



**TOURISM  
INFRASTRUCTURE AND  
ENTERPRISE  
ZONE  
AUTHORITY**

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1302 Pasay City

(+632) 249-5900 to 79  
Local 739/741  
sales@tieza.gov.ph  
www.tieza.gov.ph

MEMO FOR : Assistant Chief Operating Officer  
Assets Management Sector

FROM : The Manager  
Business Development Department

SUBJECT : Request for Approval of Work Instruction for the Sponsorship  
in Tourism/Travel Trade/Corporate Events Procedure

DATE : December 27, 2019

Last September 2019, the Internal Audit Department conducted an Internal Quality Audit of work processes of Business Development Department. One of the Opportunity for Improvement (OFI) findings in that activity is "to consider updating Workflow for the Processing of Sponsorship".

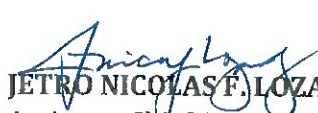
To address the above finding and recommendation, may we request for your approval of the attached Work Instruction for Sponsorship in Tourism/Travel Trade/Corporate Events Procedure.


For your consideration and approval, Sir.

Thank you.

  
MA. EVELYNE A. FRANCISCO

Approved :

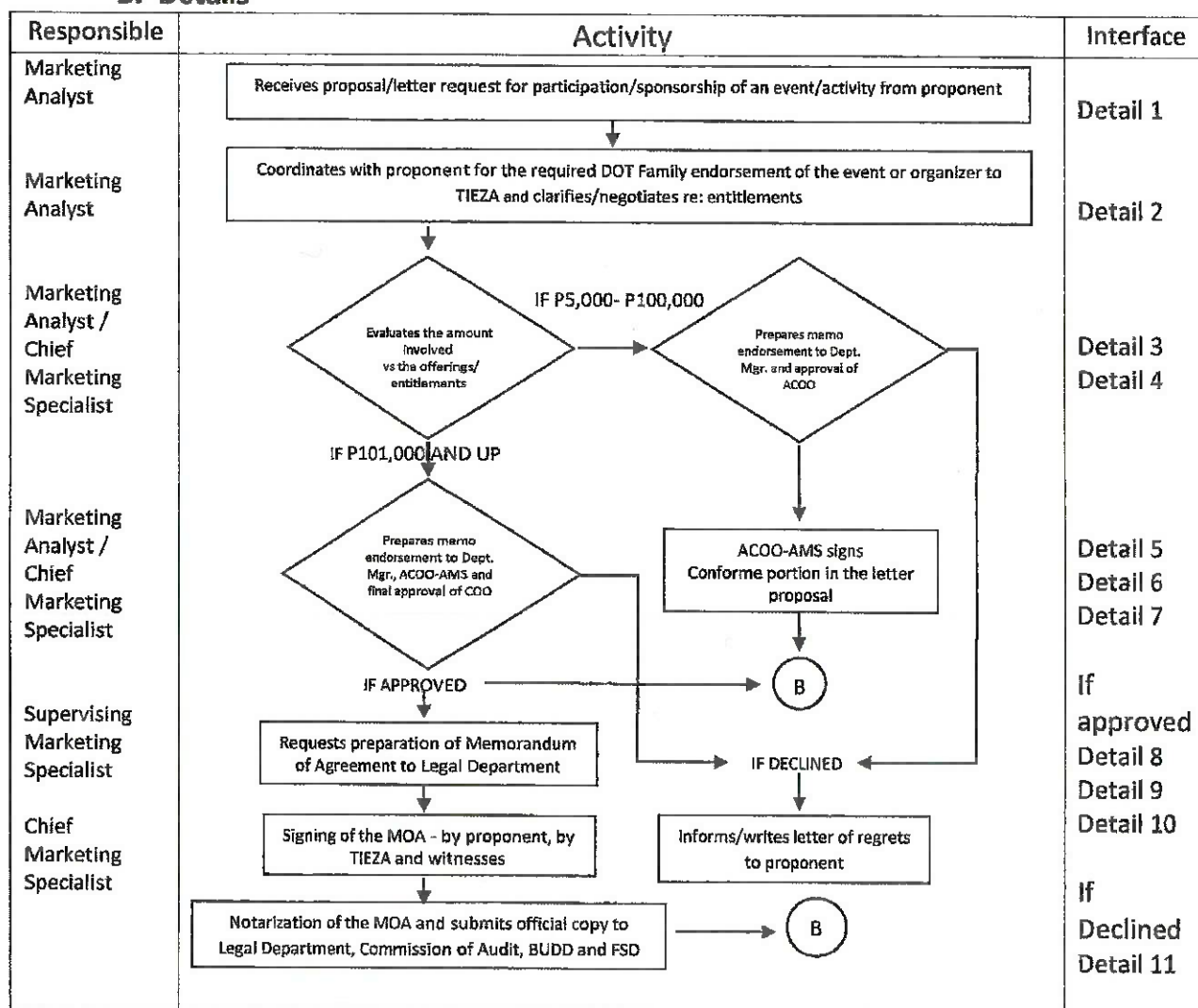
  
JETRO NICOLAS F. LOZADA  
Assistant Chief Operating Officer  
Assets Management Sector

	<b>TOURISM INFRASTRUCTURE AND ENTERPRISE ZONE AUTHORITY</b>		
	<b>SPONSORSHIP IN TOURISM/TRAVEL TRADE/CORPORATE EVENTS PROCEDURE</b>	Effectivity Date	
		Revision Level	1
	<b>WORK INSTRUCTION</b>	Document Code	BUDD.WI.____

### A. Scope

This applies to the Sponsorship in Tourism/Travel Trade/Corporate Events procedure being requested by both private and government sectors from the Business Development Department (BUDD) and/or from TIEZA as a corporate body. The sponsorship to these events and activities provide promotional exposure and media mileage for the TIEZA Operating properties.

### B. Details



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# TOURISM INFRASTRUCTURE AND ENTERPRISE ZONE AUTHORITY

## SPONSORSHIP IN TOURISM/TRAVEL TRADE/CORPORATE EVENTS PROCEDURE

### WORK INSTRUCTION

Effectivity Date

Revision Level

1

Document Code

BUDD.WI.\_\_\_\_

#### Sales Division Team

Marketing  
Analyst

Marketing  
Specialist

Senior  
Marketing  
Specialist

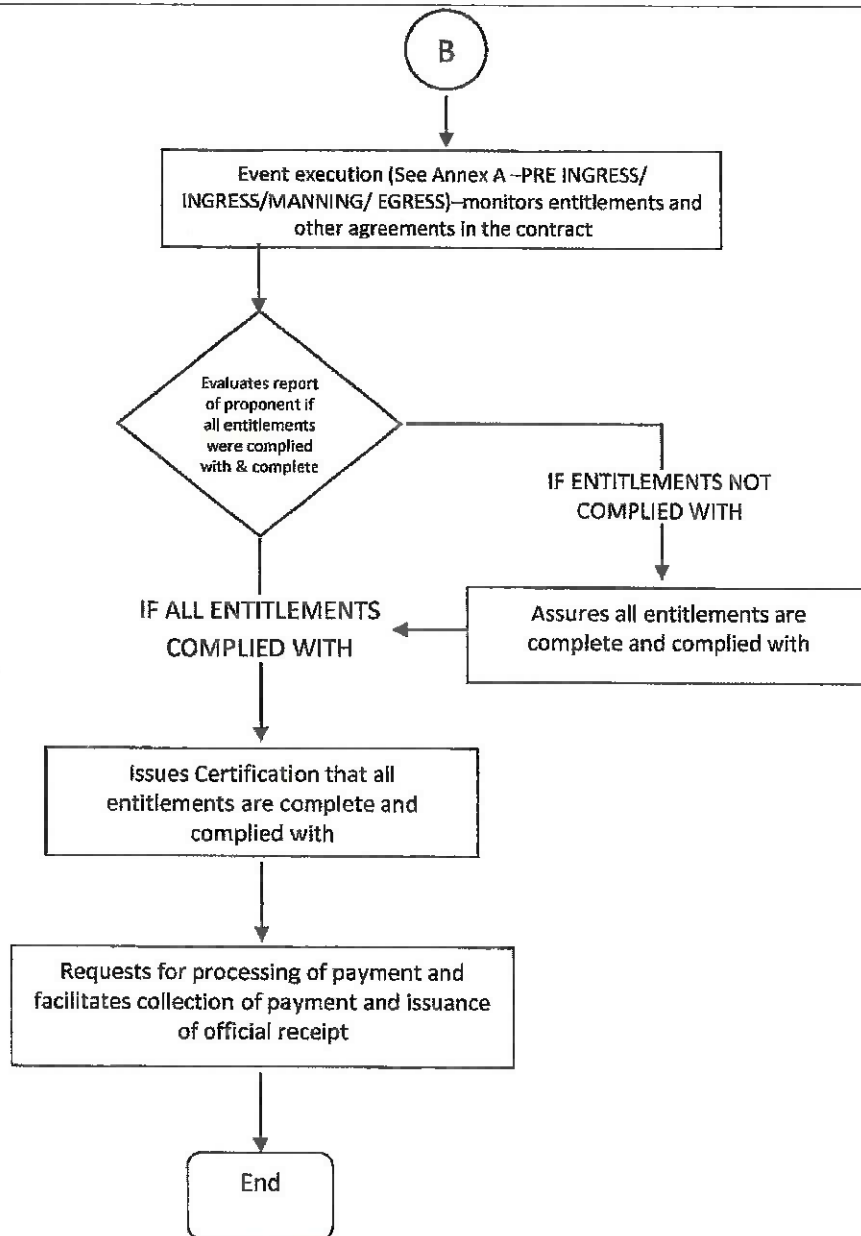
Supervising  
Marketing  
Specialist

Chief  
Marketing  
Specialist

Division  
Manager

Supervising  
Marketing  
Specialist  
Chief  
Marketing  
Specialist

Marketing  
Analyst



From  
approval of  
ACOO/ACOO

Detail 12

Detail 13

If  
entitlements  
not  
complied  
with  
Detail 14

Detail 15


Detail 16

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1. The Marketing Analyst (MA) of Sales Division (SSD) receives the proposal /letter request for TIEZA's sponsorship in Tourism/Travel Trade/Corporate Events.
2. The Marketing Analyst (MA) coordinates with the proponent for the required DOT Family Endorsement of the event or the organizer to TIEZA and clarifies/negotiates re: entitlements.
3. The Marketing Analyst (MA) evaluates the amount requested VS the offerings/entitlements. There is a decision box for the amount being requested:

If amount is from P5,000.00- to maximum of P100,000.00:

4. The MA drafts a memo which is submitted to the Chief Marketing Specialist for her revision and validation for the endorsement to Department Manager and for approval of the Assistant Chief Operating Officer(ACOO) for Assets Management Sector.
- If the ACOO approves the request:
5. The ACOO then signs the conforme portion in the letter proposal.
  6. The MA then proceeds to the connector B in the flow chart for the event execution


If the amount requested is from P101,000.00 and up :

7. The Supervising Marketing Specialist (SupMS) drafts a memo endorsement for the Chief Marketing Specialist's (CMS) revision and validation for the endorsement to Department Manager;

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The ACOO-AMS recommends approval/disapproval of the request to the COO. Attached are the following documents:

- Matrix on the Proponent, the event, previous/history of transaction with TIEZA, recommendation and remarks for other additional information.

If the COO disapproves/declines the request:

8. The SupvMS informs or writes a letter of regrets to the proponent

If the COO approves the request:

9. The SupvMS request the Legal Department to prepare a Memorandum of Agreement (MOA) between TIEZA and the proponent.
10. Once the MOA is available, the SupvMS arranges for the signing of the legal document by the proponent or organizers of the events, the TIEZA COO/OIC and their respective witnesses
11. Once done with all the signatories, the Marketing Analyst prepares for the Notarization of the MOA and submits official copies to Legal Department, Commission on Audit, BUDD and FSD.
12. Event Execution: The sponsorship for financial assistance being requested from us may either include entitlements for a booth space, table top, B2B one on one business appointments, or may be advertisement space or airtime. These events and activities provide promotional exposure and media mileage for the TIEZA Operating

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properties. (Please see below Annex A for Details of Work Instructions for a booth space sponsorship entitlement)

13. After the event, the SupvMS evaluates the report of the proponent if all entitlements were complied with and complete.
14. If not complete, the SupvMS assures that these shall be completed through constant follow ups.
15. Once all entitlements are complied with and completed, the Supv MS prepares and issues the Certification of Compliance
16. Finding all documents in its proper order, the SupvMS requests for the processing of payment and facilitates its collection and issuance of an official receipt by the proponent

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### Connector B – ANNEX A (Event Execution)

For the event execution where we are a Sponsor as a Booth Exhibitor, the Sales Division Team (composed of any of the ff: MA, MS, SrMS, Supervising Marketing Specialist (SMS), Chief Marketing Specialist (CMS) and the Division Manager (DivM) participate in the event to conduct promotional and selling activities for the TIEZA Operating properties, monitors the entitlements and agreements in the contract.

#### **PRE EVENT –**

Memo Request for FSD : for Processing of Payment with attached statement of account

Memo for additional cashier, travel tax processor and/or IT/MISD staff  
Booth layout and design, checklist and materials review, give aways.

Manning Schedule of the Sales Team, Ingress and egress teams

Office Order for the Special Disbursing Officer (SDO) for the cash

Advance with attached breakdown of expenses, matrix, checklist  
and Booth Design to the Office of the Chief Operating Officer

Purchase Requests for booth materials, give aways

Secure ingress/egress forms

Pre register manners for the event, including cashier and Travel tax processor, photographer. Get badges

#### **INGRESS – Ingress Team**

Sets up the booth décor according to approved design and check on needed materials for the duration of the event;


Submits necessary ingress documents to the event organizer

Inventories and turns over all giveaways and accountable forms to OIC of

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the Day;

Sees the maintenance, security and upkeep of the booth space and materials after ingress;

#### EXHIBITION DAYS

Daily promotional selling to travel trade event guests;

Book and Buy promotions for actual selling on site;

Maintains the upkeep of the booth; checks and minds falling off decors;

Networks with clients, co exhibitors, DOT Family and other tourism

Stakeholders;

Participates in some learning talks , B2B sessions,should there be any;

#### EGRESS

The teams prepares all documents for security check and gate pass for pull out of collateral materials – such as brochures/flyers, giveaways, sintra boards, furnitures, and other decors.

Follows the egress process of each event organizer as contained the in exhibitors manual to include parking location of the vehicle and scheduled time of pull out.

All materials are delivered to Double Dragon Central Office and either Club Intramuros Golf Course and / or Light and Sound Museum for safekeeping.


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Reviewed by

  
**MA. EVELYNE A. FRANCISCO**  
 Manager  
 Business Development Department

Approved by:

  
**JETRO NICOLAS F. LOZADA**  
 Assistant Chief Operating Officer  
 Assets Management Sector

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