



DOST-PCAARRD

Department of Science and Technology

**PHILIPPINE COUNCIL FOR AGRICULTURE, AQUATIC AND NATURAL RESOURCES
RESEARCH AND DEVELOPMENT**

ISO 9001:2015

OFFICE OF THE EXECUTIVE DIRECTOR

October 1, 2021

NOTICE TO PROCEED

MS. ALLEN L. ESPINO

President

FORA Communications

Las Piñas City, Metro Manila

Dear **Ms. Espino**:

Please acknowledge receipt and acceptance of this notice for the project, "Project 2: Upscaling, Developing, and Implementing the DOST-PCAARRD Promotional Campaigns" under the program, "Harmonizing Initiatives for R&D Advocacy in AANR (HIRAyA)" by signing the space provided below.

As per approved Contract for the Procurement of Consulting Service for Social Media Advertising Management Service dated October 1, 2021, you will perform the services stipulated under the agreement for the duration of October 1, 2021 to March 31, 2022.

Thank you.

Very truly yours,


REYNALDO V. EBORA
Executive Director

I acknowledge receipt of this Notice on _____

Name of the Representative of the Bidder Atty. Allen L. Espino

Authorized Signature: Allen L. Espino

Contract Agreement Form for the Procurement of Consulting Service for Social Media Advertising Management Service

CONTRACT AGREEMENT

THIS AGREEMENT made the 1st day of October 2021 between **PHILIPPINE COUNCIL FOR AGRICULTURE, AQUATIC AND NATURAL RESOURCES RESEARCH AND DEVELOPMENT (PCAARRD)** of the Philippines (hereinafter called "the Client") of the one part and **FORA Communications** of Las Piñas City, Metro Manila (hereinafter called "the Consultant") of the other part;

WHEREAS, the Client invited the Consultant to submit a proposal regarding the **Procurement of Consulting Service for Social Media Advertising Management Service** as part of the requirement of "Project 2: Upscaling, Developing, and Implementing the DOST-PCAARRD Promotional Campaigns" under the program, "Harmonizing Initiatives for R&D Advocacy in AANR (HIRAyA)." The Consultant has submitted the total service fee of **TWO HUNDRED THIRTY-FIVE THOUSAND TWO HUNDRED PESOS (P235,200)** (hereinafter called "the Contract Price"), which the Client accepted.

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

WHEREAS, the Client is tasked to ramp up the promotional initiatives of DOST-PCAARRD's two upcoming series: Saribuhay, Lakbay GALING, and other virtual events of DOST-PCAARRD through social media advertising as part of the requirement of "Project 2: Upscaling, Developing, and Implementing the DOST-PCAARRD Promotional Campaigns" under the program, "Harmonizing Initiatives for R&D Advocacy in AANR (HIRAyA)" for the period of October 2021 to March 2022,

WHEREAS, the Consultant is tasked to provide professional service including ad buying, execution, and management of social media advertising on Facebook, Instagram, and YouTube for the social media platforms of the Client: <https://www.facebook.com/pcaarrd>, <https://www.instagram.com/dostpcaarrd/>, and <https://youtube.com/dostpcaarrd>,

WHEREAS, the Consultant is a strategic communications agency that offers consulting services, specializing in visibility, policy, and advocacy communications,

WHEREAS, the Consultant and Client, with effort of both parties, will increase awareness of Saribuhay, Lakbay GALING, and DOST-PCAARRD's virtual events,

NOW, THEREFORE, for and in consideration of the above premises, the parties mutually agree on the following:

Article I

DUTIES AND RESPONSIBILITIES OF THE PARTIES

Section 1: The Client shall:

- 1.1 Provide the Consultant access as advertiser to the DOST-PCAARRD Facebook and Instagram pages and access to the YouTube Studio of DOST-PCAARRD YouTube Channel;
- 1.2 Provide the Consultant with the ad materials needed for social media advertising;
- 1.3 Provide the Consultant with the upcoming virtual events needed to be promoted;
- 1.4 Provide the Consultant with the targeting details of each category that will be promoted by the Client;


ROSE ANNE M. AYA
Project Leader
PCAARRD


MARITA A. CARLOS
Director, ACD
PCAARRD


ALLEN L. ESPINO
President
FORA Communications


REYNALDO V. EBORA
Executive Director
PCAARRD

- 1.5 Regularly coordinate with the Consultant regarding for updates, needed information, and other matters, and
- 1.6 Pay the Consultant, in monthly basis, for the duration (October 2021 to March 2022) the amount of THIRTY-NINE THOUSAND TWO HUNDRED PESOS (**P39,200**) inclusive of 12% VAT. The Consultant will then provide the Client a BIR VAT registered receipt covering the payments made.

Section 2: The Consultant shall:

2.1 Facilitate ad buying with a total ad budget of Php10,000 per month for Facebook, Instagram, and YouTube social media platforms of DOST-PCAARRD,

2.2 Follow the following objectives for each social media platform:

- a. Facebook: Increase awareness about the two series: Lakbay GALING, Saribuhay, as well as other virtual events of DOST-PCAARRD.
- b. Instagram: Increase follower base; increase awareness about the two series and the DOST-PCAARRD's accomplishments, and drive engagement.
- c. YouTube: Increase awareness about the two series and DOST-PCAARRD's accomplishments, and increase video plays/views.

2.3 Achieve the following per month for each objective:

- a. Improve brand awareness in Facebook/Instagram: Reach at least 48,000 people
- b. Increase reach in Facebook/Instagram: Reach at least 150,000 people
- c. Increase post engagement in Facebook/Instagram: Reach at least 23,550 and engage at least 870 people
- d. Increase web traffic in Facebook/Instagram: Achieve at least 780 link clicks
- e. Increase video views in Facebook/Instagram: Achieve at least 8,280 video views
- f. Increase video plays in YouTube: Obtain at least 300,000 impressions

2.4 Submit a performance report within 10 days after the last day of each month for the duration of the service.

2.5 Regularly coordinate with the Client during business hours (Mondays to Fridays, 8:00 a.m. to 5:00 p.m.) and hold meetings, if needed, to evaluate the performance of the service.

**Article II
FORCE MAJEURE**

1. If either party hereto is temporarily unable, by reason of force majeure to meet any obligations under this Contract Agreement, and if such party gives to the other party written notice of the event within fifteen (15) days after its occurrence, such obligation of the party shall be suspended for as long as the inability continues.
2. Neither party shall be liable to the other party for loss or damages sustained by reason of force of majeure or delays arising from such event.
3. The term force majeure as employed herein shall mean strike, lockouts, or other industrial disturbances, acts of the public enemy, wars, blockages, insurrections, riots, epidemics, landslides, storm lightning, floods, washouts, civil disturbance, explosions, and any other similar events.

ROSE ANNE M. AYA
Project Leader
PCAARRD

MARITA A. CARLOS
Director, ACD
PCAARRD

ALLEN L. ESPINO
President
FORA Communications

REYNALDO V. EBORA
Executive Director
PCAARRD

Article III
DURATION AND TERMINATION OF THE AGREEMENT


This Agreement shall be effective from October 1, 2021 to March 31, 2022, subject to annual reviews conducted by both parties, unless otherwise revoked in writing by either party. Termination of this agreement shall be done through a 30-day prior written notice to the other party provided that termination of this Agreement shall not affect a party's accrued rights and obligations at the date of termination.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of the Republic of the Philippines on the day and year first above written.

**PHILIPPINE COUNCIL FOR AGRICULTURE,
AQUATIC AND NATURAL RESOURCES
RESEARCH AND DEVELOPMENT**
Los Baños, Laguna

FORA Communications
Las Piñas City, Metro Manila

By:




REYNALDO V. EBORA
Executive Director

By:

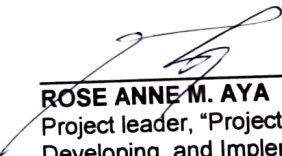


ALLEN L. ESPINO
President

Signed in the Presence of:



MARITA A. CARLOS
Division Director, ACD



ROSE ANNE M. AYA
Project leader, "Project 2: Upscaling,
Developing, and Implementing the
DOST-PCAARRD Promotional
Campaigns" under the program,
"Harmonizing Initiatives for R&D
Advocacy in AANR (HIRAyA)."

Certified Funds Available:



ABEGAIL GRACE M. MARALIT
Accountant III
PCAARRD

REPUBLIC OF THE PHILIPPINES)
PROVINCE OF) S.S.
MUNICIPALITY OF)

Las Bañas Laguna

Acknowledgment

Before me, this _____ day of _____, 2021, appeared:

NOV 05 2021

DR. REYNALDO V. EBORA, with Philippine Passport No. S0005685A issued on August 17, 2017 at DFA Manila and MS. ALLEN L. ESPINO with Driver's License # N2610014529 known to me to be the same persons who executed the foregoing instrument and who acknowledge the same to be their free and voluntary act and deed of this entities which they represent.

I further certify that the foregoing Contract Agreement consist of two (2) pages, including the page upon on which this Acknowledgment is written, and the parties hereto and their witnesses have affix their signature on the space provided for on this page and on the margin of each and every page.

WITNESS MY HAND AND SEAL on the date and at the place first above written.

Serial No. of Commission _____

ATTY. ELLIO GUERALTA

Notary Public in _____ until _____

Roll of Attorneys No. 31, 2021

Notary

Calamba, Laguna, Las Bañas Bay, Carauan, Laguna

PTR No. _____

IBP No. 71, 8 Roll No. 33830 May 1986

PIR No. 179022 No. 71, 8

TBP No. 13218/11-09-20, Not. Com. No. 01-2020-C

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