



REQUEST FOR QUOTATION (RFQ)

Boosting Content on DBP's Social Media Channels, Per Terms of Reference

Procuring Entity : DBP Head Office
Solicitation Number : P-CAD-25-00105
Date of Posting/Canvass : 03/26/2025
Deadline of Submission : 04/02/2025 (9:00 AM)
Approved Budget for the Contract (ABC) : Php 930,000.00

Kindly refer to the attached Terms of Reference for details and other conditions.

Please be guided by the following:

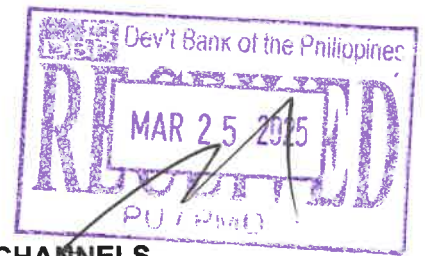
1. All entries in the proposal/quotation must be typewritten.
2. Price quotation must be based on the Terms of Reference (TOR) / Scope of Work/Services (SOW) / Technical Specifications (TS), as applicable and must be duly signed by the vendor's representative.
3. Price quotation (Unit Cost) must be inclusive of VAT and other applicable taxes/charges.
4. The open price quotation must include the documentary requirements (see below) and must be submitted through the email address below or to the Procurement Unit-PIMD, DBP Head Office, Sen. Gil Puyat Ave., cor. Makati Ave., Makati City.
5. No down-payment or advanced payment.
6. Price quotation with incomplete documentary requirement shall not be considered for evaluation.
7. Signed copy of this RFQ by the supplier's authorized representative should be attached with the submitted proposal.

Documentary Requirements:

- Proposal/Quotation;
- Proof of PhilGEPS Registration;
- Mayor's/Business permit for the current year;
- Omnibus Sworn Statement;
- Secretary's Certificate for suppliers under Partnership/Corporation;
- Latest Income Tax Return;
- Privacy Consent Form;

For submission of proposal and any inquiry, you may contact the following personnel:

LILIBETH F. CASTEN / pimd-pu-gsteam@dbp.ph / 8818-9511 local 2604



TERMS OF REFERENCE

BOOSTING CONTENT ON DBP'S SOCIAL MEDIA CHANNELS

I. Introduction

The Development Bank of the Philippines (DBP) will engage the services of a service provider to boost selected content on the Bank's official social media channels (Facebook and YouTube).

II. Objectives

- A. To increase brand awareness and visibility across Facebook and YouTube.
- B. To drive engagement, website traffic, and customer conversions through strategic content boosting.
- C. To optimize audience targeting for effective reach and impact.

III. Scope of Work/ Services

The Service Provider shall handle the following project components:

- 1. Implementing the boosting of key content identified by the Corporate Affairs Department – Social Media Team.
- 2. Setting up and managing Facebook Ads and YouTube Ads campaigns.
- 3. Monitoring and reporting campaign performance and provide a monthly performance report on its social media pages. The report includes total interactions, engagement rate, and opportunities for growth. The report may be sent to cad-socmedteam@dbp.ph in PDF and PPT format.
- 4. Ensuring compliance with Meta (Facebook) and Google (YouTube) advertising policies.

III. Approved Budget for Contract: Nine Hundred Thirty Thousand Pesos (P930,000.00) inclusive of VAT/applicable taxes and other charges.

IV. Deliverables and Timeline

Boosting will run for a total of 12 (twelve) months. DBP through its Corporate Affairs Department – Social Media Team will hold an initial meeting with the Service Provider upon the issuance of the Purchase Order to discuss the details of the project. Specific posts for boosting shall be advised by the CAD-SMT to the service provider, upon approval of the CAD Head.

V. Conditions of the Contract:

- a. The Service Provider will execute social media content boosts and advertising campaigns according to DBP's detailed specifications and performance objectives.
- b. DBP may terminate/cancel the Purchase Order (PO) when the Service Provider fails to deliver, perform, and comply with its obligation.
- c. Documentary Requirements. Interested Supplier/s must submit the following:
 - 1. Proposal Quotation based on specifications (must reflect price in pesos, inclusive of taxes)
 - 2. Proof of PhilGEPS Registration

Conforme: _____
Signature over Printed Name

3. Valid/Updated Business/Mayor's Permit
4. Omnibus Sworn Statement
5. Secretary's Certificate (for partnership/corporation)
6. Signed Data Privacy Consent Form
7. Latest Income Tax Return



d. Terms in the Evaluation of the Proposal

1. Incomplete submission of requirements shall not be evaluated.
2. Quotations above the ABC shall automatically be disqualified.
3. Technical evaluation shall be undertaken by the Corporate Affairs Department.
4. The selection of the lowest calculated proposal shall be based on the lowest calculated price provided it is compliant with the required scope of works/services.

VI. Terms of Contract:

- a. Contract with supplier shall commence upon acceptance of the Purchase Order (P.O.) to run for twelve months, or until consumption of the contracted value, whichever comes first.

VII. Payment:

- a. Payment shall be processed after each completion of service on a monthly basis subject to submission of complete documents for payment (such as: Billing Statement or Statement of Account and Certificate of Acceptance/completion).
- b. For every day of delay, 1/10 of 1% (0.001) of the price of unperformed service shall be deducted from the payment, in case the supplier fails to perform the service on time. Once the cumulative amount of liquidated damages reaches ten (10%) of the amount of the PO, the DBP rescind or terminate the contract, without prejudice to other courses of action and remedies open to it.

Recommended by:

Approved by:

SIGNED

SIGNED

AM ALNI DOROTHY ALFA R. EMPHASIS
Officer-in-Charge, Social Media Team

FVP ZANDRO CARLOS P. SISON
Head, Corporate Affairs Department

Conforme: _____
Signature over Printed Name



Name of Project	
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I, _____, (Address) _____,
(Contact Number) _____, (Email Address) _____ hereby authorize/consent to the processing of personal and other related business information which I voluntarily provided to the **Development Bank of the Philippines (DBP)** and understand, acknowledge and agree to the following specific purposes and terms:

I authorize DBP for **processing**¹ and using my personal and other related business information, including but not limited to my name, address, contact details, and any other relevant information necessary for the evaluation process.

I understand that appropriate security measures shall be implemented by DBP for the protection of my personal and other related business information and shall be treated confidentially. Similarly, such information shall only be disclosed to authorized personnel involved in the bids and awards process of DBP.

I acknowledge that my personal and other related business information may be retained by DBP for as long as deemed necessary to fulfill the purposes specified/stated in this consent form, or as required by applicable policies, laws or regulations.

I understand that I have the right to access and request correction of my personal and other related business information held by DBP to correct any error and inaccuracy, in accordance with applicable data privacy laws.

I understand that I have the right to withdraw my consent, and request DBP to stop the **processing** of my personal and business information which may cease/ terminate/ discontinue the evaluation and other related procurement processes.

I agree that any confidential information obtained during my participation in the bid and procurement procedures shall not be disclosed to any third party other than its intended purpose.

By signing below, I acknowledge that I have read and understood the terms and purposes of this consent form and agree to the **processing** of my personal and other related business information as described.

Signature over Printed Name

Date Signed

ADDITIONAL INFORMATION

For inquiries or complaints, you may contact the Development Bank of the Philippines (DBP), Attention to: the **DBP Data Protection Officer or the DBP Customer Experience Management Department**, Sen. Gil J. Puyat Ave. cor. Makati Ave., Makati City, Philippines, Telephone No. (02) 8818-9511 to 20/ (02) 8818-9611 to 20, email: info@dbp.ph.

¹**PROCESSING** - refers to any operation or any set of operations performed upon personal data including but not limited to, the collection, recording, organization, storage, updating or modification, retrieval, consultation, use, consolidation, blocking, erasure or destruction of data.