

**PURCHASE ORDER**

**Small Business Guarantee and Finance Corporation**



17th and 18th Floors, 139 Corporate Center Building, 139 Valero St., Salcedo Village, 1227 Makati City, Philippines  
Telephone No.: (02) 751-1888; Website: www.sbgfc.org.ph; Email Address: sbcorporation@sbgfc.org.ph  
Agency

Supplier : Concept and Information Group, Inc. (Daily Tribune)  
Address : No. 3450 Florida Street, Makati City  
TIN : 005339109000  
Mode of Procurement : NP-53.9 Small Value Procurement

P.O. No. : 24-05-0110  
Date : 06-MAY-2024  
P.R. No. : 24-04-0377  
Date : 02 APR-2024

Gentlemen,

Please furnish this Office the following articles subject to the terms and conditions contained herein

Place of Delivery : 17th Floor 139 Corporate Center Bldg., 139 Valero St., Salcedo Village, Makati City 1227  
Date of Delivery : 31-MAY-2024  
Delivery Term : FOB Destination  
Payment Term: 15 Day(s) after delivery

Stock No.	Unit	Description	Quantity	Unit Cost (In Peso)	Amount (In Peso)
00008	Lot	Multimedia Advertising Platforms (PR and Marketing Activities, Print and Digital Marketing)	1	597,000.00	597,000.00

**SCOPE OF SERVICES**

The Firm shall provide the following:

PR and Marketing Activities

- Key participation in the Firm's advocacy and marketing event. The firm should have an established regular marketing activity where SB Corporation, recognized as partner participating entity, can present its products and services as well as conduct on-site onboarding/loan application activities;
- Dedicated space for SB Corporation's marketing booth during events;
- SB Corporation's official to serve as resource speaker and panelist in the Firm's events in the duration of the contract; and
- Inclusion of SB Corporation's Corporate logo in all event materials.

Print and Digital Marketing

- Fortnight (every two weeks or twice a month) full page and full color advertorial in a broadsheet with national circulation including posting on the papers online version for a period of six (6) months; and
- One press release per month.

**SPECIFIC OUTPUTS**

ACTIVITIES

PR and Marketing Activities

OUTPUT

Six (6)-month event line-up with event venue and dates

ACTIVITIES

Print and Digital

OUTPUT

- Editorial Plan for the whole campaign
- Press Release (at least one per month); and
- Page mockup design

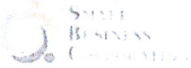
**DURATION OF ENGAGEMENT AND BUDGET FOR THE CONTRACT**

-The Firm shall develop and implement the information campaign for the SB Corporation for a period of six (6) months.

\*\*\*\*\* NOTHING FOLLOWS \*\*\*\*\*

Five Hundred Ninety Seven Thousand Pesos Only

597,000.00



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Certified Funds Available

Certifying and Recommending Officer

Approved By

CORAZON A. DIMAYUGA  
Group Manager

JULIETA S. CALIMLIM  
Group Manager

ROWENA G. BETIA  
Sector Manager

We declare it to be known and accepted by us that our failure to effect delivery of item(s) covered by this order within the period specified herein shall give the SB Corp. the right to cancel this order or make an open market purchase of the undelivered item(s) for which we agree to reimburse the corporation for all the payments made by it at the unit price quoted herein for the said undelivered item(s).

We further declare that failure to deliver item(s) within the specified delivery period may subject us to payment of liquidated damage in an amount equivalent to 1/10 of 1% of the total value of the undelivered item(s) for every day of non-delivery.

We shall submit upon delivery to facilitate payment of the corresponding bill:  
Copy of purchase order and one (1) copy of the sales invoice(s) and delivery receipts.

Conforme:   
Florian Mangcucang  
Signature over Printed Name of the Supplier

PhilGEPs No.: 201702178255968389833

Date:

**RECEIVED**  
**RECEIVING COPY**  
NAME: J. Iru  
SIGNATURE:   
DATE/TIME: 5-m-24 | 3:45