



J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



EVENT PROPOSAL
J&S ArtEvo Exhibitions



MIDTERM PERFORMANCE

MICE (Meetings, Incentives, Conferences, & Exhibits)

Submitted by:

Caga-anan, Joel James P.

Labores, Shara Mae L.

Submitted to:

Mrs. Mikee Marbacias





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



J&S ArtEvo Exhibitions



About our Company and Logo

J&S ArtEvo Exhibitions is a combination of creativity, innovation, and transformation in the world of art and design. The name is inspired by:

- **J&S:** Representing **Joel & Shara**, the visionary leaders behind the company.
- **Art:** Showcasing artistic expression, creativity, and design.
- **Evo:** An abbreviation for Evolution, representing development, change, and forward-looking attitude towards exhibitions.

Tagline:

“Elevating art, Evolving Visions”





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Logo Explanation:

Our logo is a harmonious fusion of tradition, innovation, and evolution, which symbolizes our vision to revolutionize the art exhibition experience.

Museum Icon (blue) – Symbolizes the pillar of art, history, and cultural heritage.

Symbol of Innovation (yellow) – Reflects growth and transformation, how we challenge our art while keeping tradition in respect.

Creative Symbol (red) – Demonstrates creative expression, imagination, and fresh viewpoints.

The red, yellow, and blue colors are derived from the Philippine flag, representing our strong dedication to Filipino artistry. Red signifies passion and bold expression, yellow represents creativity and excellence, and blue represents trust, depth, and professionalism. Combined, they represent our goal of elevating art while developing artistic visions.

COMPANY PROFILE

COMPANY NAME: J&S ArtEvo Exhibitions

Company Tagline: “Elevating Art. Evolving Visions”

Contact Details:

- **Mobile #: 09604173475 / 09708409915**
- **E-mail: jsartevo.exhibitions@gmail.com**
shara.labores@gmail.com
jamestotpadiosII@gmail.com
- **FB: JS ArtEvo Exhibitions**
- **IG: @jsArtEvo**

Address: Brgy. Mamatid, Cabuyao Laguna





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Our Company's Vision and Mission

Vision

J&S ArtEvo Exhibitions envisions a thriving Filipino art community where emerging and seasoned artists confidently showcase their talents, inspiring cultural appreciation and innovation. We strive to be the bridge between tradition and modern creativity, preserving the rich heritage of Philippine arts while embracing the evolving expressions of new generations.

Mission

- **Empower Artists:** Offer a platform for emerging and underrepresented artists to showcase their work, establishing confidence and visibility within the art community.
- **Promote Filipino Heritage:** Celebrate and maintain traditional arts and cultural expressions, ensuring they remain alive and appreciated in a modernizing world.
- **Promote Innovation:** Foster the changing styles of artistic expression of successive generations, acknowledging that times are changing and so are artistic expressions.
- **Educate and Inspire:** Utilize art shows as a means of educating individuals on various cultures and forms of arts, enhancing society's knowledge and appreciation of the arts.
- **Build a Supportive Community:** Cultivate a space where artists and art enthusiasts can connect, collaborate, and grow together.

Our Company's Philosophy:

"As generations evolve, so do talents."

J&S ArtEvo Exhibitions believes in the continuous evolution of art, recognizing the importance of both tradition and innovation. By giving a voice to emerging artists and preserving cultural artistry, we create a dynamic and inclusive art scene that reflects the soul of the Filipino people.





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Our History and Background

J&S ArtEvo Exhibitions was founded in 2025 by Joel and Shara, two passionate art enthusiasts who shared a vision of creating a space where Filipino talents - both emerging and established, could be recognized and celebrated. Our love for art and deep appreciation for Philippine culture inspired them to establish a platform that would bridge traditional and contemporary artistic expressions.

The idea for J&S ArtEvo Exhibitions was born from our belief that not all artworks and crafts in Philippine culture are being properly showcased. Many talented artists, especially beginners and those who are too shy to exhibit their work, often go unnoticed. We saw this gap and felt a strong commitment to nurturing and promoting individual talents, ensuring that every artist has a chance to share their unique vision with the world.

With this purpose in mind, J&S ArtEvo Exhibitions was established to organize and execute art exhibitions that highlight Filipino creativity, from traditional crafts that honor the country's rich heritage to modern art forms that represent the evolving expressions of new generations. Our mission is not only to showcase Filipino talent but also to educate and inspire audiences by fostering appreciation for both the old and new forms of artistic expression.

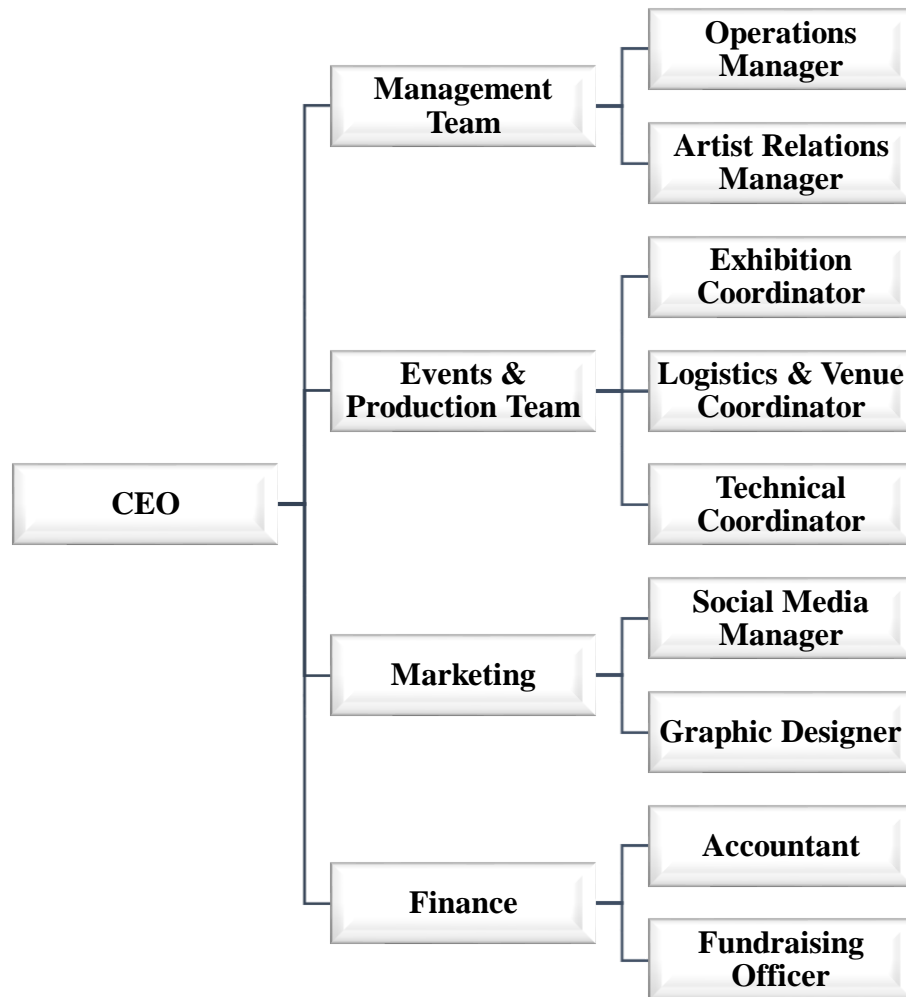




J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



J&S ArtEvo Organizational Chart



Roles and Responsibility:

I. CEO

- Oversees all company operations, vision, and strategy. Establishes long-term goals and keeps the company in line with its mission.
- Sets major business decisions and forms alliances with stakeholders.
- Coordinates financial management and maintains growth for sustainability.

II. MANAGEMENT TEAM

A. Operations Management

- Manages event planning, logistics, and execution of exhibitions. Ensures smooth event operations, from venue setup to dismantling.



J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



B. Artist Relations Manager

- Works with artists, curates exhibits, and selects talent. Maintains strong relationships with artists and ensures their work is properly represented.
- Manages contracts, negotiations, and scheduling for artists.

III. EVENTS & PRODUCTION TEAM

A. Exhibition Coordinator

- Organizes and oversees the logistics of exhibitions, ensuring all components are in place for a successful event.
- Works closely with artists, designers, and vendors to manage exhibition setups and layouts.

B. Logistics & Venue Coordinator

- Manages venue selection, contracts, and logistical arrangements for exhibitions.

C. Technical Coordinator (Lights, Sound, Display Set up)

- Ensures proper installation of lighting, sound systems, and display setups for exhibits.
- Troubleshoots technical issues and maintains equipment during events.

IV. MARKETING

A. Social Media Manager

- Handles social media presence, creates engaging content, and interacts with followers to promote exhibitions.
- Develops social media strategies to increase brand awareness and engagement.

B. Graphic Designer/Content Creator

- Designs promotional materials, graphics, and digital content to support marketing efforts.
- Develops visual assets for print, social media, and online campaigns.

V. FINANCE

A. Bookkeeper

- Manages financial records, expenses, and reports for financial transparency and stability.

B. Sponsorship/Fundraising Officer

- Identifies sponsorship opportunities and secures funding to support exhibitions and initiatives.





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



SERVICES OFFERED

1. Exhibition Planning & Execution

- Venue selection & setup
- Artwork curation & arrangement
- Lighting & display design
- Artist & guest coordination
- Event promotion & marketing

2. Art Promotion & Marketing

- Social media campaigns
- Press release & media coverage
- Digital & print advertising

3. Artist Portfolio Development


- Professional photography & videography
- Website & social media profile creation
- Artist bio & statement writing.

PACKAGES AND COSTING

1. Exhibition Planning and Execution

A. Exhibit Package – PHP 30,000

Inclusions:

- Venue selection assistance
 - Basic artwork arrangement & display setup
 - Standard lighting
 - Social media event announcement
 - Artist coordination & invitation management
- 



J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Cost Breakdown:

- Venue Assistance: PHP 10,000
- Setup & Curation: PHP 8,000
- Lighting & Display: PHP 5,000
- Promotion & Coordination: PHP 5,000

B. Standard Exhibit Package – PHP 60,000

Inclusions:

- Venue selection & booking assistance
- Advanced artwork curation & premium display setup
- Professional lighting design
- Event coordination for artists & guests
- Digital & print promotions (social media & event listing)

Cost Breakdown:

- Venue Booking Assistance: PHP 20,000
- Setup & Curation: PHP 15,000
- Lighting & Display: PHP 10,000
- Marketing & Promotion: PHP 10,000

Service Charge: PHP 5,000

C. Grand Exhibit Package – PHP 120,000

Inclusions:

- Premium venue selection & full setup
- High-end artwork curation & museum-quality display
- Professional-grade lighting design
- Artist & VIP guest coordination
- Extensive event promotion (social media, influencers, press)
- Event hosting & live performances





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Cost Breakdown:

- Venue Rental & Setup: PHP 50,000
- Curation: PHP 20,000
- Advanced Lighting & Display: PHP 15,000
- Promotion & Marketing: PHP 20,000
- Event Hosting & Live Performance: PHP 10,000

Service Charge: PHP 5,000

2. Art Promotion & Marketing

A. Starter Promotion Package – PHP 15,000

Inclusions:

- 3 social media promotional posts
- Press release distribution to 2 local media platforms
- Basic digital flyer design

Cost Breakdown:

- Social Media Campaign: PHP 5,000
- Press Release & Distribution: PHP 5,000
- Digital Flyer Design: PHP 3,000

Service Charge: PHP 2,000

B. Standard Promotion Package – PHP 35,000

Inclusions:

- 5 social media promotional posts
- Press release & media coverage on 5 platforms
- Digital & printed flyers
- Event teaser video (30 seconds)

Cost Breakdown:

- Social Media & Online Ads: PHP 10,000
- Press Release & Media Coverage: PHP 10,000
- Flyer Design & Printing: PHP 5,000
- Teaser Video Production: PHP 5,000

Service Charge: PHP 5,000





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



C. Elite Promotion Package – PHP 70,000

Inclusions:

- 10 social media promotional posts (with paid ads)
- Extensive press release distribution (local & international)
- Full marketing campaign (digital, print, influencer outreach)
- Promotional video (1-minute)
- Featured interview/article in an art publication

Cost Breakdown:

- Social Media & Ads: PHP 20,000
- Press Release & PR Management: PHP 15,000
- Digital & Print Marketing: PHP 10,000
- Video Production: PHP 15,000

Service Charge: PHP 10,000

3. Artist Portfolio Development

A. Basic Portfolio Package – PHP 20,000

Inclusions:

- 5 professional artwork photographs
- Short artist bio & statement writing
- Basic social media profile setup

Cost Breakdown:

- Photography: PHP 10,000
- Bio & Statement Writing: PHP 5,000
- Social Media Setup: PHP 3,000

Service Charge: PHP 2,000

B. Standard Portfolio Package – PHP 40,000

Inclusions:

- 10 professional artwork photos
- 30-second artist introduction video
- Full artist bio & statement writing
- Website or online portfolio creation





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Cost Breakdown:

- Photography: PHP 15,000
- Videography: PHP 10,000
- Bio & Statement Writing: PHP 5,000
- Website Development: PHP 7,000

Service Charge: PHP 3,000

C. Premium Portfolio Package – PHP 80,000

Inclusions:

- 20 professional artwork photos
- 2-minute professional video featuring the artist & their work
- Full artist bio, statement, & press kit
- Full website & social media branding package

Cost Breakdown:

- Photography: PHP 20,000
- Videography & Editing: PHP 20,000
- Press Kit & Content Creation: PHP 15,000
- Website & Branding: PHP 15,000

Service Charge: PHP 10,000

ADDITIONAL SERVICES

- Artwork Curation & Installation – PHP 5,000 – 20,000
- Custom Exhibition Booth Design – PHP 15,00 – 50,000
- Marketing & PR Campaign (Digital and Print) – PHP 10,000 – 25,000
- Art Handling & Transport – PHP 3,000 – 10,000
- Professional Photography & Videography – PHP 8,000 – 20,000
- Live Art Demonstrations & Workshops – PHP 10,000 – 30,000





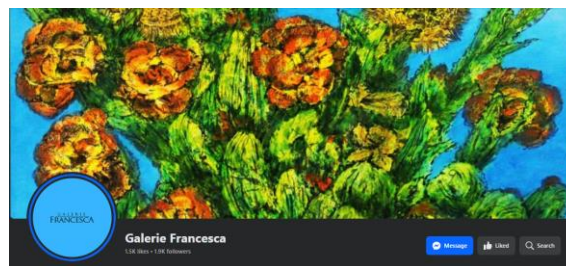
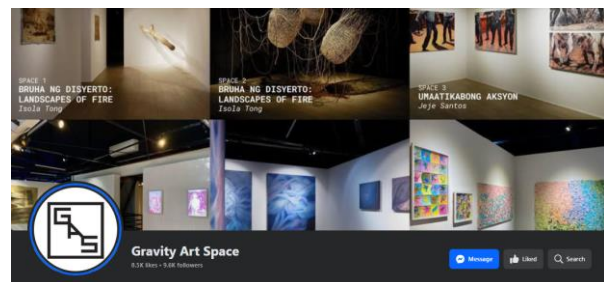
J&S ArtEvo Exhibitions EVENT PROPOSAL BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



J&S ArtEvo Exhibitions Suppliers/Sponsorship

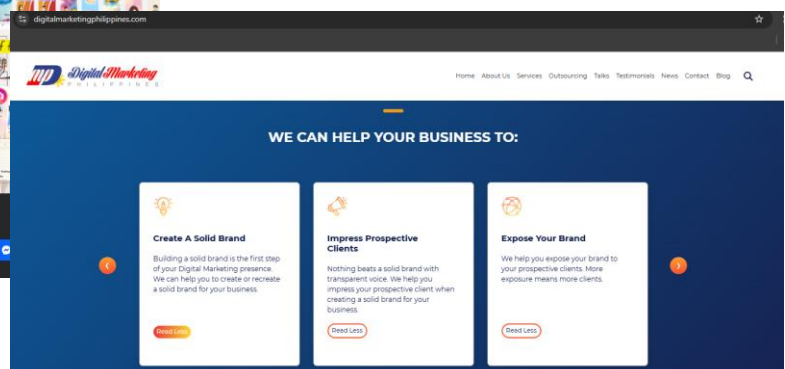
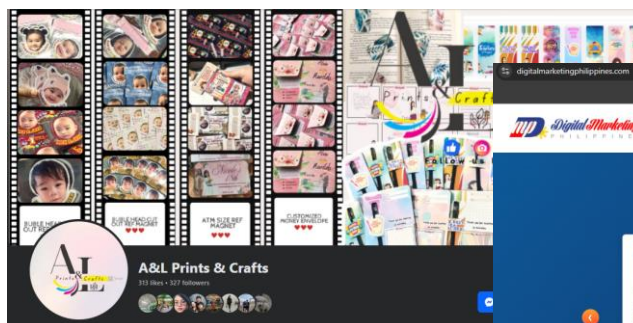
1. Venue Providers

- Gallery owners, event halls, or pop-up space rentals.
- Provide the physical space for the exhibition.



2. Printing & Marketing Suppliers

- For marketing materials and exhibition branding.
- Print posters, brochures, banners, and invitations.
- Design digital and physical promotional materials.





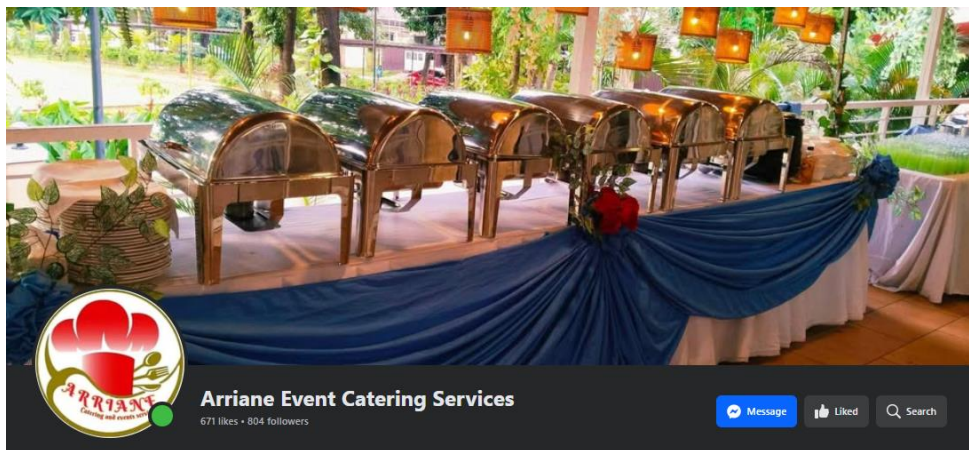
J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



3. Catering & Refreshments Suppliers

➤ *For exhibition openings and receptions.*

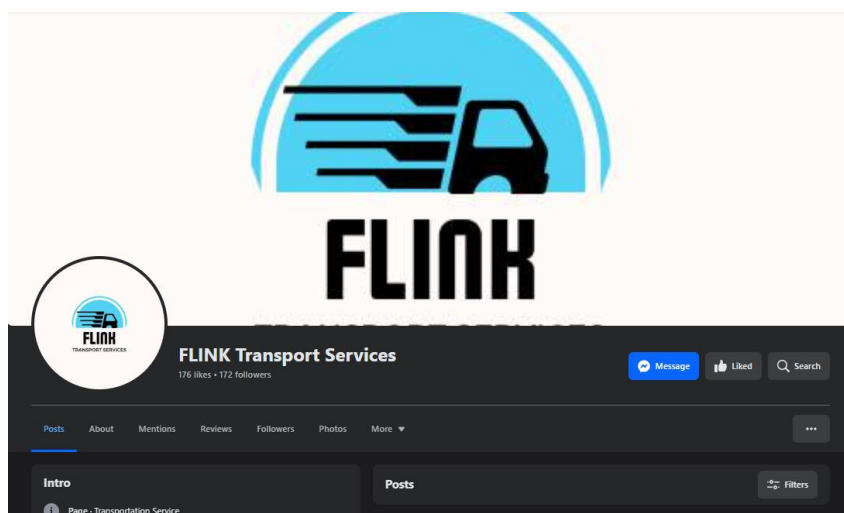
- Provide food and beverages for guests.
- Offer bar services for VIP events.



4. Logistics & Art Transport Services

➤ *For safe artwork handling and delivery.*

- Transport artworks from artists' studios to the venue.
- Ensure proper packing and handling to prevent damage.





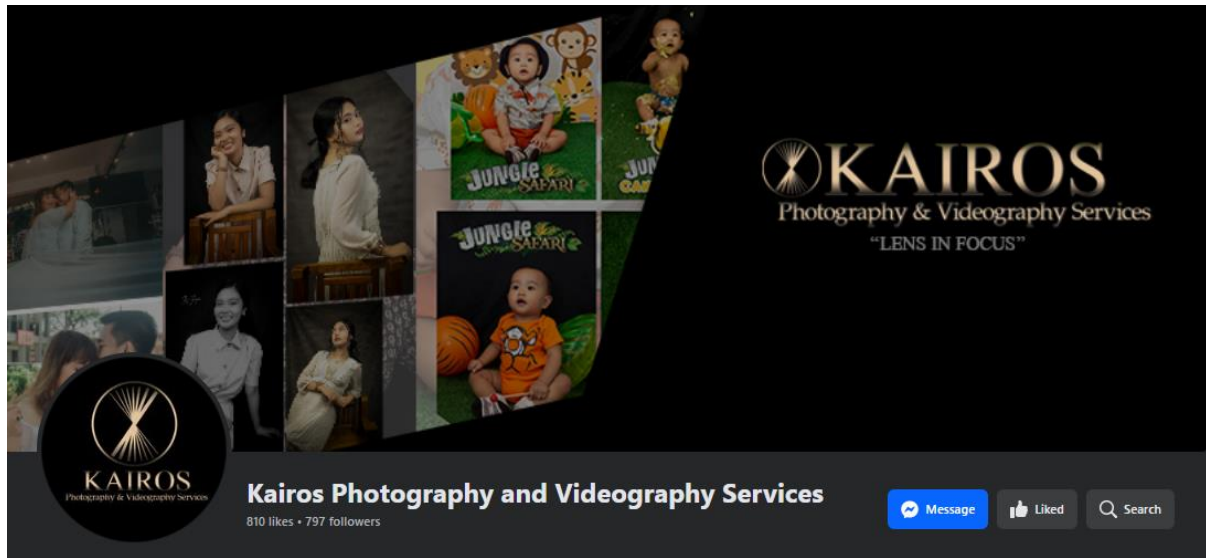
J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



5. Photography & Videography Services

➤ *For event documentation and artist portfolios.*

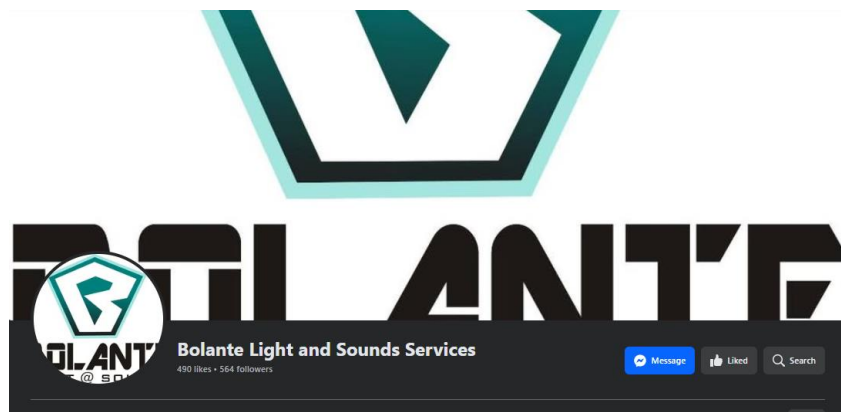
- Capture high-quality images and videos for promotional use.
- Provide livestreaming or virtual tour services.



6. Technical Support

➤ *For exhibition lighting, sound, and multimedia displays.*

- Provide **specialized lighting** (spotlights, LED panels, ambient lighting) to enhance artwork visibility.
- Install **audio systems** for speeches, background music, or artist talks.
- Set up **projectors & screens** for digital art presentations and interactive installations.





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



Standard Exhibit Package

"Emerging Visions: A New Wave of Filipino Art"

Client Background

Artist Group: *Likhâ Collective*

Likhâ Collective is a group of six emerging Filipino artists exploring contemporary and abstract art. Their goal is to showcase the depth of Filipino creativity and connect with art collectors, enthusiasts, and potential patrons. They have previously exhibited in smaller art fairs, but this is their first professionally curated gallery showcase, marking a significant milestone in their artistic journey.

Event Information

Date & Time: May 23, 2025 | 3:00 PM – 7:00 PM

Venue: Gravity Art Space, Quezon City

Exhibition Theme: *"Emerging Visions: A New Wave of Filipino Art"*

The exhibition will feature a diverse collection of over 30 original artworks, including paintings, mixed media, and digital pieces. The artworks explore themes of identity, transformation, and the modern Filipino experience.

The event aims to create an interactive and engaging art experience with artist talks, live painting sessions, and networking opportunities for guests, collectors, and media representatives.

Event Features & Services

Standard Exhibit Package Inclusions

- **Venue selection & booking assistance** – Gravity Art Space secured as the venue, ensuring a sophisticated setting with a well-lit and spacious gallery layout.
- **Advanced artwork curation & premium display setup** – Professional arrangement of artworks, maintaining balance, spacing, and thematic alignment.
- **Professional lighting design** – Spotlights and ambient lighting will highlight artworks, enhancing visibility and depth.





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



- **Event coordination for artists & guests** – A dedicated event team will handle the program, guest management, and artist interactions.
- **Digital & print promotions** – Marketing sponsored by Digital Marketing Philippines, including social media campaigns, press releases, and featured event listings on art community platforms.

Additional Services & Exclusive Enhancements

- **Refreshments & Catering:** *Arriane Event Catering Services*
 - Providing a curated menu of appetizers, canapés, and cocktails for a VIP guest experience.
- **Artworks Transportation:** *FLINK Transport Services*
 - Ensuring safe and professional transport of all artworks from the artists' studios to the venue, with secure packaging to prevent damage.
- **Photography & Videography:** *Kairos Photography & Videography Services*
 - Capturing the highlights of the event, including artist interviews, behind-the-scenes footage, and professional documentation for promotional use.
- **Technical Support (Lighting & LED Panels):** *Bolante Light and Sounds Service*
 - Installation of specialized LED panels and ambient lighting to enhance the visual impact of the artworks and create a dynamic exhibition environment.

Interactive Artist Talks & Live Painting Demo:

- Each artist will have a **10-minute segment** to discuss their inspiration and creative process.
- A **live painting demonstration** will take place, allowing guests to witness an artwork being created in real time.

Ambient Music & Sound Setup:

- A curated **soundscape** will play throughout the event, enhancing the immersive experience.
- Background **acoustic music** will be played during the opening reception.





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



COST BREAKDOWN:

Standard Exhibit Package:

ITEM	COST
Venue Booking Assistance	PHP 20,000
Setup & Curation	PHP 15,000
Lighting and Display	PHP 10,000
Marketing and Promotion	PHP 10,000
Service Charge	PHP 5,000
Subtotal	PHP 60,000

Additional Costs:

ITEM	SUPPLIER	COST
Refreshments & Catering	Arriane Event Catering Services	PHP 12,000
Artworks Transportation	FLINK Transport Services	PHP 5,000
Photography and Videography	Kairos Photography & Videography Services	PHP 15,000
Technical Support (Lighting and LED)	Bolante Light and Sounds Services	PHP 10,000
Live Painting Setup	J&S ArtEvo (In-house)	PHP 3,000
Artist Talks & Audio-Visual Setup	J&S ArtEvo (In-house)	PHP 2,000
Subtotal		PHP 47,000





J&S ArtEvo Exhibitions
EVENT PROPOSAL
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT



OVERALL COSTING/SUMMARY:

CATEGORY	TOTAL COST
Standard Exhibit Package	PHP 60,000
Additional Services	PHP 47,000
GRAND TOTAL	PHP 107,000

