



Bid Bulletin No. 2
September 20, 2019

Public Bidding No. 19-284-3

**PROCUREMENT OF AN INTEGRATOR FOR THE MARKETING, ADVERTISING,
MEDIA PLACEMENTS, VIDEO AND PRINT PRODUCTION AND COVERAGE
SERVICES FOR THE 30TH SOUTH EAST ASIAN GAMES FOR THE
PHILIPPINE SPORTS COMMISSION**

Issued pursuant to Sec. 22.5 of the IRR of R.A. 9184 to clarify and/or amend certain provisions in the Bidding Documents issued for this project, considering the issues raised and clarifications made by prospective bidders during the Pre-Bid Conference held on **13 September 2019**, likewise respond to bidders' written queries received within the prescriptive period for filing:

A. AMENDMENTS/INCLUSIONS

| REFERENCE | BASIS FOR AMENDMENT |
|--|---|
| SECTION I INVITATION TO BID Page 5 xxx 6. The PROCUREMENT SERVICE will hold a Pre-Bid Conference on September 13, 2019; 1:30 PM which shall be open to all interested parties. Only those who have purchased the bidding documents may actively participate. xxx | To amend the statement under invitation to bid based on GPPB issuance Circular 02-2018 under Clause 4.2.3 regarding the conduct of pre-bid conference. |
| SECTION VII TECHNICAL SPECIFICATION Xxx Terms of Reference Xxx | Please refer and use the revised Terms of Reference marked as Appendix "B" of this Bid Bulletin. |



SECTION VIII BID FORMS

Pages 103-105

Xxx

Omnibus Sworn Statement Annex "B"

~~SUBSCRIBED AND SWORN to before me this~~
~~_____ day of [month] [year] at [place of~~
~~execution], Philippines. Affiant/s exhibited to~~
~~me his/her [insert type of government~~
~~identification card used], with his/her~~
~~photograph and signature appearing thereon,~~
~~with no. _____ issued on _____ at _____~~
~~_____ Witness my hand and seal this _____ day~~
~~of [month] [year].~~

SUBSCRIBED AND SWORN to before me this
_____ day of [month] [year] at [place of
execution], Philippines. Affiant/s is/are
personally known to me and was/were
identified by me through competent evidence
of identity as defined in the 2004 Rules on
Notarial Practice (A.M. No. 02-8-13-SC).
Affiant/s exhibited to me his/her [insert type
of government identification card used], with
his/her photograph and signature appearing
thereon, with no. _____.

Witness my hand and seal this _____ day of
[month] [year].

Xxx

To amend the notarial part of the document for better understanding. Please refer to the revised Omnibus Sworn Statement marked as **Appendix "C"**.



Pages 117-118

XXX

Bid Securing Declaration Form Annex "H"

~~SUBSCRIBED AND SWORN to before me this~~
~~_____ day of [month] [year] at [place of~~
~~execution], Philippines. Affiant/s exhibited to~~
~~me his/her [insert type of government~~
~~identification card used], with his/her~~
~~photograph and signature appearing thereon,~~
~~with no. _____ issued on _____ at _____~~
~~_____ Witness my hand and seal this _____ day~~
~~of [month] [year].~~

SUBSCRIBED AND SWORN to before me this
_____ day of [month] [year] at [place of
***execution*], Philippines. Affiant/s is/are**
personally known to me and was/were
identified by me through competent evidence
of identity as defined in the 2004 Rules on
Notarial Practice (A.M. No. 02-8-13-SC).
Affiant/s exhibited to me his/her [insert type
***of government identification card used*], with**
his/her photograph and signature appearing
thereon, with no. _____.

Witness my hand and seal this _____ day of
***[month] [year]*.**

XXX

SECTION VI SCHEDULE OF REQUIREMENTS

XXX

Submission of Digital Concierge Proof of
Concept
Proof of Concept Requirement

XXX

To amend the notarial part of the document for better understanding. Please refer to the revised Bid Securing Declaration Form marked as **Appendix "D"**.

Please refer and use the Submission of digital concierge proof of concept form marked as Appendix "E".

B. CLARIFICATIONS

The Department of Budget and Management–Procurement Service Special Bids and Awards Committee (SBAC) hereby clarifies the bidder's concern/query:



| ITEM | CONCERN | REFERENCE | CLARIFICATION/ RESOLUTION |
|------------------|---|------------------------------------|---|
| DDB GROUP | | | |
| 1 | xxx May we ask how many official and eligible bidders are there? xxx | - | It depends on the number who viewed the projects on PhilGEPS under Document Request List (DRL) but we cannot determine who will participate in the bidding. |
| 2 | xxx Did all who were present at the Bid Conference also purchase the required document as specified? xxx | - | Please refer to GPPB issuance Circular 02- 2018 under Clause 4.2.3 regarding the conduct of pre-bid conference. Please refer to amendment part of this bid bulletin. |
| 3 | xxx How about if we have confidentiality agreements with our clients? xxx | - | Just indicate the name of the company and the total contract amount for purposes of post qualification. |
| 4 | xxx On some of your financial requirements particularly referring to : Ongoing Contracts Annex C-1 which the BAC mentioned to declare 'ALL'. xxx | Bid forms Annex C-1 Page 107 | We will allow the use of pseudo names (e.g. Company A) as the name of the client as long as you declare the amount of contracts. |



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| 5 | xxx Once we get the additional reference Annexes which outlines specifics of the technical requirements, will we be allowed to speak or have meetings with the bid owner from PSC and or PHISGOC? If so, what are the guidelines? xxx | - | No. The period of clarification and asking questions are already stated on the bidding docs. |
| 6 | xxx If and when we are fortunate to be chosen, who will we be working directly with? xxx | - | Duly authorized representative will be designated. |
| 7 | xxx The project has six major components, each are fundamentally separate from each other, will there be someone assigned for each of the six components? xxx | - | Duly authorized representative will be designated |
| 8 | xxx The requirements include for us to submit strategies and plans, some creative by nature some operational, who will be evaluating these plans? i.e. (Creative Advertising and Communications Strategy/Plan and Print Creative Executions?) Xxx | - | There is a joint Technical Working Group assigned to this project. |
| 9 | xxx Will each component be assigned an allocated percent of the total budget? Or is that up to us? xxx | - | No. As long as your bid proposal will not exceed the ABC. |
| 10 | xxx Does PHISGOC have special buying rates on any media platform? xxx | - | No. |



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| 11 | xxx On your OOH plan, have you already secured the sites? If not, what do we do if your identified sites are not available? xxx | - | No. This is subject to change upon approval of the end-user. |
| 12 | xxx Is there a chance that the TV Media Plan that may have not been included in the Annexes? xxx | - | Please see notation below for the copy of the revised annexes for those who bought the bidding documents. |
| 13 | xxx If none, are we expected to also propose a TV plan? xxx | - | See response on No. 12. |
| 14 | Xxx Separately, there is no mention of any Radio Production or Media Implementation Plan, please advice if this is correct? Xxx | - | There is no Radio production. For Media Plan please see notation below for the copy of the revised annexes for those who bought the bidding documents. |
| 15 | xxx Also, the Annexes do not provide any budget allocation for the 11 Identified Services, are we expected to allocate the total budget ourselves? xxx | - | Yes. As long as your bid proposal will not exceed the ABC. |
| 16 | xxx Lastly and more importantly, will there be an opportunity for an oral briefing of the technical requirements? There are a lot of details that need to be resolved and a sit down meeting will really help? Is that possible? xxx | - | No. The period of clarification and asking questions are already stated on the bidding docs. |
| IPG MEDIABRANDS | | | |



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| 1 | <p>xxx</p> <p>Given the BIR Revenue Memorandum Circular (RMC) 93-2012, 61-2012 on Direct Payment of Advertisers to Media vendors and the Agency's only revenue is the Retainer fee or Commission only. How do we show this in the SLCC report? How will we qualify on the 50% of the ABC if in our contract we only have retainer fee/commission. Confidentiality is another issue</p> <p>xxx</p> | - | Kindly declare the total completed project/contract and amount as basis for computation of 50% requirement for the SLCC. |
| 2 | <p>Xxx</p> <p>We have confidentiality agreement with our Clients and we cannot divulge actual Spending data.</p> <p>For the purpose of submission can we submit KANTAR/NIELSEN Data?</p> <p>xxx</p> | - | <p>You have to declare if you have completed contract and the actual amount for purposes of post qualification.</p> <p>No.</p> |
| 3 | <p>xxx</p> <p>Will an ongoing project or continuous project with our Client qualify as SLCC?</p> <p>Xxx</p> | - | No. |
| 4 | <p>xxx</p> <p>On-going Projects: What do we show as the amount in this report given also the issue in confidentiality and the BIR RMC? Can we show Fee/Commission only?</p> <p>Xxx</p> | - | Kindly declare all projects/contracts and amounts you have and indicate amount for collection. |



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| 5 | xxx Please clarify the meaning of subcontracting in this bidding, will this include Media vendors such as ABS-CBN, GMA, CNN xxx | - | No. For subcontracting please refer to Bid Sheet 8.2 and Terms of reference (TOR) of the Bidding Documents. |
| 6 | Xxx For content creation/production – if we opt to get a vendor but we are still the one talking directly to PSC, will it be considered as subcontracting? This is because most of the vendors are not Philgeps registered. Xxx | - | Yes. Please refer to ITB clause 8 subcontracts and section 4 of the Terms of Reference of the bidding documents. |
| 7 | Xxx Can we be more flexible on the pricing? This given on the short period of submission of bids and the information available doesn't contain detailed specifications (i.e sizes) Xxx | - | Yes. As long as your bid proposal will not exceed the ABC. |
| 8 | Xxx Can we have a Caveat that the pricing that we can submit maybe subject to change. Xxx | - | Pricing cannot be change once the offer was submitted. |
| HAVAS MEDIA ORTEGA INC. | | | |
| 1 | Xxx Regarding the question on the Breakdown of cost. I share the same sentiment as that of IPG, can we just provide the total cost and not the breakdown? Because at this point - everything will be an assumption and we will still have to further negotiate with some possible suppliers. Xxx | - | Just fill out the Price Schedule Form on Section VIII (Bid Forms) and you don't have to breakdown the price per component. |



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| 2 | Xxx Will there be a need for a sample or proof of concept of the digital messenger concierge? What are the specifics if ever? Xxx | - | Kindly refer and use submission of digital concierge proof of concept form stated in this bid bulletin. |
|---|---|---|---|

Note: All bidders who bought the bidding documents with NDA are advised to proceed to Procurement Division III for the updated copy of the revised TOR and annexes.

The herein amendment forms an integral part of the bidding documents. Correspondingly, all other provisions in the bidding documents affected by this amendment is similarly amended or modified.

The clarification made explains in greater detail the purpose or intent of the requirement and does not amend that particular provision in the bidding documents.

For the Special Bids and Awards Committee

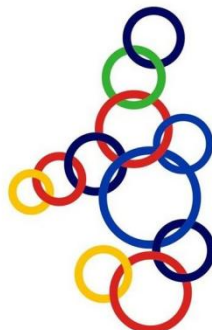
(SGD)

OMAR O. BERNAL

Vice-Chairperson



APPENDIX "B"



PHILIPPINES 2019
30TH SEA GAMES 

PROPOSED TERMS OF REFERENCE FOR:

**THE PROCUREMENT OF AN INTEGRATOR FOR THE MARKETING,
ADVERTISING, MEDIA PLACEMENTS, VIDEO AND PRINT PRODUCTION
AND COVERAGE SERVICES FOR THE 30TH SOUTH EAST ASIAN GAMES**

Prepared By:

THE PHILIPPINE SEA GAMES ORGANIZATIONAL COMMITTEE (PHISGOC)
FOUNDATION, INC.

For:

THE PHILIPPINE SPORTS COMMISSION (PSC)



BACKGROUND

The 30th South East Asian Games (“SEA Games”) will be the largest sports event in South East Asia for 2019. The 30th SEA Games is more than just a sporting event, it is a celebration of national pride. After all, the SEA Games comprise a National Agenda that impacts Southeast Asia. The success of the 30th SEA Games will be determined not only on the level or conduct of sport competition, or the success of the operational and logistic efforts, but it will be likewise evaluated on the quality, relevance and impact of the cultural dimension of the SEA Games.

The 30th SEA Games will also be a centerpiece program for the entire host nation, to which every hope, dream or aspiration each Filipino clings onto. It represents a massive launch pad to propel a country campaign that banners reputational change for the Philippines. Let the 30th SEA Games in 2019 become a milestone for the Philippines, embodying the image of a nation that knows how to look back on its roots, and yet is ready to move along forward, upward.

The Philippine SEA Games Organizational Committee (PHISGOC) Foundation, Inc. [“PHISGOC”], is a non-stock, non-profit corporation duly organized and existing under the laws of the Republic of the Philippines (the “Philippines”). It is principally tasked to undertake the necessary preparation for the hosting of the 30th SEA Games in the Philippines

With the 30th SEA Games to be held for the fourth (4th) time in the Philippines, the potential to create a unique and memorable experience both for Filipinos and for international visitors, viewers, and especially the athletes themselves, is on a heightened level. More than ever, the 30th SEA Games, with participation from eleven (11) countries from region, will present itself to a viewing public crossing and transcending borders of Southeast Asia.

Pursuant to *Memorandum Circular No. 56* dated 25 January 2019 entitled “Directing All Government Agencies and Instrumentalities, Including Government-Owned or –Controlled Corporations and Encouraging Local Government Units to Extend Their Support to the Philippine SEA Games Organizational Committee Foundation, Inc. in Preparation, Organization and Holding of the 30th Southeast



Asian Games” issued by the Office of the President, PHISGOC was mandated to oversee the preparations and execution of the 30th SEA Games. With that, PHISGOC has identified the necessity of procuring the following:

The purpose of PHISGOC is to undertake the necessary preparation for the hosting of the SEA Games to be held in the Philippines in the year 2019, which includes the preparation, organization, and holding of the said games where the Philippines is the host country for all fifty six (56) sports and five hundred thirty (530) events taking place in forty four (44) sports venues, eight (8) non-competition venues and an expected seventeen thousand (17,000) delegates

1. PURPOSE/OBJECTIVE

The objective of this is to seek proposals from competent and eligible bidders to provide integrated services and assist PHISGOC in connection with the marketing and advertising the 30th SEA Games and the provision of the necessary services in connection with, such as, but not limited to, the following:

1. Integrated Advertising and Marketing Agency Services which includes the following but is not limited to:
 - a. Overall Advertising Strategy Development based on Approved Launch Campaign
 - b. Adaptation and Executions based on Approved Launch Material and Brand Guidelines
 - c. Digital Marketing and Related Products/Campaigns
 - d. Community and Social Media Management
 - e. On the Ground Activations
 - f. Public Relations Management
 - g. Media Planning and Buying (TV, Digital and OOH)
 - h. Production costs of all materials/executions for the successful implementation of projects enumerated above (Bid submission MUST be inclusive of production costs)

References: Annex A (Final Launch Material and Branding Elements)
 Annex B (SEAGames Communications Plan)
 Annex C (Specific Deliverables per Component)
 Annex D (Proposed Media Plan)
2. Print Production Services
 - a. Layout and Pre-production of SEAGames Publications
 - b. Production and Printing of SEA Games Publications.

References: Annex E (List of Publication Requirements)

3. Video Production Services

- a. Design, Production and Integration Services of on screen SFX, GFX, Video Scoreboard and AV Transitions.
- b. Video Production and Coverage of 11 live sports
- c. Video Animation of PAMI Mascot and Opening Titles

References: Annex F (Video Production and Coverage)

Annex G (Design, Production and Integration Services of On-Air SFX, GFX, Video Scoreboard and AV

Transitions)

Annex H (Pami Look and Pami In-Action)

4. Design and Production of Official Mascot Costume including hiring of Talents.

Reference: Annex I (Mascot Costume Technical Specifications and Schedule of Performance)

5. Design, Production and Installation of Athletes Village Marketing Collaterals

- a. Directional Signages
- b. Welcome Kit
- c. Environmental Graphic Design

References: Annex J (Athlete's Village Requirements)

6. Sponsorship Fulfillment

References: Annex K (Sponsorship Fulfillment and Anti-ambush Monitoring)

2. QUALIFICATIONS

The Bidder must have completed within the period specified in the Invitation to Bid a single contract that is similar to this Project, equivalent to at least fifty percent (50%) of the ABC.

For this purpose, similar contract shall refer to any contract where the Bidder has provided advertising, media and/or marketing agency services for a company in the Top 500 Corporations of the Philippines or Government Agency within the last five (5) years prior to the deadline for the submission and receipt of bids.

Further, the Bidder must:

1. Be part of a Global Communications Group / International Advertising Agency Network with company presence in at least one hundred (100)



- countries worldwide and a minimum of five (5) South East Asian countries
2. Have had related experience, either through their Local Office or International Affiliates, in at least two (2) Major Global Sporting Events such as the Olympics, Asian Games, Sports Specific World Cups / World Championships (FIBA, FIFA, FIVA, etc) or a major international event either for the organizing committee or for participating brands or sponsors.
 3. Have a company or division dedicated to Sports Marketing
 4. Have at least five (5) years business experience in integrated marketing communications, advertising, digital marketing, media buying and/or planning, events and activations and/or Public Relations.
 5. Present a comprehensive plan, strategy and creative materials. Due to time constraints, the bidder must likewise demonstrate a pilot or proof of concept for critical services including: digital concierge, digital campaign strategy and campaign during bid submission. All these are for approval of the organizing committee as an acceptance for post qualification.

The following shall be eligible to participate in the bidding for this Project:

- a. Duly registered with the Bureau of Internal Revenue (BIR);
 - b. Duly registered with PhilGEPS with a Platinum Certification;
 - c. If a corporation, 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. The bidder, including all its affiliate and / or subsidiaries, must be a reputable firm with a good track record in implementing and completing government contracts.
3. **APPROVED BUDGET FOR THE CONTRACT (ABC)**

The Bid prices for Goods supplied from outside of the Philippines shall be quoted in Philippine Pesos. Bids will be valid until 120 days from bid submission.

4. SUB CONTRACTING

Sub contracting is allowed provided that the winning bidder shall undertake



not less than 20% of the contracted works with its own resources, and subject to the following conditions:

1. A bidder may identify the subcontractor to whom a portion of the project will be subcontracted at any stage of the bidding process or during contract implementation.
2. Subcontracting of any portion of the project shall not relieve the winning bidder from any liability or obligation that may arise from the contract for the project.

5. BID SECURITY

The bid security shall be in the form of a Bid Securing Declaration, or any of the following forms and amounts:

- (1) The amount of not less than 2% of the ABC, if bid security is in cash, cashier's / manager's check, bank draft / guarantee or irrevocable letter of credit; or
- (2) The amount of not less than 5% of the ABC if bid security is in Surety Bond

The bid security shall be valid until 120 days from bid submission.



6. SCHEDULE OF REQUIREMENTS and TECHNICAL SPECIFICATIONS

| ITEM NO | DESCRIPTION | QTY | TOTAL | DELIVERED, WEEKS / MONTHS |
|----------|---|-------|-------|---|
| 1 | INTEGRATED ADVERTISING AND MARKETING AGENCY SERVICES Annex A (Final Launch Material and Branding Elements) Annex B (SEA Games Communications Plan) Annex C (Specific Deliverables per Component) Annex D (Proposed Media Plan: TV and OOH) | 1 Lot | 1 Lot | October to December 2019 ALL MATERIAL MUST CONFORM TO APPROVED LAUNCH MATERIAL AS PROVIDED |
| 1.1 | CREATIVE AGENCY SERVICES | | | |
| 1.1.1 | Creative Advertising and Communications Strategy / Plan | | | Sept. 27, 2019 (upon submission of bid) |
| 1.1.2 | Print Advertising Creative Executions and Production | | | October –December 2019 (concepts, layouts and final artwork based on approved Creative Advertising Strategy/Plan) |



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| 1.1.4 | Traditional Media (non-traditional TV executions, Print and Radio) Creative Executions and Placement Strategies | | | October – December 2019 (concepts, storyboards, scripts and/or layouts; and final material and/or artwork based on approved Creative Advertising Strategy/Plan) |
| 1.1.5 | Outdoor and Out-of-Home Creative Executions | | | October – December 2019 (concepts/ideas, layouts and final artwork and/or executions based on approved Creative Advertising Strategy/Plan) |
| 1.2 | DIGITAL MARKETING SOLUTIONS AND SERVICES | | | October - December 2019 |
| 1.2.1 | Digital Marketing Communication and Content Strategy / Plan | | | September 27, 2019 (Upon submission of bid) |



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| 1.2.2 | Digital and Mobile Advertising Creative Content Executions Production and Placements | | | October - November 2019 Concepts must be submitted with bid. (concepts, storyboards and/or scripts, including final release material based on approved Digital Marketing Communications and Content Strategy/Plan) |
| 1.2.3 | Online Streaming Creative Executions and Production | | | October – December 2019 (concepts, storyboards and/or scripts, including final release material based on approved Digital Marketing Communications and Content Strategy/Plan).Must include live sport coverage |



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| 1.2.4 | Website and Mobile Site Maintenance and Management | | | <p>October – December 2019</p> <p>Provide the following services:</p> <ul style="list-style-type: none">• Integration with sports data services• Integration with online ticketing platform• Integration with games information system (schedules, results, athlete info, and the like)• Integration of streaming platforms• Regular updates (news, gallery) |
| 1.2.5 | Community Management: Facebook, Instagram, Twitter, YouTube | | | <p>October-December 2019)</p> <ul style="list-style-type: none">• Maintenance and management of all SEAGames social media platforms: Facebook, Instagram, Twitter, Youtube• Moderate and provide the necessary official reply to all comments to posts on social media |



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| | | | | accounts • Create a social media playbook of official responses, next steps to anticipated comments |
| 1.2.6 | Development and Provision of SEA Games Digital Messenger Concierge AI Application: Facebook & Viber | | | October-December 2019 • Creation, deployment, maintenance and management of an official AI Concierge to reply to Frequently Asked Questions on Facebook Messenger and Viber Messenger • Proof of concept / working demonstration must be submitted as part of bid on Sept. 27 |
| 1.3 | MEDIA BUYING (OOH & DIGITAL) | | | |



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| 1.3.1 | DIGITAL MEDIA PLANNING AND BUYING | | | October-December 2019 |
| 1.3.1.1 | Digital Media Plan and Strategy | | | Media Plan must be submitted on September 27, 2019 as part of bid |
| 1.3.1.2 | Digital Media Advertising Placements | | | October - December 2019 • Proof of digital placements (ex. Certificate of Performance) to be submitted within 7 calendar days after last day of advertising (latest submission by January 2020) |
| 1.3.2 | Production and Placement of Out-Of-Home Billboards (Refer to Annex D: Out-of-Home Media Plan) | 1 Lot | 1 Lot | October – December 2019 |
| 1.3.2.1 | OOH Media Plan | | | OOH Media Plan must be submitted on September 27, 2019 as part of bid |



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| 1.3.2.2 | OOH Placements | | | October to December 2019 • Procurement of OOH Placements based on approved OOH Plan • Submission of post-Games report including proof of placements (ex. Certificate of Placement and photo or video documentation) |
| 1.3.3 | Media Placement of 30-second TV Advertising Material and Creative Media Executions | | | October to December 15, 2019 |
| 1.3.3.1 | Media Plan and Strategy | | | TV Media Plan must be submitted on September 27, 2019 as part of bid |
| 1.3.3.2 | TV Placements | | | October to December 12, 2019 |
| 1.4 | ACTIVATIONS AND ON THE GROUND PROMOTIONS | | | October – December 2019 |
| 1.4.1 | Activation and On-Ground promotion plan and strategies | | | Activation Plan must be submitted on September 27, 2019 as part of bid |



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| 1.4.2 | Activation and On-Ground execution and management | | | <p>October – December 2019</p> <ul style="list-style-type: none">• Planning, implementation and management of SEAGames Caravan in the following venues and dates: Oct. 27 La Union Nov. SM MOA NOV. SM CLARK• Planning, implementation and management of SEAGames Fan Zones (based on approved activation and On-Ground promotion plan and strategies)• Deployment of Fan Zones during Games Time (ingress completed by Nov. 12, 2019) Commencement of Operations Nov. 20, 2019 (NCC & World Trade Center); Nov. 30, 2019 (Clark Parade Grounds & Subic Bay Remy Field) |
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| 1.5 | PR AND PUBLICITY SERVICES | | | October – December 2019 |
| 1.5.1 | PR and PUBLICITY Plan and Strategies | | | PR Plan must be submitted on September 27, 2019 as part of bid |
| 1.5.2 | PR and PUBLICITY plan execution | | | October – December 2019 Planning, implementation, management and reporting of all approved executions based on PR and PUBLICITY Plan and Strategies |
| 2 | LAYOUT, PRODUCTION AND PRINTING OF SEA GAMES PUBLICATIONS (Refer to Annex E: SEAGames Publications Requirements) | 1 Lot | 1 Lot | October to December 2019 IMPT: LOOK & FEEL OF ALL PUBLICATIONS TO BE SUPPLIED BY PHISGOC. BIDDER MUST PROVIDE CREATIVE AND PRODUCTION SERVICES TO ENSURE THAT ALL PUBLICATIONS ARE PRODUCED AND ADHERE TO THESE GUIDELINES. |



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| 2.1 | Spectators Guide and Venue Maps Layout & Printing | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.2 | Promotions Brochure Layout and Printing | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.3 | Sponsor Rights Package | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.4 | Sponsor Workshop Binder | | | October 2019 Delivery of layout, final artwork, and printed material |



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|------|--|--|--|---|
| 2.5 | Sponsor Post Games Report | | | January 31, 2020 Delivery of layout, final artwork, and printed material |
| 2.6 | Commercial Guidelines for Anti Ambush Task Force | | | November 1, 2019 Delivery of layout, final artwork, and printed material |
| 2.7 | Opening Ceremonies Program | | | November 1, 2019 Delivery of layout, final artwork, and printed material |
| 2.8 | Closing Ceremonies Program | | | November 1, 2019 Delivery of layout, final artwork, and printed material |
| 2.9 | Broadcasters Handbook and Media Guide | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.10 | SEA Games Commemorative Coffee Table Book | | | March 2020 Delivery of layout, final artwork, and printed material |
| 2.11 | Transportation and Accommodations Handbook | | | October 2019 Delivery of layout, final artwork, and printed material |



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| 2.12 | Accreditation Manual | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.13 | Doping Control Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.14 | Medical and Healthcare Handbook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.15 | Medical Formulary Medicine Test | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.16 | Doping Control Forms | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.17 | Supplementary Report | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.18 | Chain of Custody Form | | | October 2019 Delivery of layout, final artwork, and printed material |



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| 2.19 | Doping Control Officer Report | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.20 | Athlete's Biological Passport | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.21 | SEA Games Doping Info Brochure | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.22 | Sports Entries Manual | | | October 30, 2019 Delivery of layout, final artwork, and printed material |
| 2.23 | Technical Officials Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.24 | Sports Technical Handbook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.25 | Athlete's Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |



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| 2.26 | Team Manager's Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.27 | 8.5in x 8.5in Memo Pad with Full Color Cover Board | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.28 | Brochure | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.29 | A4 Memo Pad with Full Color Cover Board | | | October 1, 2019 Delivery of layout, final artwork, and printed material |
| 2.30 | Official Results Book | | | February 28, 2020 Delivery of layout, final artwork, and printed material |
| 2.31 | Medalists Diplomas | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.32 | Athletes Village Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |



| | | | | |
|------|----------------------------------|--|--|---|
| 2.33 | NOC Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.34 | NOC Assistant's Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.35 | Protocol Assistants's Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.36 | Flag Ceremonies Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.37 | Competition Managers Guidebook | | | October 2019 Delivery of layout, final artwork, and printed material |
| 2.38 | Competition Venues Guidebook | | | November 1, 2019 Delivery of layout, final artwork, and printed material |
| 2.39 | Non-Competition Venues Guidebook | | | November 1, 2019 Delivery of layout, final artwork, and printed material |



| | | | | |
|------------|--|--|--|---|
| 3 | Video Production Services | | | |
| 3.1 | Video Production and Coverage (Refer to Annex F: Production and Coverage) | | | October – December 2019 |
| 3.1.1 | Video Production and Coverage (Refer to Annex F: Production and Coverage) | | | October – December 2019 |
| 3.1.2 | Technical Plan and SOW | | | Technical proposal must be submitted on September 27, 2019 as part of bid |
| 3.1.3 | Broadcast Pre-Production | | | Nov. 20-25, 2019 |
| 3.1.4 | Broadcast Production and Games Coverage | | | Nov. 25 to Dec. 11, 2019 |
| 3.2 | Design and Production and Integration Services of On-Air SFX, GFX, Video Scoreboard and AV Transitions Refer to: ANNEX G: DESIGN AND PRODUCTION AND INTEGRATION SERVICES OF ON AIR SFX, GFX, VIDEO SCOREBOARD, AV TRANSITIONS | | | |



| | | | | |
|-------|--|-------|-------|---|
| 3.2.1 | Design and Production and Integration Services of On-Air SFX, GFX, Video Scoreboard and AV Transitions Refer to: ANNEX G: DESIGN AND PRODUCTION AND INTEGRATION SERVICES OF ON AIR SFX, GFX, VIDEO SCOREBOARD, AV TRANSITIONS | 1 Lot | 1 Lot | October to November 2019 |
| 3.2.2 | SFX / GFX Creative Execution | | | Creative designs must be submitted on September 27, 2019 as part of bid |
| 3.2.3 | SFX / GFX Production | | | October 2019: Production November 2019: Testing (test games) |
| 3.2.4 | SFX / GFX Integration and Broadcast | | | November 20, 2019 |
| 3.3 | ANIMATION OF PAMI (Official Mascot of the 30 th SEAGames) and Opening Titles Refer to Annex H: Pami Look & Pami In-Action | | | Proposal must be submitted on September 27, 2019 as part of bid |
| 3.3.1 | 3D Animation and Production of PAMI in | | | Proposal must be submitted on September 27, 2019 |



| | | | | |
|----------|---|--|--|---|
| | Original Colorway | | | as part of bid |
| 3.3.2 | Creative Adaptation and Production of PAMI "in action" (Dressed in uniforms/equipment for 12 Live Sports) | | | Proposal must be submitted on September 27, 2019 as part of bid Delivery of 3D animation of Pami character in at least 6 of the following sports: Basketball, Volleyball, Athletics, Aquatics, Badminton, Boxing, Taekwondo, E-Sports, Weightlifting, Gymnastics |
| 4 | Design and Production of Official PAMI Mascot Costume (Refer to Annex H: SEAGames Mascot Production) | | | October 2019 |
| 4.1 | Design of PAMI Mascot Costume Refer to Annex H | | | September 27, 2019 • Submission of design and technical proposal • Approval of proposal |



| | | | | |
|----------|--|-------|-------|---|
| 4.2 | Production of AT LEAST THREE (3) Mascot Costumes | | | October 2019 <ul style="list-style-type: none">• Production of actual Mascot costume• Delivery of all three costumes |
| 4.3 | Costume Delivery and Talent Requirements (Refer to Annex I: SEAGames Mascot Production and Appearance Schedule) | | | October – December 2019 <ul style="list-style-type: none">• Delivery of costumes to venues of official activities• Maintenance and safekeeping of all mascot costumes during duration of the Games• Selection and training of qualified mascot talents/performers• Deployment to official SEAGames activities |
| 5 | Design, Production and Installation of Athletes Village Marketing Collaterals, Directional Signage, Welcome Kit and Environmental Graphic Design (Refer to Annex J: Athletes Village) | 1 Lot | 1 Lot | October 2019 |



| | | | | |
|-----|---|--|--|--|
| | Marketing Collaterals, Directional Signage, Welcome Kit and Environmental Graphic Design Requirements) | | | |
| 5.1 | Creative Executions | | | Proposal must be submitted on September 27, 2019 as part of bid • Submission of proposal • Approval of proposals |
| 5.2 | Implementation and Installation | | | October 15, 2019 Delivery and installation of all material in Athlete's Village |
| 5.3 | Submission of accomplishment report | | | October 31, 2019 Submission of accomplishment report (photo documentation of all installed/ delivered material) |



| | | | | |
|----------|--|--|--|--|
| 6 | SPONSORSHIP FULFILLMENT AND MONITORING Refer to Annex K: Sponsorship Fulfillment and Anti- Ambush Marketing Areas | | | October – December 2019 |
| 6.1 | Anti Ambush and Sponsorship Fulfillment Strategies and Plan | | | Strategy proposal must be submitted on September 27, 2019 as part of bid |
| 6.2 | Sponsorship fulfillment execution | | | November- December 2019 • Implementation of plan • Deployment, monitoring and enforcement of anti- ambush and sponsorship fulfillment strategies and plans |
| 6.3 | Post-games Sponsorship Fulfillment Report | | | Submission of post- games report (per sponsor) after last day of the SEA Games (February 2020) |



9. PAYMENT TERMS

| MILESTONE | | PAYMENT |
|---|---------------|---------|
| MOBILIZATION FEE UPON NOA | 15% | 15.00% |
| <u>Component 1: Integrated Advertising & Marketing Agency Services</u> | 30% | |
| Milestone 1: Upon Approval of PHISGOC of ALL Strategy and Plans Across ALL Sub-Components of Component 1 | 50% | 15.00% |
| Milestone 2: Upon Production of ALL Materials as approved in the Strategies and Plans | 25% | 7.50% |
| Milestone 3: Upon Turnover of Completion Report of all Sub Components | 25% | 7.50% |
| <u>Component 2: LAYOUT, PRODUCTION AND PRINTING OF SEA GAMES PUBLICATIONS</u> | 15% | |
| Milestone 1: Upon Approval of Initial Layout of All Games Publications | 50% | 7.50% |
| Milestone 2: Upon Delivery of ALL Printed Materials except for the Sponsors Post Game Report, Commemorative Coffee Table Book and Official Results Book | 45% | 6.75% |
| Milestone 3: Upon Delivery of Sponsors Post Game Report, Commemorative Coffee Table Book and Official Results Book | 5% | 0.75% |
| <u>Component 3: Production and Placement of Out-Of-Home Billboards</u> | 10.00% | |
| Milestone 1: Upon Approval of OOH Plan | 50% | 5.00% |



| | | |
|--|--------------|--------|
| Milestone 2: Upon Placement of OOH Materials based on OOH Plan | 40% | 4.00% |
| Milestone 3: Upon submission of completion report | 10% | 1.00% |
| <u>Component 4: Design and Production of SFX, GFX, etc</u> | 2.00% | |
| Milestone 1: Upon approval of creative execution | 50% | 1.00% |
| Milestone 3: Upon conclusion of SEAG Broadcast | 50% | 1.00% |
| <u>Component 5: Design and Production of Official PAMI Mascot</u> | 1.00% | |
| Milestone 1: Upon approval of mascot costume design | 50% | 0.50% |
| Milestone 2: Upon delivery of produced mascot designs | 50% | 0.50% |
| <u>Component 6: Video Production and Coverage</u> | 25% | |
| Milestone 1: Upon approval of Production Technical Plan | 50% | 12.50% |
| Milestone 2: Upon end of pre-production preparation | 30% | 7.50% |
| Milestone 3: Upon Conclusion of SEAG Broadcast | 20% | 5.00% |
| <u>Component 7: Design and Production of Athletes Village Marketing Materials</u> | 2.00% | |
| Milestone 1: Upon approval of Creative Executions | 50% | 1.00% |
| Milestone 2: Upon complete delivery and installation | 50% | 1.00% |



APPENDIX "C"

Omnibus Sworn Statement

REPUBLIC OF THE PHILIPPINES)
CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, *[Name of Affiant]*, of legal age, *[Civil Status]*, *[Nationality]*, and residing at *[Address of Affiant]*, after having been duly sworn in accordance with law, do hereby depose and state that:

1. **Select one, delete the other:**

If a sole proprietorship: I am the sole proprietor or authorized representative of *[Name of Bidder]* with office address at *[address of Bidder]*;

If a partnership, corporation, cooperative, or joint venture: I am the duly authorized and designated representative of *[Name of Bidder]* with office address at *[address of Bidder]*;

2. **Select one, delete the other:**

If a sole proprietorship: As the owner and sole proprietor, or authorized representative of *[Name of Bidder]*, I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for *[Name of the Project]* of the *[Name of the Procuring Entity]*, as shown in the attached duly notarized *Special Power of Attorney*;

If a partnership, corporation, cooperative, or joint venture: I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for *[Name of the Project]* of the *[Name of the Procuring Entity]*, as shown in the attached *[state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)]*;

3. *[Name of Bidder]* is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting



rules have been recognized by the Government Procurement Policy Board;

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;
5. *[Name of Bidder]* is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;
6. ***Select one, delete the rest:***

If a sole proprietorship: The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

If a partnership or cooperative: None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

If a corporation or joint venture: None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the following responsibilities as a Bidder:
 - a) Carefully examine all of the Bidding Documents;
 - b) Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract;
 - c) Made an estimate of the facilities available and needed for the contract to be bid, if any; and
 - d) Inquire or secure Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.



9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity; and

10. *[Name of Bidder]* hereby assigns the following contact number/s and e-mail address/es as the official telephone/fax number and contact reference of the company where the PS BAC and PS notices may be transmitted.

Telephone No/s.: _____
Fax No/s.: _____
E-mail Add/s.: _____
Mobile No.: _____

It is understood that notices/s transmitted in **any of the** above-stated telephone/fax numbers and/or e-mail address/es are deemed received as of its transmittal and the reckoning period for the reglementary periods stated in the bidding documents and the revised Implementing Rules and Regulations of Republic Act No. 9184 shall commence from receipt thereof.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of ____, 20____ at _____, Philippines.

Bidder's Representative/Authorized
Signatory

SUBSCRIBED AND SWORN to before me this ____ day of *[month]* *[year]* at *[place of execution]*, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her *[insert type of government identification card used]*, with his/her photograph and signature appearing thereon, with no. _____.

Witness my hand and seal this ____ day of *[month]* *[year]*.

NAME OF NOTARY PUBLIC

Serial No. of Commission _____

Notary Public for _____ until _____

Roll of Attorneys No. _____

PTR No. _____ *[date issued]*, *[place issued]*

IBP No. _____ *[date issued]*, *[place issued]*



Doc. No. _____
Page No. _____
Book No. _____
Series of _____

Note:

"Sec. 12. Competent Evidence of Identity – The phrase "competent evidence of identity" refers to the identification of an individual based on:

At least one current identification document issued by an official agency bearing the photograph and signature of the individual, such as but not limited to, passport, driver's license, Professional Regulations Commission ID, National Bureau of Investigation clearance, police clearance, postal ID, voter's ID, Barangay certification, Government Service and Insurance System (GSIS) e-card, Social Security System (SSS) card, Philhealth card, senior citizen card, Overseas Workers Welfare Administration (OWWA) ID, OFW ID, seaman's book, alien certificate of registration/immigrant certificate of registration, government office ID, certification from the National Council for the Welfare of Disabled Persons (NCWDP), Department of Social Welfare and Development (DSWD) certification;

The Board Resolution or Secretary's Certificate referring to the said Board Resolution designating the bidder's authorized representative and signatory need not specifically indicate the particular project where such authority is given provided that the said authority covers activities by PS.



APPENDIX "D"

BID SECURING DECLARATION FORM

REPUBLIC OF THE PHILIPPINES)
CITY OF _____) S.S.

X-----X

BID SECURING DECLARATION
Invitation to Bid: [Insert Reference number]

To: *[Insert name and address of the Procuring Entity]*

I/We¹, the undersigned, declare that:

1. I/We understand that, according to your conditions, bids must be supported by a Bid Security, which may be in the form of a Bid-Securing Declaration.
2. I/We accept that: (a) I/we will be automatically disqualified from bidding for any contract with any procuring entity for a period of two (2) years upon receipt of your Blacklisting order; and, (b) I/we will pay the applicable fine provided under Section 6 of the Guidelines on the Use of Bid Securing Declaration, within fifteen (15) days from receipt of the written demand by the procuring entity for the commission of acts resulting to the enforcement of the bid securing declaration under Sections 23.1(b), 34.2, 40.1 and 69.1, except 69.1(f), of the IRR of RA 9184; without prejudice to other legal action the government may undertake.
3. I/We understand that this Bid Securing Declaration shall cease to be valid on the following circumstances:
 - (a) Upon expiration of the bid validity period, or any extension thereof pursuant to your request;
 - (b) I am/we are declared ineligible or post-disqualified upon receipt of your notice to such effect, and (i) I/we failed to timely file a

¹ Select one and delete the other. Adopt the same instruction for similar terms throughout the document.



request for reconsideration or (ii) I/we filed a waiver to avail of said right;

- (c) I am/we are declared the bidder with the Lowest Calculated Responsive Bid, and I/we have furnished the performance security and signed the Contract.

IN WITNESS WHEREOF, I/We have hereunto set my/our hand/s this ____ day of *[month]* *[year]* at *[place of execution]*.

[Insert NAME OF BIDDER'S AUTHORIZED REPRESENTATIVE]

[Insert Signatory's Legal Capacity]
Affiant

SUBSCRIBED AND SWORN to before me this ____ day of *[month]* *[year]* at *[place of execution]*, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her *[insert type of government identification card used]*, with his/her photograph and signature appearing thereon, with no. ____.

Witness my hand and seal this ____ day of *[month]* *[year]*.

NAME OF NOTARY PUBLIC

Serial No. of Commission _____

Notary Public for _____ until _____

Roll of Attorneys No. _____

PTR No. _____ *[date issued]*, *[place*

issued]

IBP No. _____ *[date issued]*, *[place*

issued]

Doc. No. _____

Page No. _____

Book No. _____

Series of _____



APPENDIX "E"

SUBMISSION OF DIGITAL CONCIERGE PROOF OF CONCEPT

All bidders shall submit digital concierge proof of concept to the Procurement Division 3 (PD 3) **on or before the deadline of bid submission** for evaluation purposes.

| Lot No. | Item/Description | REQUIREMENTS |
|---------|--|--------------------------------------|
| 1 | PROCUREMENT OF AN INTEGRATOR FOR THE MARKETING, ADVERTISING, MEDIA PLACEMENTS, VIDEO AND PRINT PRODUCTION AND COVERAGE SERVICES FOR THE 30TH SOUTH EAST ASIAN GAMES | Web Link/s to the required resources |

Evaluation of digital concierge proof of concept during post-qualification stage shall be conducted by the BAC, through PD 3 based on the Proof of Concept requirement stated below.

DIGITAL CONCIERGE FOR SEA GAMES LIVE AI BOT DEMO

The objective of the "Proof of Concept" of the Interactive Conversational Digital Concierge are as follows:

1. Introduce a "first" in the games that will showcase the Philippine innovation and Information Technology capabilities
2. Showcase the Philippine understanding of regional concerns on managing data privacy risks
3. Showcase how the core SEA games content can come to life through a attendee journey through Facebook Messenger
4. Onboard the attendee so they understand the purpose of the virtual assistant
5. Showcase a working natural language processing AI engine that can answer different important questions regarding the games
6. Showcase the importance of using intent instead of "keywords" in determining the appropriate responses
7. Give the initial digital customer experience
8. Showcase an AI dashboard that gives feedback on the performance and how customers are interacting with the POC AI BOT

Specifics

- Bidder should provide a live demo of conversational AI BOTS for similar purpose (i.e. Event Management, Customer Engagement, Customer Sentiment)
- Bidder should present a storyboard or video presentation of what the first production version of the AI BOT will look
- Bidder will use Facebook messenger as the platform, taking into consideration the security, privacy and commercial policies of Facebook
- Bidder will initially use English for the live AI BOT demo. Demo should also be able to adapt to misspelled questions.
- Bidder should present a live demo example (not SEA games related) of conversational AI BOTS in other languages.
- Bidder need to show how the AI BOT is connected to a Machine Learning / Natural Language Processing API built on the AI tech stack that will have understanding of the following FAQs (examples of how a user could send a question in *italic*):
 - **Countries**
 - *Which countries are participating in the SEA games this year?*
 - *Is Myanmar participating in the SEA games this year?*



- **Sports**

- *What sports are included?*
- *Will there be a Marathon?*
- *Is there a women's heptathlon?*
- *Will there be Wushu?*
- *Is Ju-jitsu in these games?*
- *Will there be chess matches?*

- **Venues**

- *Where are the venue clusters?*
- *What are the locations in the Metro Manila cluster?*
- *When is the opening ceremony?*
- *Where will the water polo competition be held?*
- *When are the Taekwondo competitions?*
- *Where and when is the closing ceremony?*

- **Pami**

- *Who is the 2019 SEA Games mascot?*
- *Who is Pami?*
- *What is Pami?*
- *What is the SEA Games motto this year?*
- *What is the theme song for the games?*
- *Can you tell me more about the traditional clothing for official attire?*

- **Ticket**

- *Where can I buy tickets?*

- *Can I pick up tickets for someone else?*
- *What happens if I lose my tickets?*
- *Can I get a replacement ticket if it got wet?*
- **Medical**
 - *Where is the closest medical clinic?*
- **Accommodation**
 - *Where can I find accommodation?*
- **Local information**
 - *Where can I get water?*
 - *Where do I buy food?*
 - *I need a coffee*
 - *Is there a café nearby?*
- Bidder will present an AI BOT that will also be able to surface content taken from the SEA Games website regarding the following
 - Carousel of news items
 - each carousel item will include the news photograph, title, brief description and a link to the news article
 - Carousel of countries
 - each carousel item will include the flag of the country, name of the country and some statistics on the past performance of that country
 - Carousel of sports
 - broken down into categories and sub categories for ease of use

Bidder will present the AI dashboard that will show the different threads of what the customers are saying to the Digital Concierge