



RESOLUTION NO. 301
Series of 2023

WHEREAS, the Department of Agriculture has a Purchase Request for the One job order for the airing of Television Plugs over Provincial cable TV Providers in the Province of Aklan, Antique, Capiz and Guimaras, and Social Media Channels/Outlets with a total budget under GAA 2023 for Approved Budget for the Contract in the amount of Four Hundred Twenty Thousand Pesos (Php 420,000.00);

WHEREAS, No Boundaries Advertising and Events is the only advertising and consultancy company which has existing collaboration with the four provincial cable television providers in the Province of Aklan, Antique, Capiz and Guimaras and has a strong social media presence through the Iloilo Metropolitan Times (IMT);

WHEREAS, No Boundaries Advertising and Events has established social media engagements which simultaneously broadcast its materials from its clients for maximum exposure and awareness among target stakeholders;

WHEREAS, No Boundaries Advertising and Events is in the forefront of establishing a market-oriented, demand-driven exposure of promising agricultural products and agri-tourism destinations in the country;

WHEREAS, No Boundaries Advertising and Events is the only media company that has a prominent print, broadcast and digital media presence and engagement across the region. Its IMT News (Print), IMT News Online (social media), IMTv (CATV and line-in TV) cover the region for optimum exposure of its marketed products and IMT Conversations for current events discussions and analysis;

WHEREAS, No Boundaries Advertising and Events offers broadcast package at a very reasonable and affordable cost of P70,000.00 per month (inclusive of VAT) for the four separate locations/provinces to feature the Department of Agriculture - Western Visayas advocacies, programs and activities with additional of a minimum of one-half to one whole page printed advocacy material on tabloid newspaper and social media pages;

WHEREAS, No Boundaries Advertising and Events has consistently aired agri-tourism news features and agricultural entrepreneur's success stories on these partner cable TV network in the four provinces;

WHEREAS, through the airing of agricultural advocacies and quad-media exposures, No Boundaries Advertising and Events has established a pool of viewers/subscribers consisting of agripreneurs, businessmen, entrepreneurs, and professionals who are interested and are practicing integrated farming practices in their respective areas;

WHEREAS, it is right to have our television plugs and success stories advocacies aired over No Boundaries Advertising and Events as our partner in disseminating agricultural information and updating stakeholders of the latest development and



innovations in the agricultural industry because of its captured viewership among various sectors in the region;

WHEREAS, No Boundaries Advertising and Events has proven its worth as a credible provider of airtime services for the agricultural advocacies and it continues to expand its quad-media services in the region. We can claim and be proud of that we've been part of it;

WHEREAS, it is determined that it would be more advantageous for the government to negotiate with No Boundaries Advertising and Events by resorting to Alternative Mode of Procurement (Negotiated Procurement) Scientific, Scholarly or Artistic Work, Exclusive technology and Media Services under Section 53.6 of the 2016 Revised IRR of RA 9184;

WHEREAS, One job order for the airing of Television Plugs over Provincial cable TV Providers in the Province of Aklan, Antique, Capiz and Guimaras, and Social Media Channels/Outlets is classified under media documentation, advertisement, or announcement through television, radio, newspaper, internet, and other communication media as per Section 53.6 of the 2016 Revised IRR of RA 9184;

NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

- a.) To recommend Negotiated Procurement (Scientific, Scholarly, Artistic Work, Exclusive Technology and Media Services) as appropriate mode of procurement;
- b.) To recommend the award of contract through Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services for the "One job order for the airing of Television Plugs over Provincial cable TV Providers in the Province of Aklan, Antique, Capiz and Guimaras, and Social Media Channels/Outlets" with a price quotation of Four Hundred Twenty Thousand Pesos (Php 420,000.00) to No Boundaries Advertising and Events;
- c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Regional Field Unit No. 6 of the foregoing findings.

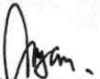
RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this 4th day of April, 2023.


ZARLINA B. CUELLO
Chairperson


JOSE SERGIO M. BORJA
Vice Chairperson



DEPARTMENT OF AGRICULTURE
Western Visayas


RYAN V. RASGO
Member

CARMELITA C. FANTILANAN
Alternate Member

DR. LERISA E. BALOPEÑOS
Member

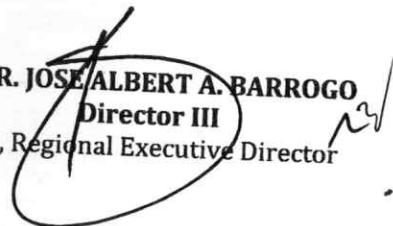
CLARK N. MELENDRES
Alternate Member


MANUEL P. PORQUE
Member

ELIZABETH F. AMIT
Alternate Member

JAMES EARL OGATIS
Provisional Member/ End-User

Approved:


ENGR. JOSE ALBERT A. BARROGO
Director III
OIC, Regional Executive Director