

# CONTRACT FOR CONSULTING SERVICES FOR MEDIA PLANNING AND GLOBAL PLACEMENT FOR CLARK

This **CONTRACT** is executed between:

The **BASES CONVERSION AND DEVELOPMENT AUTHORITY**, a government instrumentality vested with corporate powers, created by virtue of Republic Act No. 7227, as amended, with principal office address at the BCDA Corporate Center, 2/F Bonifacio Technology Center, 31<sup>st</sup> Street corner 2<sup>nd</sup> Avenue, Bonifacio Global City, Taguig City, represented herein by its President and Chief Executive Officer, **ENGR. JOSHUA M. BINGCANG**, duly authorized for this purpose under Item 178 of the revised Manual of Approval which was approved by the BCDA Board on 22 November 2017, a copy of which is hereto attached as **Annex "A"**, hereinafter referred to as "**BCDA**";

- and -

The **TOUCH XDA, INC.**, a private corporation duly organized and existing under the laws of the Republic of the Philippines, with office address at *16th Floor, Two World Square, 22 Upper McKinley Road, Fort Bonifacio, Taguig City*, represented herein by its Managing Director, **ROSE DYAN R. EM**, duly authorized for this purpose as evidenced by a *Secretary's Certificate* dated *21 October 2024*, a copy of which is hereto attached as **Annex "B"**, hereinafter referred to as "**Consultant**".

(BCDA and Consultant shall hereinafter be referred to, individually, as Party or, collectively, as Parties.)

## ANTECEDENTS

Republic Act (RA) No. 7227, as amended, mandates the BCDA to accelerate the sound and balanced conversion into alternative productive civilian uses of the Clark and Subic military reservations and their extension, and to enhance the benefits to be derived from said properties in order to promote the economic and social development of Central Luzon in particular and the country in general as well as to provide funds for the AFP Modernization Program.

The Bases Conversion and Development Authority (BCDA) through the Investment Promotion and Marketing Department (IPMD), has been driving an extensive marketing and investment promotion campaign to establish Clark as a premiere investment, sports, leisure, and tourist destination.

Among the highlights of the campaign is the international release of the newest promotional video of Clark which aims to promote the newly opened Clark International Airport (CRK) to global audiences in Asia Pacific, the United States and other regions using television and digital media.

To effectively carry out these objectives in a scale that would generate greater awareness, understanding, interest, and promotion of Clark in the global stage, the IPMD seeks to engage the services of a media planning and placement agency to develop and execute the strategic placements of Clark campaign using digital platforms that have the global reach, trusted appeal, and credibility.

BCDA is desirous that the Consultant perform the media planning and global placement for Clark (hereinafter called the "Project") and thus, BCDA has accepted the proposal for **PESOS: Six Million and 00/100 (PhP6,000,000.00)**, inclusive of applicable taxes, fees and incidental expenses by the Consultant for the execution and completion of such Consulting Services and the remedying of any defects therein.

**ACCORDINGLY**, for and in consideration of the foregoing premises, and in accordance with the stipulations and conditions hereinafter stated, the Parties hereby agree and bind themselves to the following:

1. In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract hereinafter referred to.
2. The following documents shall be attached, deemed to form, and be read and construed as part of this Agreement, to wit:
  - (a) General and Special Conditions of Contract;
  - (b) Terms of Reference;
  - (c) Request for Expression of Interest;
  - (d) Instruction to Bidders;
  - (e) Bid Data Sheet;
  - (f) Addenda and/or Supplemental/Bid Bulletin, if any;
  - (g) Bid forms, including all the documents/statements contained in the Bidder's bidding envelopes, as annexes, and all other documents, statements submitted, including corrections to the bid, if any, resulting from the BCDA's bid evaluation;
  - (h) Eligibility requirements, documents and/or statements;
  - (i) Performance Security;
  - (j) Notice of Award of Contract and the Bidder's *conforme* thereto; and
  - (k) Any other additional contract documents or information prescribed by the GPPB, such as the Notice to Proceed, Variation Orders, and Warranty Security, which may be required after the contract execution.
3. In consideration of the full and satisfactory performance of the services rendered by the Consultant, BCDA shall pay the Consultant the Total Contract Price of **PESOS: Six Million and 00/100 (PhP6,000,000.00)**, inclusive of applicable taxes, fees and incidental expenses.
4. In consideration of the payments to be made by the BCDA to the Consultant as hereinafter mentioned, the Consultant hereby covenants with the BCDA to execute and complete the Consulting Services and remedy any defects therein in conformity with the provisions of this Agreement in all respects.



5. The BCDA hereby covenants to pay the Consultant in consideration of the execution and completion of the Consulting Services, the Contract Price or such other sum as may become payable under the provisions of this Agreement at the times and in the manner prescribed by this Agreement.

SIGNED BY THE PARTIES on 20 January 2025 in Taguig City, Philippines.

**BASES CONVERSION AND  
DEVELOPMENT AUTHORITY**

By:

[Redacted Signature]

**JOSHUA M. BINGCANG**  
President and Chief Executive Officer  
Bases Conversion and Development Authority



Investment Promotion and Marketing Department

AF2025-0039

**TOUCH XDA, INC.**

By:

[Redacted Signature]

**ROSE DYAN R. EM**  
Managing Director  
Touch XDA, Inc.

Signed in the presence of:

[Redacted Signature]

**ERWIN KENNETH-R. PERALTA**  
Vice President  
Investment Promotions and  
Marketing Department

[Redacted Signature]

**JINKY N. SALAC**  
Group Finance Manager  
Touch XDA, Inc.

[Redacted Signature]

ACKNOWLEDGMENT

Republic of the Philippines)  
Taguig City ) ss.  
CITY OF MAKATI

BEFORE ME, a Notary Public for and in Taguig City, personally appeared the following:

Name	Competent Evidence of Identity	Date of Issue / Expiry	Place of Issue
JOSHUA M. BINGCANG			
ROSE DYAN R. EM			

who are known to me to be the same persons who executed the foregoing instrument and they acknowledged to me that the signatures they affixed confirm their voluntary act and the entities they represent.

SIGNED AND SEALED on JAN 30 2025 in Taguig City, Philippines. CITY OF MAKATI

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Book no. 14  
Series of 2025.

ATTY ROMEO M. MONFORT  
Notary Public City of Makati  
Until December 31, 2025  
Appointment No. M 032 (2024-2025)  
PTR No. 1006008 Jan 2, 2025/Makati City  
IBP No. 488534 Dec 27, 2024  
MCLE NO. VII-0027570 Roll No. 27932  
101 Urban Ave. Campos Rueda Bldg  
Bagy Plo Del Pilar, Makati City