

Republic of the Philippines  
Office of the President



**ELIGIBILITY DOCUMENTS  
and TERMS OF REFERENCE  
for the Rebidding of the Procurement  
of Consulting Services for the  
Brand Launch Event of Clark**

**November 2017**

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***Request for Expression of Interest***  
***(REI)***

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## REQUEST FOR EXPRESSION OF INTEREST

### REBIDDING OF THE PROCUREMENT OF CONSULTING SERVICES FOR THE BRAND LAUNCH EVENT OF CLARK

1. The Bases Conversion and Development Authority (BCDA) intends to rebid the **Procurement of the Consulting Services for the Brand Launch Event of Clark** with an Approved Budget for the Contract (ABC) of **Five Million Pesos and 00/100 (P5,000,000.00), inclusive of all applicable taxes and fees**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The Eligibility Documents including the Terms of Reference (TOR) for the project can be downloaded from BCDA website ([www.bcd.gov.ph](http://www.bcd.gov.ph)) or can be secured by the interested proponent at BCDA Corporate Center at the BCDA Corporate Office, 2/F, Bonifacio Technology Center, 31<sup>st</sup> Street, corner 2nd Avenue, Bonifacio Global City, Taguig City **from 06 November 2017 to 16 November 2017 from 8:00 AM to 5:00 PM, except Saturdays, Sundays, Holidays, and 17 November 2017 8:00 AM to 12:00 NN.**
3. The BCDA now calls for the submission of Eligibility Documents for the Consulting Services for the Brand Launch Event of Clark.
4. Consultants must submit their Eligibility Documents **on or before 17 November 2017 at 12:00 NN** at BCDA Corporate Office with the same address given above. Applicants for eligibility will be evaluated based on a non-discretionary "pass/fail" criterion. The opening of Eligibility Documents is on **17 November 2017 at 1:00 PM** at the BCDA Corporate Center.
5. The Consultant and the Joint Venture partner, if applicable, must be registered online with the Philippine Government Electronic Procurement System (PhilGEPS) as a legitimate service provider for government requirements.
6. The Bids and Awards Committee – Consultancy Services (BAC-C) shall draw up a short list of at most seven (7) bidders from those who have submitted Eligibility Documents and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the "Government Procurement Reform Act", and its Implementing Rules and Regulations (IRR). The shortlisted prospective bidders shall be entitled to submit bids.

The Bidder must have the following qualifications:

- i. The Consultant must be a reputable creative/advertising/communication/event organizing agency which has been in business operation for at least three (3) years and has completed a similar project.
- ii. The Consultant must have produced and executed at least two (2) similar projects (event execution/brand launch) with a contract value per project equivalent to 50% of the ABC.

The criteria and rating system for short listing are:

Criteria	Score	Required Minimum Score
1. Track record of the consultant	40%	
2. Profile and Qualification of personnel who shall be assigned to the project	50%	
3. Current Workload of the personnel relative to capacity	10%	
<b>TOTAL SCORE</b>	<b>100%</b>	<b>70%</b>

The prospective Consultant(s) must pass the required minimum score of seventy percent (70%) to be shortlisted.

7. Shortlisted eligible bidders may purchase the Bid Docs at non-refundable fee of Php5,000 at BCDA Corporate Center with the same address given above.
8. Bidding shall be conducted through open competitive bidding and is subject to the conditions for eligibility as specified in the IRR of RA 9184.
9. Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines.
10. The BCDA shall evaluate bids using the *Quality-Based Evaluation (QBE)* procedure.
11. The **CONTRACT** shall take effect upon the issuance and actual receipt thereof by the Consultant of the Notice to Proceed (NTP) and shall remain in force and in effect for a period of three (3) months or as specified in the plan.
12. BCDA reserves the right to accept or reject any and all bids, annul the bidding process, or not award the contract at any time prior to contract award, without thereby incurring any liability to the affected bidder or bidders.
13. For further information, please refer to:

**JEANNINE A. ESCOLANO**

Acting Head Secretariat, BAC for Consulting Services

Telephone Number: 575-1763

Email Address: [jaescolano@bcda.gov.ph](mailto:jaescolano@bcda.gov.ph)

Date of Posting: **06 November 2017**



**BGEN CARLOS F QUITA (Ret)**

*Vice-Chairperson*

**Bids and Awards Committee for Consulting Services**

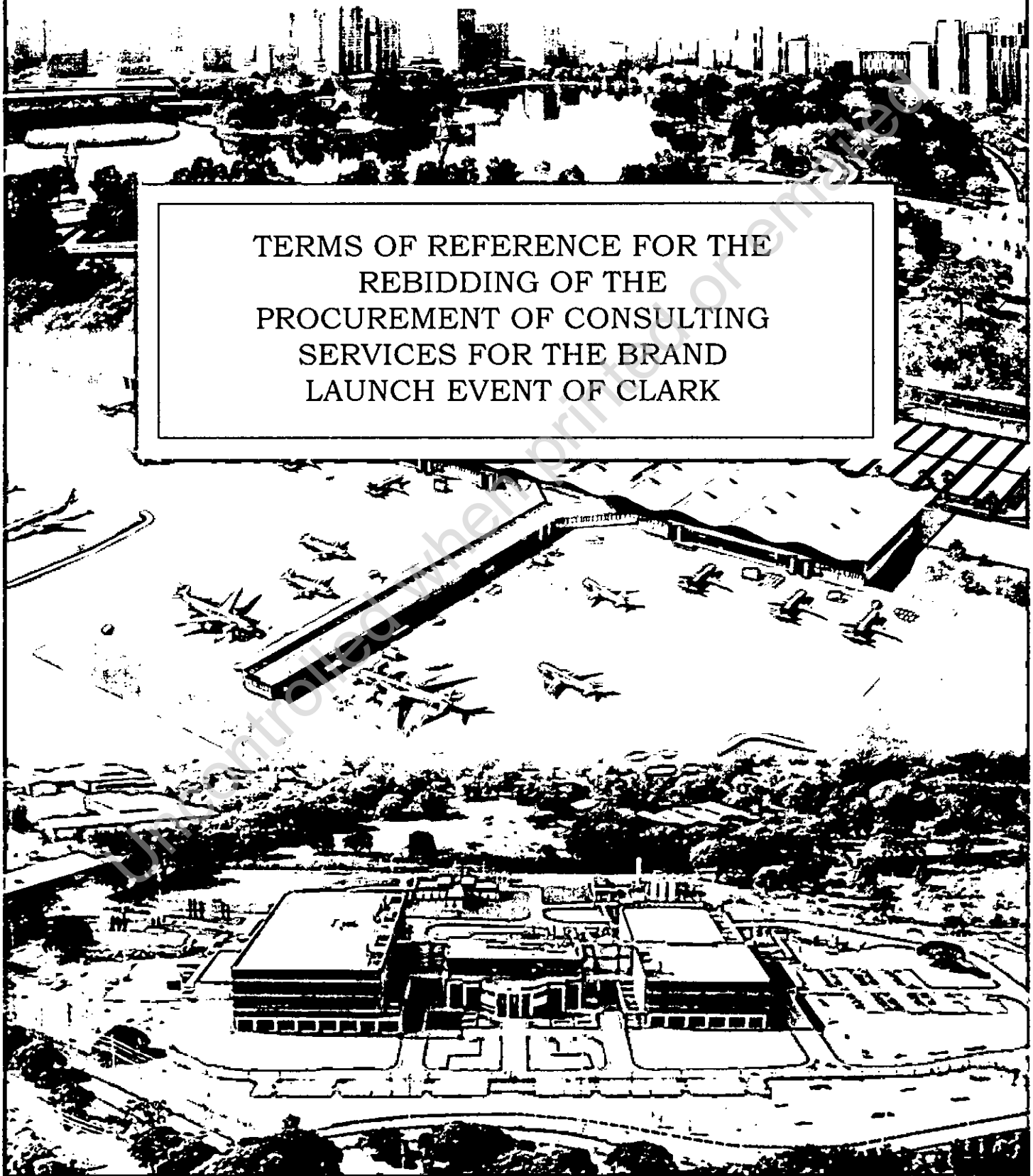
Tel No. 575-1700

Email Address: [cfquita@bcda.gov.ph](mailto:cfquita@bcda.gov.ph)

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TERMS OF REFERENCE FOR THE  
REBIDDING OF THE  
PROCUREMENT OF CONSULTING  
SERVICES FOR THE BRAND  
LAUNCH EVENT OF CLARK



***Terms of Reference***  
***(TOR)***

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**TERMS OF REFERENCE**  
**REBIDDING OF THE PROCUREMENT OF CONSULTING SERVICES FOR THE BRAND**  
**LAUNCH EVENT OF CLARK**

**RATIONALE**

**Clark Freeport and Special Economic Zone (CFSEZ)** in Pampanga province, is a fully integrated logistics, tourism, manufacturing and agro-industrial development. Clark Freeport and Special Economic Zone comprises the lands occupied by the Clark military reservations and its contiguous extensions as embraced and defined by the 1947 Military Bases Agreement between Philippines and the United States of America. Clark Special Economic Zone (CSEZ) covers an area of 33,653 hectares, more or less, in which 4,440 hectares is the former U.S. Clark Air Base proper (Main Zone) and the remaining 29,213 hectares are the Sub Zones A, B, D and the Sacobia Resettlement Area which was proclaimed part of CSEZ by virtue of Proclamation No. 805.

**Clark International Airport** shall be developed as the newest primer international gateway and a key economic engine of the Philippines, and designated Bases Conversion and Development Authority (BCDA) to implement the phased development of the Clark Civil Aviation Complex. Clark International Airport covers 2,367 hectare of the Main Zone and is being managed by Clark International Airport Corporation (CIAC).

**'New Clark City' (NCC)** is the latest project of BCDA. NCC is a 9,450-hectare (92km<sup>2</sup>) master planned city within the CFSEZ that is envisioned to be an integrated modern metropolis backboned on state-of-the-art IT infrastructure hosting residential, commercial, and institutional establishments anchored on the right balance of social, economic, and ecological mix. It is designed to be the country's largest and first smart, green, and disaster-resilient metropolis.

**Formation of an Integrated Brand.** Realizing the need to holistically promote CFSEZ, Clark International Airport, and NCC given the history of shifting policy directions and differing development strategies, BCDA and its subsidiaries, Clark Development Corporation (CDC) and CIAC, aim to develop and launch an integrated brand for Clark that encompasses the three properties. The integrated brand aims to emphasize a harmonized development direction and unified promotion of the three projects. Moreover, BCDA, as the mother agency, will spearhead a launch event to introduce the integrated Clark brand as a Marketing and Communication Strategy.

The Launch Event of Clark Brand aims to achieve the following objectives:

- a) Introduce the newly developed, holistic Clark brand to potential investors, locators, government, business community, media and the general public;



- b) Communicate the newly developed, holistic Clark brand and what it stands for to the potential investment and capital markets, locators, government, business community, media, and the general public;
- c) Build a strong brand awareness, desire, and partnership among various stakeholders i.e., investors, government, media, civil society and the general public;
- d) Ensure that Clark becomes highly visible, different, distinctive and memorable compared to its competitors;

Recognizing these objectives, BCDA is procuring the Consulting Services for the Brand Launch Event of Clark.

## **PROCUREMENT TERMS**

The Bases Conversion and Development Authority (BCDA) is inviting all interested Creative/Advertising/Event Organizing firms which have been in operations for at least three (3) years and with experience in brand building, brand activation, events management, and advertising campaign.

### **1. APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Approved Budget for the Contract (ABC) is **PESOS: FIVE MILLION (PHP 5,000,000.00)**, inclusive of all applicable taxes and fees. Bids received in excess of the ABC shall be automatically disqualified.

### **2. SCOPE OF WORK**

The Consultant shall undertake the following:

#### **2.1 Overall Project Conceptualization**

- 2.1.1** Submission and presentation of proposed concept with rationale for the holistic Clark brand launch; based on the approved holistic Clark brand concept and positioning.
- 2.1.2** Design Execution of approved concept applied into the Stage Design/Layout/Floorplan and Marketing Collaterals.
- 2.1.3** Conceptualization of a pre and post event promotional plan to create a buzz prior to and after the event.

#### **2.2 Events Management and Execution**

The Consultant shall take the lead in the overall planning, direction-setting, supervision, sourcing of logistics, management and execution of the event based on the approved design concept:

- 2.2.1. Effectively plan and manage all aspects of the program of activities;
- 2.2.2. Provide the creative, technical, manpower, and logistical services required for the event, including documentation and production of Audio-Visual Presentation;
- 2.2.3. Facilitate and manage all phases of production work required for the event;
- 2.2.4. Prepare and submit a detailed program of activities for the event;
- 2.2.5. Provide the over-all direction for the execution of the event;
- 2.2.6. Propose and implement pre-event marketing activities to create a buzz, interest and excitement for the event;
- 2.2.7. Propose and implement post event marketing activities to extend the hype regarding the Launch event.
- 2.2.8. Turn-over to BCDA Marketing Unit of the electronic files of all final artworks and audio visual presentation (.avi, mp4 and mpeg4 format) in an external hard drive.
- 2.2.9. Submit progress reports, issues and concerns, and recommend next steps in relation to the project at no additional cost to BCDA.

### **3. OBLIGATIONS OF BCDA**

BCDA will provide the Firm all the pertinent documents and technical information necessary in the execution and performance of the services. In addition, BCDA shall also assist the Firm in the processing of permits for location set ups and additional transportation as needed.

### **4. DELIVERABLES**

- 4.1 Concept for the Launch Event
- 4.2 Concept design/layout for the collaterals
- 4.3 Pre-launch and Post-launch Promotional Campaign
- 4.4 Production of the event based on the approved concept
- 4.5 Event management

## **5. CREATIVE TEAM**

The creative team shall be composed of the following personnel who shall be assigned to the BCDA account to meet and execute the specific requirements of the project. The proposed individuals identified by the Firm to comprise the Creative team must have at least three (3) years experience in the management and execution of events and brand launches or as related to this field of expertise.

These positions shall be filled-in by the Firm with the following functions and specific requirements:

- 5.1** One (1) Project Head/Account Manager to ensure quality output and timely execution of the plan;
- 5.2** One (1) Creative Director, responsible for the conceptualization of the over-all event concept/theme/handle;
- 5.3** One (1) Production Manager, responsible for overall coordination prior to and during event proper;

Aside from the main members of the Creative Team, the Firm shall provide all other support staff and production crew necessary for the completion of all requirements for this project at no additional cost to BCDA.

## **6. QUALIFICATIONS OF THE CONSULTANT**

- 6.1** The Consultant must be a reputable creative/advertising/communication/event organizing agency which has been in business operation for at least three (3) years and has completed a similar project.
- 6.2** The Consultant must have produced and executed at least two (2) similar projects (event execution/brand launch) with a contract value per project equivalent to 50% of the ABC.

## **7. CONTRACT DURATION**

The **CONTRACT** shall take effect upon the issuance and actual receipt thereof by the Consultant of the Notice to Proceed (NTP) and shall remain in force and in effect for a period of three (3) months or as specified in the plan.

## **8. TERMS OF PAYMENT**

- 8.1** Fifteen (15%) percent upon approval of concept and design execution for the Brand Launch Event
- 8.2** Fifty (50%) percent upon the execution of the Brand Launch Event

**8.3** Thirty Five (35%) percent upon the submission of the Consultant of an accomplishment report and issuance of Certificate of Completion by BCDA

**9. METHODOLOGY**

The Bids and Awards Committee- Consultancy Services (BAC-C) shall conduct a detailed evaluation of bids using the **Quality-Based Evaluation (QBE)**. The basis for the selection of the consultant shall be Section 33.2.1 and 33.2.2 of the Revised Implementing Rules and Regulations of the Government Procurement Reform Act (RA No. 9184). A two-stage procedure shall be adopted whereby each consultant shall be required to submit his technical and financial proposals simultaneously in separate sealed envelopes.

**10. EVALUATION CRITERIA FOR SHORTLISTING OF BIDDERS**

The Bids and Awards Committee – Consultancy Services (BAC-C) shall draw up a short list of three (3) bidders from those who have submitted Expression of Interest, in accordance with the provisions of the revised Implementing Rules and Regulations (IRR) of Republic Act 9184 (R.A. 9184).

The evaluation criteria is as follows:

<b>Evaluation Criteria</b>	<b>Score</b>	<b>Required Minimum Score</b>
<b>1. Track record of the consultant</b>	40%	
<b>2. Profile and Qualification of personnel who shall be assigned to the project</b>	50%	
<b>3. Current Workload of the personnel relative to capacity</b>	10%	
<b>TOTAL SCORE</b>	<b>100%</b>	<b>70%</b>

Prospective bidders must meet the total required minimum score of 70%. Only the bidders who meet the required minimum score shall be shortlisted. The three (3) Shortlisted proponents will be entitled to submit bids upon payment of a non-refundable fee of Php5,000.00, as specified in RA 9184.

**11. EVALUATION CRITERIA FOR TECHNICAL PROPOSAL**

The Consultants will be evaluated accordingly based on the following criteria:

<b>Evaluation Criteria for Technical Proposal</b>	<b>Score</b>	<b>Required Minimum Score</b>
<b>A. Applicable experience of the Consultant - (20%)</b>	20%	

<b>B. Qualification of personnel who shall be assigned to the project - (30%)</b>	30%	
<b>C. Plan of Approach and Project Methodology (50%)</b>	50%	
<b>TOTAL SCORE</b>	<b>100%</b>	<b>70%</b>

An oral presentation of the Technical Proposal and the corporate profile of the Consultant showing the list of clients and projects handled is required as part of the evaluation. The Consultant shall present the following:

- i. Two (2) proposed concepts and design execution with corresponding rationale;
- ii. Two (2) proposed pre-launch and post-launch promotional campaign plan
- iii. Two (2) proposed Program Flow

The Consultant shall submit an electronic file of their presentation to the BAC. The BAC shall rank the consultants in descending order based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the financial proposal of the consultant who gets the highest technical rating shall be opened in their presence. Total calculated bid prices, as evaluated and corrected for minor arithmetical corrections, such as computational errors, which exceed the ABC shall not be considered. Negotiations shall be undertaken with the consultant pursuant to Section 33.2.1 (a) (iv-v) of the Revised Implementing Rules and Regulations of the Government Procurement Reform Act (RA No. 9184).

## 12. PERFORMANCE SECURITY

To guarantee the faithful performance by the Consultant of its obligations under the contract prepared in accordance with the bidding documents, it shall post a Performance Security prior to the signing of the contract. The Performance Security may be in any or combination of the following forms with the corresponding minimum amount in percentage of the Total Contract Price:

<b>Form of Performance Security</b>	<b>Minimum Amount in % of Total Approved Budget for the Contract</b>
Cash, cashier's check, manager's check, Bank draft/ guarantee or irrevocable letter of credit issued by a Universal or	Five Percent (5%)

Commercial Bank: provided, however, that it shall be confirmed or authenticated by a Universal or commercial Bank, if issued by a Foreign bank.	
Surety bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security; and /or	Thirty Percent (30%)

The Performance Security shall at least be co-terminus with the final completion of the contract.

### 13. STANDARD OF SERVICES

The Consultant shall fulfill its obligations under the agreement by using its technical expertise and according to the best-accepted professional and industry standards. The Consultant shall exercise all reasonable skill, care, diligence, and prudence in the discharge of the duties agreed to be performed and shall always work in the best interest of BCDA. To attain these, the consultant shall provide personnel with sufficient qualifications and experience to ensure the full and satisfactory accomplishment of the required services/undertakings.

The services shall be conducted by the Consultant in accordance with the instructions or directions made or to be made by the BCDA at any time before its completion. The Consultant shall conduct regular consultation with BCDA in relation to the undertaking of its responsibilities under the Contract Agreement.

### 14. CONFIDENTIALITY CLAUSE

The Consultant warrants the full confidentiality of all information gathered for the consultancy contract given by BCDA, unless the latter indicates the contrary. The Consultant shall not disclose any communication disclosed to him for the purpose of this Services. After the completion of the contract, all materials, data, and other related documents provided must be returned to BCDA.

### 15. LIQUIDATED DAMAGES

The Consultant obligates itself to perform and complete all the Services within the period specified in the TOR, beginning from the starting date exclusive of such extensions of time as may be mutually agreed upon in writing. Should the CONSULTANT fail to complete the Services within the stipulated time, liquidated damages, not by way of penalty, shall be paid to BCDA by the CONSULTANT in an amount equal to one-tenth of one percent (1/10 of 1%) of the total CONTRACT price minus the value of the completed portions of the CONTRACT certified by BCDA for each calendar day of delay until the Services are completed.

## **16. CONFLICT OF INTEREST**

The Consultant and its key staff, who may be directly associated with entities that may have an interest in or bias against any BCDA project, shall divulge the extent of its conflict with BCDA. The Consultant agrees that the conflict of interest may be a ground for BCDA to terminate the Contract.

## **17. SETTLEMENT OF DISPUTES**

The Parties agree to resolve any dispute that may arise between them with respect to this CONTRACT through good faith and amicable negotiation. If at any time during such negotiation, one Party determines in good faith that the Parties cannot resolve the dispute through negotiations, that Party will deliver a notice to the other Party that the dispute will be settled by arbitration in accordance with Republic Act No. 9285 otherwise known as the "Alternative Dispute Resolution Act of 2004", as amended, failing which, the Parties may resort to the filing of the appropriate case in the proper courts of Taguig City to the exclusion of the other courts. The arbitration shall be conducted in Metro Manila, Philippines.

## **18. ANTI-CORRUPTION POLICY**

The Consultant warrants that no money or material consideration was given or has been promised to be given to any director, officer, or employee of BCDA to obtain the approval of this CONTRACT. The violation of this warranty shall constitute a sufficient ground for the rescission or termination of this CONTRACT without need of judicial action. Such rescission or termination shall be immediately effective upon service of notice to the Consultant.

# ***Eligibility Documents***

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## **ELIGIBILITY DOCUMENTS**

### **REBIDDING OF THE PROCUREMENT OF CONSULTING SERVICES FOR THE BRAND LAUNCH EVENT OF CLARK**

#### **1. Eligibility Criteria**

- 1.1) The following persons/entities shall be allowed to participate in the bidding for Consulting Services:
  - a) Duly licensed Filipino citizens/sole proprietorships;
  - b) Partnerships duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the interest belongs to citizens of the Philippines;
  - c) Corporations duly organized under the laws of the Philippines and of which at least sixty percent (60%) of the outstanding capital stock belongs to citizens of the Philippines;
  - d) Cooperatives duly organized under the laws of the Philippines; or
  - e) Persons/entities forming themselves into a joint venture, *i.e.*, a group of two (2) or more persons/entities that intend to be jointly and severally responsible or liable for a particular contract: Provided, however, that Filipino ownership or interest thereof shall be at least sixty percent (60%). For this purpose, Filipino ownership or interest shall be based on the contributions of each of the members of the joint venture as specified in their JVA.
- 1.2) When the types and fields of Consulting Services involve the practice of professions regulated by law, those who will actually perform the services shall be Filipino citizens and registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions specified in the **EDS**.
- 1.3) If the Request for Expression of Interest allows participation of foreign consultants, prospective foreign bidders may be eligible subject to the qualifications stated in the **EDS**.
- 1.4) Government owned or -controlled corporations (GOCCs) may be eligible to participate only if they can establish that they (a) are legally and financially autonomous, (b) operate under commercial law, and (c) are not attached agencies of the Procuring Entity.

#### **2. Eligibility Requirements**

2.1) The following eligibility requirements shall be submitted on or before the date of the eligibility check specified in the Request for Expression of Interest and Clause 5 for purposes of determining eligibility of prospective bidders:

a) Class "A" Documents -

Legal Documents

(i) PhilGEPS Certificate of Registration and Membership in accordance with Section 8.5.2 of the IRR, except for foreign bidders participating in the procurement by a Philippine Foreign Service Office or Post, which shall submit their eligibility documents under Section 24.1 of the IRR, provided, that the winning Consultant shall register with PhilGEPS in accordance with Section 37.1.4 of the IRR;

Technical Documents

(ii) Statement of the prospective bidder of all its ongoing and completed government and private contracts, including contracts awarded but not yet started, if any, whether similar or not similar in nature and complexity to the contract to be bid, within the relevant period provided in the **EDS**. The statement shall include for each contract, the following:

(ii.1) the name and location of the contract;

(ii.2) date of award of the contract;

(ii.3) type and brief description of consulting services;

(ii.4) consultant's role (whether main consultant, subcontractor, or partner in a JV)

(ii.5) amount of contract;

(ii.6) contract duration; and

(ii.7) certificate of satisfactory completion or equivalent document specified in the **EDS** issued by the client, in the case of completed contract;

(iii) Statement of the consultant specifying its nationality and confirming that those who will actually perform the service are registered professionals authorized by

the appropriate regulatory body to practice those professions and allied professions in accordance with Clause 1.2, including their respective curriculum vitae.

(a) Class "B" Document -

If applicable, the Joint Venture Agreement (JVA) in case the joint venture is already in existence, or duly notarized statements from all the potential joint venture partners in accordance with Section 24.1(b) of the IRR of RA 9184.

- 2.2. The eligibility requirements or statements, the bids, and all other documents to be submitted to the BAC must be in English. If the eligibility requirements or statements, the bids, and all other documents submitted to the BAC are in foreign language other than English, it must be accompanied by a translation of the documents in English. The documents shall be translated by the relevant foreign government agency, the foreign government agency authorized to translate documents, or a registered translator in the foreign bidder's country; and shall be authenticated by the appropriate Philippine foreign service establishment/post or the equivalent office having jurisdiction over the foreign bidder's affairs in the Philippines. The English translation shall govern, for purposes of interpretation of the bid.
- 2.3. Prospective bidders may obtain a full range of expertise by associating with individual consultant(s) and/or other consultants or entities through a JV or subcontracting arrangements, as appropriate. However, subconsultants may only participate in the bid of one short listed consultant. Foreign Consultants shall seek the participation of Filipino Consultants by entering into a JV with, or subcontracting part of the project to, Filipino Consultants.

### **3. Format and Signing of Eligibility Documents**

- 3.1. Prospective bidders shall submit their eligibility documents through their duly authorized representative on or before the deadline specified in Clause 5.
- 3.2. Prospective bidders shall prepare an original and copies of the eligibility documents. In the event of any discrepancy between the original and the copies, the original shall prevail.
- 3.3. The Eligibility Documents Submission Form shall be signed by the duly authorized representative/s of the Bidder. Failure to do so shall be a ground for the rejection of the eligibility documents.
- 3.4. Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the duly authorized representative/s of the prospective bidder.

#### **4. Sealing and Marking of Eligibility Documents**

- 4.1. Prospective bidders shall enclose their original eligibility documents described in Clause 2.1, in a sealed envelope marked "ORIGINAL - ELIGIBILITY DOCUMENTS". Each copy thereof shall be similarly sealed duly marking the envelopes as "COPY NO. \_\_\_ - ELIGIBILITY DOCUMENTS". These envelopes containing the original and the copies shall then be enclosed in one single envelope.
- 4.2. The original and the number of copies of the eligibility documents as indicated in the **EDS** shall be typed or written in ink and shall be signed by the prospective bidder or its duly authorized representative/s.
- 4.3. All envelopes shall:
  - (a) contain the name of the contract to be bid in capital letters;
  - (b) bear the name and address of the prospective bidder in capital letters;
  - (c) be addressed to the Procuring Entity's BAC specified in the **EDS**;
  - (d) bear the specific identification of this Project indicated in the **EDS**; and
  - (e) bear a warning "DO NOT OPEN BEFORE..." the date and time for the opening of eligibility documents, in accordance with Clause 5.
- 4.4 Eligibility documents that are not properly sealed and marked, as required in the bidding documents, shall not be rejected, but the bidder or its duly authorized representative shall acknowledge such condition of the documents as submitted. The BAC shall assume no responsibility for the misplacement of the contents of the improperly sealed or marked eligibility documents, or for its premature opening.

#### **5. Deadline for Submission of Eligibility Documents**

Eligibility documents must be received by the Procuring Entity's BAC at the address and on or before the date and time indicated in the Request for Expression of Interest and the **EDS**.

#### **6. Late Submission of Eligibility Documents**

Any eligibility documents submitted after the deadline for submission and receipt prescribed in Clause 0 shall be declared "Late" and shall not be accepted by the Procuring Entity. The BAC shall record in the minutes of

submission and opening of eligibility documents, the Bidder's name, its representative and the time the eligibility documents were submitted late.

## **7. Modification and Withdrawal of Eligibility Documents**

- 7.1. The prospective bidder may modify its eligibility documents after it has been submitted; provided that the modification is received by the Procuring Entity prior to the deadline specified in Clause 5. The prospective bidder shall not be allowed to retrieve its original eligibility documents, but shall be allowed to submit another set equally sealed, properly identified, linked to its original bid marked as "ELIGIBILITY MODIFICATION" and stamped "received" by the BAC. Modifications received after the applicable deadline shall not be considered and shall be returned to the prospective bidder unopened.
- 7.2. A prospective bidder may, through a letter of withdrawal, withdraw its eligibility documents after it has been submitted, for valid and justifiable reason; provided that the letter of withdrawal is received by the Procuring Entity prior to the deadline prescribed for submission and receipt of eligibility documents.
- 7.3. Eligibility documents requested to be withdrawn in accordance with this Clause shall be returned unopened to the prospective bidder concerned. A prospective bidder that withdraws its eligibility documents shall not be permitted to submit another set, directly or indirectly, for the same project. A prospective bidder that acquired the eligibility documents may also express its intention not to participate in the bidding through a letter which should reach and be stamped by the BAC before the deadline for submission and receipt of eligibility documents.

## **8. Opening and Preliminary Examination of Eligibility Documents**

- 8.1. The BAC will open the envelopes containing the eligibility documents in the presence of the prospective bidders' representatives who choose to attend, at the time, on the date, and at the place specified in the **EDS**. The prospective bidders' representatives who are present shall sign a register evidencing their attendance.

In case the submitted eligibility envelopes cannot be opened as scheduled due to justifiable reasons, the BAC shall take custody of the said envelopes and reschedule the opening on the next working day or at the soonest possible time through the issuance of a Notice of Postponement to be posted in the PhilGEPS website and the website of the Procuring Entity concerned.

- 8.2. Letters of withdrawal shall be read out and recorded during the opening of eligibility documents and the envelope containing the

corresponding withdrawn eligibility documents shall be returned unopened to the withdrawing prospective bidder.

8.3. The eligibility documents envelopes and modifications, if any, shall be opened one at a time, and the following read out and recorded:

- (f) the name of the prospective bidder;
- (g) whether there is a modification or substitution; and
- (h) the presence or absence of each document comprising the eligibility documents vis-à-vis a checklist of the required documents.

8.4. The eligibility of each prospective bidder shall be determined by examining each bidder's eligibility requirements or statements against a checklist of requirements, using non-discretionary "pass/fail" criterion, as stated in the Request for Expression of Interest, and shall be determined as either "eligible" or "ineligible." If a prospective bidder submits the specific eligibility document required, he shall be rated "passed" for that particular requirement. In this regard, failure to submit a requirement, or an incomplete or patently insufficient submission, shall be considered "failed" for the particular eligibility requirement concerned. If a prospective bidder is rated "passed" for all the eligibility requirements, he shall be considered eligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "eligible." If a prospective bidder is rated "failed" in any of the eligibility requirements, he shall be considered ineligible to participate in the bidding, and the BAC shall mark the set of eligibility documents of the prospective bidder concerned as "ineligible." In either case, the BAC chairperson or his duly designated authority shall countersign the markings.

## 9. Short Listing of Consultants

9.1. Only prospective bidders whose submitted contracts are similar in nature and complexity to the contract to be bid as provided in the **EDS** shall be considered for short listing.

9.2. The BAC shall draw up the short list of prospective bidders from those declared eligible using the detailed set of criteria and rating system to be used specified in the **EDS**.

9.3. Short listed consultants shall be invited to participate in the bidding for this project through a Notice of Eligibility and Short Listing issued by the BAC.

## 10. Protest Mechanism

Decision of the Procuring Entity at any stage of the procurement process may be questioned in accordance with Section 55 of the IRR of RA 9184.

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As per

***Eligibility Data Sheet***  
***(EDS)***

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## ELIGIBILITY DATA SHEET

### REBIDDING OF THE PROCUREMENT OF CONSULTING SERVICES FOR THE BRAND LAUNCH EVENT OF CLARK

Eligibility Documents	
1.(1.2)	Not applicable.
1.(1.3)	No further instructions.
2.1(a)(ii)	The <b>Statement</b> of all ongoing and completed government and private contracts shall include all such contracts <b>from November 1, 2014 to November 1, 2017.</b>
2.1(a)(ii.7)	Certificate of Completion or Acceptance or Valid Proof of Final Payment issued by the client in case of completed contracts.
4.2	Each prospective bidder shall submit only <b>one (1) original</b> and <b>one (1) copy</b> of its eligibility documents.
4.3c	<b>Chairperson, Bids and Awards Committee – Consulting Services</b> Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 <sup>st</sup> Street, corner 2 <sup>nd</sup> Avenue Bonifacio Global City, Taguig City Tel No. 575-1700
4.3d	Rebidding of the Procurement of Consulting Services for the Brand Launch Event of Clark
5.	The submission of eligibility documents shall be addressed to :  <b>Engr. Joshua M. Bingcang</b> <b>Chairperson, Bids and Awards Committee – Consulting Services</b> Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 <sup>st</sup> Street, corner Second Avenue, Bonifacio Global City, Taguig City  The deadline for submission of eligibility documents is <b>17 November 2017 at 12:00 NN.</b>
8.1	The place of opening of eligibility documents is:  Bases Conversion and Development Authority 2/F, Bonifacio Technology Center, 31 <sup>st</sup> Street, corner Second Avenue, Bonifacio Global City, Taguig City. The date and time of opening of eligibility documents – <b>17 November 2017, 1:00 PM.</b>

9.1	Relevant projects are defined as Brand Development, Brand/Project Activation/ Events Management, and Advertising Campaign.		
(9.2)	The criteria and rating system for shortlisting are:		
<b>Criteria</b>		<b>Score</b>	<b>Required Minimum Score</b>
1. Track Record of the Consultant		<b>40%</b>	
2. Profile and qualification of personnel who shall be assigned to the project		<b>50%</b>	
3. Current Workload of the personnel relative to capacity		<b>10%</b>	
<b>TOTAL</b>		<b>100%</b>	<b>70%</b>
Only the Consultant who met the minimum score of 70% shall be shortlisted.			

# ***Eligibility Forms***

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## EF 1. ELIGIBILITY DOCUMENTS SUBMISSION FORM

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*[Letterhead]*

*[Date]*

The Bids and Awards Committee - Consulting Services  
Bases Conversion and Development Authority  
2/F Bonifacio Technology Center  
31<sup>st</sup> Street, corner 2<sup>nd</sup> Avenue, Bonifacio Global City  
Taguig City

Ladies/Gentlemen:

In connection with your Request for Expression of Interest dated *[Insert date]* for the Rebidding of the Procurement of Consulting Services for the Brand Launch Event of Clark, *[Name of Consultant]* hereby expresses interest in participating in the eligibility and short listing for said project and submits the attached eligibility documents in compliance with the Eligibility Documents therefore.

In line with this submission, we certify that:

- a) *[Name of Consultant]* is not blacklisted or barred from bidding by the GOP or any of its agencies, offices, corporations, or LGUs, including foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board; and
- b) Each of the documents submitted herewith is an authentic copy of the original, complete, and all statements and information provided therein are true and correct.

We acknowledge and accept BCDA's right to inspect and audit all records relating to our submission irrespective of whether we are declared eligible and short listed or not.

Yours sincerely,

*[Signature over printed name of Authorized Signatory]*  
*[Title]*



EF 2. STATEMENT OF ALL ON-GOING AND COMPLETED GOVERNMENT AND PRIVATE CONTRACTS, INCLUDING CONTRACTS AWARDED BUT NOT YET STARTED

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*[Letterhead]*

*[Date]*

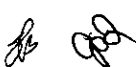
The Bids and Awards Committee – Consulting Services  
Bases Conversion and Development Authority  
2/F Bonifacio Technology Center  
31<sup>st</sup> Street, corner 2<sup>nd</sup> Avenue, Bonifacio Global City  
Taguig City

Ladies/Gentlemen:

In compliance with the eligibility requirements of the Bids and Awards Committee – Consultancy Services of the Bases Conversion and Development Authority for the Rebidding of the Procurement of Consulting Services for the Brand Launch Event of Clark, we certify that *[name of bidding firm]* has *[state applicable statement: on-going and completed government and private contracts, including awarded but not yet started]*, as enumerated in EF 3. Summary of Projects.

Sincerely,

*[Signature over printed name of Authorized Signatory]*  
*[Title]*



**EF 3. Summary of Projects**

No.1	Project Name & Location	Project Description	Client	Type of Consulting Service	Contract Amount <sup>2</sup>	If JV Partner, Contract Amount for Consultant's Involvement (if applicable)	Part of Contract Amount for Consultant's involvement in Brand/Project Activation/ Events Management (if applicable) <sup>3</sup>	Date of Contract Award	Contract Period <sup>4</sup>	Proof of Undertaking <sup>5</sup>

Certified by:

*[Signature over printed name of Authorized Representative]*  
*[Title]*  
*[Name of Bidding Firm]*

- <sup>1</sup> Indicate Project No. as shown in EF 4. Consultant's References.
- <sup>2</sup> In Philippine Peso.
- <sup>3</sup> If Consulting services involves and/or involved subcontracting, state the services provided and how much is the subcontracted amount allocated for consulting services to this contract, in Philippine Peso
- <sup>4</sup> State the start and completion dates of the contract.
- <sup>5</sup> State if the proof of undertaking is a Certificate of Completion or Acceptance or valid proof of final payment issued by the client in case of completed contracts. Notice of Award or Notice to Proceed or signed contracts for on-going contracts and for contracts awarded but not yet started.

*Handwritten marks/signatures in the bottom left corner.*

## EF 4. CONSULTANT'S REFERENCES

### Relevant Services Carried Out That Best Illustrate Qualifications

*[Using the format below, provide information on each contract, whether similar or not similar in nature and complexity to the contract to be bid, for which your firm/entity, either individually, as a corporate entity, or as one of the major companies within an association, was legally contracted].*

Project No. *[State numerical order starting with number 1]*

Name of Contract:		Country:
Location within Country:		Professional Staff Provided by Your Firm/Entity(profiles):
Name of Client:		Nº of Staff:
Address:		Nº of Staff-Months; Duration of Project:
Start Date (Month/Year):	Completion Date (Month/Year):	Approx. Value of Services (in PhP):
Name of Associated Consultants, if any:		Nº of Months of Professional Staff Provided by Associated Consultants:
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:		
Narrative Description of Project:		
Description of Actual Services Provided by Your Staff:		

Consultant's Name: \_\_\_\_\_

**EF 5. Summary of CVs**

No.	Name of Key Staff	Nominated Position	Registered Profession <sup>1</sup>	Highest Educational Attainment <sup>2</sup>	No. of Trainings Relevant to Profession <sup>3</sup>		Over-all Work Experience <sup>4</sup>	Number of Projects Undertaking related to Brand/Project Activation/ Events Management projects
					Local	Foreign		
1		Project Head/Account Manager						
2		Creative Director						
3		Production Manager						
4								
5								
6								
7								
8								
9								
10								
11								
12								

Certified by:

*[Signature over printed name of authorized representative]*  
*[Title]*

- 1 State professional registration.
- 2 State highest educational attainment.
- 3 State trainings undertaken.
- 4 State number of years.



**EF 6. FORMAT OF CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

Proposed Position: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Name of Staff: \_\_\_\_\_

Registered Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Nationality: \_\_\_\_\_

Years with Firm: \_\_\_\_\_ Current Position in the Firm: \_\_\_\_\_

**Education**

*[Summarize college/university and other specialized education, giving names of schools, dates attended, and degrees obtained using the matrix below]*

College/University	Degree/Title Obtained	Inclusive Dates

**Trainings/Seminars**

*[Summarize the trainings, seminars and workshops undertaken, including those conducted by the nominated key staff, using the matrix below]*

Title/Description	Conducted by	Inclusive Dates	Venue	Involvement *

\*Such as participant, speaker or trainer

**Projects Undertaken Related to Brand/Project Activation/ Events Management**

*[Provide outline of projects undertaken using the matrix below]*

Title/Description	Client	Position	Completion Date

**Projects Presently Being Undertaken**

*[Provide outline of on-going projects using the matrix below]*

Title/Description	Client	Position	Start Date	End Date

### Memberships in Professional Societies

[Give an outline of memberships in professional societies using the matrix below]

Name of Society/Commission	Date of Conferment/Registration	License/Professional Number	Validity Date

### Languages

[Using the format below, indicate proficiency of languages familiar with proficiency whether excellent, good, fair, or poor in speaking, reading, and writing]

Language	Proficiency		
	Speaking	Reading	Writing

### Employment Record:

[Starting with present position, list in reverse order every employment held by nominated staff. List all positions since graduation, giving dates, names of employing organizations, titles of positions held, and locations of projects. Indicate relevant work experience of staff in his/her nominated position. For experience in last ten years, also give types of activities performed and client references, where appropriate]

### Certification:

I, [full name of proposed professional staff], certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

I Further commit that I shall work for the Rebidding of the Procurement of Consulting Services for the Brand Launch Event of Clark as [nominated position] of [name of bidding firm] once awarded the contract.

\_\_\_\_\_  
[Signature over printed name of nominated key staff] Date: \_\_\_\_\_

\_\_\_\_\_  
[Signature over printed name of authorized representative of the firm] Date: \_\_\_\_\_

EF 7. STATEMENT OF CONSULTANT SPECIFYING ITS NATIONALITY AND CONFIRMING THAT THOSE WHO WILL ACTUALLY PERFORM THE SERVICES ARE PROFESSIONALS

[Letterhead]

[Date]

The Bids and Awards Committee – Consulting Services  
Bases Conversion and Development Authority  
2/F Bonifacio Technology Center  
31<sup>st</sup> Street, corner 2<sup>nd</sup> Avenue, Bonifacio Global City  
Taguig City

Ladies/Gentlemen:

[name of bidding firm] is issuing this statement in compliance with the requirements of the Bases Conversion and Development Authority (BCDA) Bids and Awards Committee for Consulting Services, that the nationality of members of the Creative Team are indicated below and that they can actually perform the service in accordance with the eligibility requirements.

Proposed Project Team for the project:

Name	Assignment	Nationality
	Project Head/Account Manager	
	Creative Director	
	Production Manager	

[name of bidding firm] issues this statement in accordance with Clause 2.1.a.v of the eligibility requirements for the project.

Sincerely,

[Signature over printed name of Authorized Signatory]  
[Title]

**EF 8. Format of Curriculum Vitae (CV) of the Firm**

---

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

No. of Years of Operation: \_\_\_\_\_

Years of Professional Experience: \_\_\_\_\_ years

Membership in Professional Societies:

Year	Professional Society

**Certification**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe the firm, its qualifications and experiences.

\_\_\_\_\_  
Signature over Printed Name

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature over Printed

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature over Printed Name of Authorized Representative of the Firm

Date: \_\_\_\_\_

# ***Checklist of Requirements***

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## CHECKLIST AND TABBING OF ELIGIBILITY REQUIREMENTS

<b>REBIDDING OF THE PROCUREMENT OF CONSULTING SERVICES FOR THE BRAND LAUNCH EVENT OF CLARK</b>		
<b>Tab #</b>		<b>Description</b>
1	EF 1	Eligibility Submission Form
2		Platinum PhilGEPS Certificate of Registration; <b>or</b>  In the absence of a PhilGEPS Registration, prospective bidders may submit <b>all Class "A" documents</b> * per Revised IRR of RA 9184 ( <i>listed below</i> ). However, the PhilGEPS Registration shall still be a Post-Qualification Requirement ( <i>pursuant to GPPB Circular No. 07-2017</i> )
3	EF 2	Statement of all on-going and completed government and private contracts, including contracts awarded but not yet started.
4	EF 3	Summary of all on-going and completed government and private contracts, including contracts awarded but not yet started.
5	EF 4	Consultant's References
6	EF 5	Summary of Curriculum Vitae
7	EF 6	Curriculum Vitae for each of the following nominated key staff:
7.1		Project Head/Account Manager
7.2		Creative Director
7.3		Production Manager
8	EF 7	Statement of the Consultant specifying its nationality and confirming that those who will actually perform the services are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
9	EF 8	Curriculum Vitae of the Firm
10		For Local Bidders, Audited Financial Statements for 2016, duly stamped "RECEIVED" by the BIR.
11		Valid Joint Venture Agreement, in case of joint ventures.

**\* Class "A" Documents:**

1. Registration Certificate (SEC, DTI or CDA);
2. Mayor's/Business Permit or its Equivalent Document;
3. Tax Clearance; and
4. Audited Financial Statements.

**Note:** BCDA shall not assume any responsibility regarding erroneous interpretations or conclusions by the Consultant out of the data furnished by BCDA in relation to this bidding. The Consultant shall take the responsibility to ensure the completeness of its submission after taking the steps to carefully examine all the Bidding Documents and its amendments.