

Republic of the Philippines
DEPARTMENT OF TOURISM
Region III
Ground Floor, Clark Center Two-2, Clark Freeport Zone, Pampanga

SERVICE CONTRACT

KNOWN ALL MEN BY THESE PRESENTS:

This **SERVICE CONTRACT** executed by and between the **DEPARTMENT OF TOURISM (DOT Regional Office 3)** represented herein by its Regional Director, **RICHARD G. DAENOS, Ph.D.**, hereinafter referred to as the **FIRST PARTY**, and **SYNTHESIS DIGITAL ADVERTISING SERVICES** represented herein by its Chief Executive Officer, **GLAN CARLO MANALO**, hereinafter referred to as the **SECOND PARTY**.

WITNESSETH: That

1. The **FIRST PARTY** shall implement the Department of Tourism - Region III **SOCIAL MEDIA MANAGEMENT** from March to December 2026 and do hereby contract the services of the **SECOND PARTY** to be the advertising/marketing agency in the fulfillment of the requirements for the above-mentioned project in the amount of **FIVE HUNDRED THIRTY FIVE THOUSAND PESOS ONLY (Php 535,000.00)** inclusive of taxes and subject to the usual government accounting and auditing rules and regulations;

2. The **SECOND PARTY** agrees to provide the following:

A. SOCIAL MEDIA MANAGEMENT AND STRATEGIC CONTENT DEVELOPMENT

- Development of a communication strategy covering campaign objectives, target audience, key insights, brand promise, RTBs, creative idea, tagline, and KPIs
- Recommendation of relevant digital marketing tactics to improve visibility, engagement, and conversion
- Definition of brand and visual guidelines to ensure consistent execution
- Social media campaign concept and hashtag strategy
- Recommendations for complementary digital and in-store activations (if applicable)
- One (1) Strategic and Creative Content Plan
- Production of 15 social media assets per month, including copywriting, layout, graphic design, and basic animation with multiple revisions.
- Development of a monthly content calendar with themes, messaging, and posting schedule (10 months)

B. ACCOUNT MANAGEMENT AND AGENCY SERVICE FEE

- Project and account management, including coordination, quality control, and client servicing
- Strategic oversight to ensure alignment with objectives and timely delivery
- Performance monitoring and quarterly insights reporting with optimization recommendations

C. ADS MANAGER FEE

- Setup, management, and optimization of Facebook Ads Manager, including targeting, budgeting, and performance monitoring
- Ensures efficient use of ad spend and platform compliance

D. FACEBOOK BOOSTING

- Boosting of ten (10) posts per month via Visit Central Luzon Facebook page
- Estimated reach per post: 655 to 3,100 impressions per day
- Four to seven-day boost duration per post to maximize budget



All items above shall be delivered by the **SECOND PARTY** in the amount of **ONE HUNDRED SIXTY ONE THOUSAND FOUR HUNDRED PESOS ONLY (Php 535,000.00)** inclusive of taxes and subject to the usual government accounting and auditing rules and regulations;

3. The **FIRST PARTY** hereby agrees to tender payment of the contract fees as indicated herein upon the delivery of all requirements, based on the pre-agreed timeline for deliverables, following the schedule below:

Tranche 1 Q1: March - May	Tranche 2 Q2: June - August	Tranche 3 Q3: September - December
Social Media Content Management Milestones		
Php 160,500.00 tax inclusive 30% of social media management fee shall be billed upon implementation of the Quarter 1 content based on approved content calendar and submission of Q1 performance report Facilitation and release of cheque shall be in June	Php 160,500.00 tax inclusive 30% of social media management fee shall be billed upon implementation of the Quarter 2 content based on approved content calendar and submission of Q2 performance report Facilitation and release of cheque shall be in September	Php 214,000.00 tax inclusive 40% of social media management fee shall be billed upon implementation of the Quarter 3 content based on approved content calendar and submission of Q3 performance report Facilitation and release of cheque shall be in December
GRAND TOTAL: Php 535,000.00 tax inclusive		

IN WITNESS WHEREOF THE PARTIES affixed their signatures this **04th day of March 2026** in Clark Freeport Zone, Philippines.

DEPARTMENT OF TOURISM
REGION III


RICHARD G. DAENOS, Ph.D.
FIRST PARTY

SYNTHESIS DIGITAL
ADVERTISING SERVICES


GLAN CARLO MANALO
SECOND PARTY

FUNDS AVAILABLE:


MARILOU T. PANGILINAN
ACTING ACCOUNTANT II

SIGNED IN THE PRESENCE OF:


PATRICK V. DE LEON

ACKNOWLEDGMENT

Republic of the Philippines)
City of Bacolor, Pamp
Ss.

BEFORE ME, a Notary Public for and in the above jurisdiction on this day MAR 27 2026
personally appeared:

Unilateral Acknowledgment

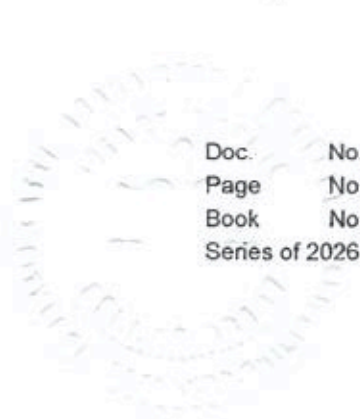
Name	Valid Government ID	Date / Place Issued
RICHARD G. DAENOS		
GLAN CARLO MANALO	PRIVILEGE: (10-17-00319)	

Only personally appeared.

All known to me and to me known to be the same persons who executed the foregoing instrument and they acknowledged to me that same is their own free and voluntary act and deed.

This instrument consisting of three (3) pages, including this page on which this acknowledgment is written has been signed on every page thereof by the parties hereof.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my notarial on the date and at the place above written.



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Book No. XVIII
Series of 2026



ATTY. JOANA-ROSE A. CORONEL
For Bacolor and City of San Fernando Pampanga
Notarial Commission No: 52-25
Valid December 31, 2026
Roll of Attorney's No. 83187
IBP No. 2026-01 No: 232310
31 December 2025, Pasig City
PTR No: PAM-04207740, 5 January 2026 Pamp.
MCLE Compliance No. VIII-0017: 10
Valid until April 14, 2023

Frank

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Longman

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