
☐ Lease of Real Property and Venue ☐ Others: _____

Company Name: _____
Address: _____
Contact No.: _____

Date: 10 July 2025
RFQ No.: 2025-0197

Gentlemen:

Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed, and stamped in an envelope or compressed folder and submitted to CITEM BAC / citembac@citem.com.ph.

Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 14 July 2025	Time: 05:00PM
Schedule of Opening of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: 15 July 2025	Time: 02:00PM Venue: Zoom

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	lot	<p>ENGAGEMENT OF INFLUENCERS MARKETING SERVICES FOR MANILA FAME 2025</p> <p><u>APPROVED BUDGET FOR THE CONTRACT: PHP800,000.00</u></p> <p>Date Needed / Delivery Date: <u>September 2025</u></p> <p><u>(Please see attached Terms of Reference for more details.)</u></p>		

Terms and Conditions:

- 1) Delivery period: _____ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.


ATTY. ANNA GRACE I. MARPURI
BAC Chairman

TO: CITEM Bids and Awards Committee:

Per your request, I/we have indicated the prices of the above-mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood, and shall conform with the terms and conditions of this requirement.

Date Submitted

Signature over printed name of the Authorized Company Representative
Designation: _____
Telephone No(s): _____
Email: _____

TERMS OF REFERENCE

Title	Influencer Engagement for MANILA FAME 2025
Project, if applicable	MANILA FAME 2025
Period of Engagement / Date of Delivery or Date Needed	September to October 2025
Approved Budget for the Contract	<i>Eight Hundred Thousand Pesos/ Php 800,000.00</i>
Documents Attached	CCSD APP 2025

I. Rationale/Objective

Leveraging Influencer Marketing for MANILA FAME 2025 Promotion

Influencer marketing has become a key strategy in advertising and promotion. This approach involves maximizing the credibility and reach of influencers to effectively engage a targeted audience. By inviting carefully selected influencers, we can enhance brand visibility and foster deeper connections with potential event attendees and buyers.

The trust that influencers command within their specific niches plays a critical role in this process. Their endorsement not only raises awareness but also significantly boosts the likelihood of conversions, as their followers view their recommendations as credible and authentic.

- Build a strong and positive brand image for CITEM and MANILA FAME across key markets.
- Attract a significant crowd to MANILA FAME 2025 through strategic promotional efforts.
- Generate positive word-of-mouth about the Philippines as a prime sourcing destination for high-quality products.
- Increase interaction, engagement, and reach across CITEM's social media accounts and pages.

II. Detailed Scope of Work

CITEM seeks to procure the services of an experienced Influencer Marketing Agency that will be responsible for sourcing, negotiating with, and managing influencers in the home, fashion, and lifestyle niche to promote MANILA FAME 2025.

- A.** The selected agency will identify, negotiate, and engage at least **15 influencers** from the following tiers with the corresponding deliverables:

Category of Influencer	Deliverables
Mega Influencer (With 1M+ followers)	1 Event Appearance <i>*Event Date: October 16, 2025</i> 1 Video Post on Facebook or IG 1 Pre-Invite Facebook and Instagram Story <i>*To be posted by TALENT</i>
Macro Influencer (500K – 1M followers)	For Each Influencer: 1 Event Attendance <i>*Event Date: October 16 or 17, 2025</i>

Micro Influencers (50K – 100K followers)	<p><i>*Event Date: October 16 or 17, 2025 or Manila FAME Media Preview (Event Date – TBD)</i></p> <p>1 Instagram or Facebook Video (To be posted by Talent) <i>*Duration: Max of 60s</i></p> <p>2 Pre-Event Video Invite <i>*Short invitation video to be posted on the CLIENT's FB and/or IG page</i> <i>*Provision for boosting the uploaded video on FB and/or IG</i> <i>*Invite script to be provided by CLIENT</i></p>
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Note:

- Influencers must have high engagement rates, and an audience profile aligned with home, fashion, and lifestyle, trade, and sourcing interests.
- The Service Provider shall recommend influencers/KOLs who meet the criteria in terms of follower count, audience engagement, niche alignment, and brand fit with MANILA FAME. All selections are subject to the approval of CITEM.
- Should the budget be insufficient to engage a mega influencer, a strategic balance of macro and micro influencers must be curated to maximize reach and engagement

B. Content Requirements:

Videos must highlight:

- Excitement for MANILA FAME 2025.
- Key event details: Dates, location, and what attendees can expect.
- CITEM and MANILA FAME brand messaging.
- All posts should include designated hashtags and tags for official MANILA FAME and CITEM social media accounts.
- All posts should be posted as a collaborative post with MANILA FAME platforms.

C. Management and Reporting:

The agency will also be responsible for:

- Contract negotiation and influencer briefing.
- Pre-approval of all content by CITEM before posting.
- Real-time monitoring of posts and activities.
- Compilation of links and analytics post-campaign, including reach, engagement, impressions, and sentiment analysis.

III. Roles/Responsibilities of the Contractor/Supplier/Service Provider

The selected Influencer Marketing Agency shall be responsible for the following:

1. Influencer Sourcing and Management
 - Identify, vet, and recommend a pool of qualified influencers in the home, fashion, and lifestyle niche across specified tiers (Micro, Macro, Mega).
 - Secure agreements with selected influencers and ensure their commitment to deliverables, including event participation and content creation.
2. Campaign Strategy and Execution

- Develop an influencer campaign strategy aligned with MANILA FAME 2025's communication objectives.
- Manage the scheduling, production, and approval of influencer content before posting.
- 3. Content Oversight
 - Ensure all content meets CITEM's brand standards and messaging guidelines.
 - Submit influencer materials for CITEM review and approval prior to posting.
 - Guarantee that all influencer posts include agreed-upon hashtags, mentions, and calls-to-action.
- 4. Monitoring and Reporting
 - Monitor the release of content according to the agreed schedule.
 - Track influencer activities and gather performance data (e.g., reach, views, engagement, audience sentiment).
 - Submit a comprehensive post-campaign report with analytics, including insights and recommendations for future initiatives.
- 5. Compliance and Coordination
 - Ensure all contractual, tax, and legal obligations with influencers are met.
 - Act as the main liaison between CITEM and all engaged influencers.
 - Attend regular coordination meetings with the CITEM team (as needed) for updates and approvals.

IV. Roles/Responsibilities of Center for International Trade Expositions and Missions

CITEM shall be responsible for the following:

1. Campaign Briefing and Approvals
 - Provide the Influencer Marketing Agency with the official campaign brief, key messages, branding guidelines, and event details for MANILA FAME 2025.
 - Review and approve proposed influencer shortlists, content plans, scripts, captions, and final content before posting.
2. Event Support
 - Provide necessary event access, passes, and support for influencers participating in various on-site activities.
 - Ensure influencers' needs are met.
3. Branding Materials
 - Supply official logos, banners, promotional videos, product lists, or other materials that influencers may need for content creation and posting.
4. Coordination and Communication
 - Assign a focal person from CITEM who will work closely with the agency for smooth coordination.

V. Mode of Procurement

The mode of procurement for this project shall be Negotiated Procurement: Small Value Procurement (Section 53.9 of the Revised IRR of R.A. 9184).

VI. Qualitative Evaluation ☒ REQUIRED / ☐ NOT REQUIRED

Interested bidder/s will undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least **80 points** will proceed to the opening of the financial bid. The contract shall be awarded to the supplier with the lowest calculated responsive bid.

Criteria/s	Document/s to be submitted	Points
Length of Business Operations (Track record in Influencer and KOL marketing) 8 years and above: 30 pts. 5- 7 years: 25 pts. 3-4 years: 20 pts. 3 years and below: 10 pts.	<ul style="list-style-type: none"> • Company Profile • DTI/SEC Registration 	30

Quality and relevance of influencer roster: Recommend list of Mega, Macro, and Micro Influencers that fit in the promotion of the home, fashion, and lifestyle sectors. <ul style="list-style-type: none"> Fully covers Mega, Macro, and Micro tiers, aligned with home, fashion, and lifestyle niche; strong engagement evidence – 40 pts. Covers Macro and Micro only, strong fit and engagement rates – 35 pts. Covers limited tiers, weak audience fit, low engagement proof – 20 pts. Insufficient or generic list – 10 pts. 	Influencer List with sample promotions	40
Number of Similar Projects Completed in the last 5 years (Includes both private and government sector engagements in SEO, content marketing, and/or digital editorial production) <ul style="list-style-type: none"> 6 or more relevant influencer campaigns – 30 pts. 5 relevant influencer campaigns – 25 pts. 3-4 relevant influencer campaigns – 20 pts. 1-2 relevant influencer campaigns – 10 pts. 	<ul style="list-style-type: none"> Company Profile Client List with summary of relevant projects Copies of contracts, MOAs, or engagement letters - Certification from clients (if available)	30
TOTAL		100 points

Proposed Technical Working Group TWG members

Chairman: Elmer Harold Grande

Member 1 and 2: Pinky Parra and Eleanor Satuito

Focal Person: Pia Lorraine Yater-Dalmazo

VII. Terms of Payment (may include tranches and milestones with timelines)

Milestones	Deliverable	% of Payment
Progress Payment	<ul style="list-style-type: none"> Submit finalized influencer agreements. 	20%
Event Completion payment	<ul style="list-style-type: none"> Posting of influencer content as per the agreed schedule. Full participation and content engagement during the event. 	60%
Final post-campaign report	<ul style="list-style-type: none"> A comprehensive analysis of campaign performance such as engagement metrics, impressions, ROI, and other relevant recommendations. 	20%

VIII. Risk Protection and Management (i.e., off-setting, penalties, or deductions)

Off-setting and Deductions


- In case of non-performance, partial performance, or failure to deliver agreed outputs (e.g., incomplete influencer postings, late submissions, no-shows during event activities), CITEM reserves the right to **offset payments** or **deduct corresponding amounts** from the contract price based on the value of the undelivered services.
- Deductions shall be proportionate to the specific deliverables not completed, with a detailed computation to be provided by CITEM.

Penalties for Delays or Non-Compliance

- A penalty shall be imposed for every day of delay in the delivery of approved outputs beyond the specified deadlines, consistent with government procurement policies.
- Repeated failure to meet milestones or standards may result in the termination of the contract.

VIII-A. Summary of Deductions and Penalties

Situation	Description	Penalty/Deduction
Late Submission of Deliverables	Submission of influencer content, reports, or milestones beyond the approved deadline without valid reason.	0.001% of total contract price per day of delay
Non-Posting by Influencers	Failure of any engaged influencer to post the required promotional content.	Deduction equivalent to the agreed cost per influencer deliverable
Substandard or Non-Compliant Content	Content not aligned with approved branding guidelines or requiring major revisions after submission.	Rework at no additional cost; possible deduction if delay affects campaign timeline
Incomplete Post-Campaign Report	Failure to submit complete analytics and campaign report within deadline.	5% deduction from final payment
Breach of Contract	Violation of contract terms (e.g., inappropriate influencer behavior, misrepresentation of services).	Termination of contract.

Prepared by:


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