

**Request for Proposal
for the Selection of a Consultant
for the Production of the BCDA 2021 Annual Report**

1. The Bases Conversion and Development Authority (BCDA) intends to procure and engage a consultant who shall assist BCDA in the production of its 2021 Annual Report.
2. The consultant shall be responsible for the following:
 - a. Overall publication management;
 - b. Concept/theme development for the BCDA 2021 Annual Report;
 - c. Editorial services (editorial management, research, interviews of resource people, copywriting, copy editing, and proofreading);
 - d. Photography services;
 - e. Color proofing and printing services; and,
 - f. Packaging and entry of the BCDA 2021 Annual Report to an international award-giving body.

Please refer to the Terms of Reference (TOR) for the detailed responsibilities and deliverables.

3. The BCDA shall draw up a list of consultants from those who have submitted their proposal, in accordance with the provision of the revised Implementing Rules and Regulations (IRR) of Republic Act 9184 (R.A. 9184).

The consultant shall have the following minimum qualifications:

- a. Must be strictly a reputable corporate communication or advertising or marketing firm (can be design studios or agencies with graphic design/advertising as its main business) which has been operating for at least three (3) years. In the case of joint ventures, the lead consulting firm should have at least three (3) years of business operation.
- b. Must have produced at least three (3) creative projects that are similar in nature with the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.), with one (1) project amounting to at least fifty (50) percent of the Approved Budget for Contract (ABC).
- c. The identified members of the proposed creative team must have at least three (3) years of experience in communication or advertising as related to his function in the team.
- d. The identified members of the proposed creative team must have handled at least three (3) creative projects, which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.) in a capacity related to his/her function in the team.

Please refer to the TOR for the detailed minimum qualification of the consultant.

4. The prospective CONSULTANTS shall be evaluated based on the **Quality-Based Evaluation (QBE)**

5. The criteria and rating system for the selection of the winning consultant are as follows:

Evaluation Criteria	Weight
Technical Proposal	
a) Applicable years of experience of the Consultant/Firm	10%
b) Similar projects completed	10%
c) Qualification of Personnel who shall be assigned to the project	20%
d) Creative concept design	20%
e) Copywriting	20%
f) Photography	20%
Total	100%

**The minimum technical score of 70% shall be met*

6. In addition to Technical Proposal in which the consultant shall submit a concept design, theme and rationale, and sample design for the following: 1) cover; 2) section breaker for Clark; 3) full spread inside pages on Clark; and, a 1000-word feature article on the Clark development, the CONSULTANT is also required to submit the following documents to serve as basis for technical evaluation by BCDA and as described in Annex H of the Revised IRR of RA 9184 under "Appendix A: Documentary Requirement of Alternative Methods of Procurement":

Annex A: **Valid and current Mayor's Permit (city or municipal)/Municipal License**, where the principal place of business of the prospective bidder is located;

Annex B: **2021 Income/Business Tax Return;**

Annex C: **Valid Tax Clearance;**

Annex D: **PhilGEPS Registration Number;**

Annex E: **Company Profile** (in case of consulting firm) or Curriculum Vitae (in case of individual CONSULTANT), which should reflect the number of years of experience in the advertising or graphic design industry;

Annex F: **List of similar projects handled/completed;**

Annex G: **CV of Consultant's Team Members;**

Each CV should show the length of experience and a list of completed projects handled from January 2019 until the present

Annex H: **Portfolio of the nominated photographer;**

Annex I: **Three (3) creative projects** completed by the CONSULTANT that are similar in nature with the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, corporate calendars, etc.), **with one (1) project amounting to at least fifty (50) percent of the Approved Budget for Contract (ABC);**

ANNEX J: **Proof of contract price for one (1) completed project** amounting to 50% of the ABC; and

ANNEX K: **Omnibus Sworn Statement.**

7. The CONSULTANT is also required to submit his/her/its **Financial Proposal in a separate sealed envelope** together with the above-mentioned requirements/documents. The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws. Only the financial proposals of the consultants who meet the minimum technical score of 70% for each category of the evaluation criteria will be opened.
8. The CONSULTANT is also required to submit his/her/its **Financial Proposal in a separate sealed envelope** together with the above-mentioned requirements/documents. The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws. Only the financial proposals of the consultants who meet the minimum technical score of 70% for each category of the evaluation criteria will be opened.
9. This contract shall be effective and completed for eight (8) months from the date stated in the Notice to Proceed with an ABC of **One Million Pesos (Php1,000,000.00)**, inclusive of all applicable taxes, fees, and incidental expenses all due to the government. Bids received in excess of the ABC shall be automatically rejected.
10. The BCDA invites interested consultants to participate in the procurement process and submit their Letter of Intent and Technical Proposal composed of the aforementioned Annexes A to K on or before **15 FEBRUARY 2022, Tuesday, 12:00nn.**
11. The Letter of Intent, the Technical Proposal, and the Financial Proposal shall be submitted by hand to the address below:

LEILANI BARLONGAY-MACASAET
Vice President, Public Affairs Department
Bases Conversion and Development Authority (BCDA)
2nd Floor, Bonifacio Technology Center
31st Street corner 2nd Avenue
Bonifacio Global City, Taguig City 1634

Your office may also contact **MARIE THERESE E. CIMA FRANCA** through telephone number 8575-1704; mobile number 0917-5355815; and email address: mecimafranca@bcda.gov.ph.

(SGD.) LEILANI BARLONGAY-MACASAET
Vice President, Public Affairs Department