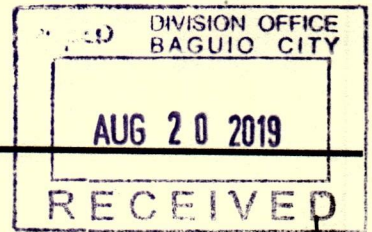




Republic of the Philippines
OFFICE OF THE CITY MAYOR
 City Government of Baguio

2019-10



16 August 2019

MR. FEDERICO P. MARTIN, Ed.D., C.E.d.D., CESO V
 Schools Division Superintendent
 Department of Education
 Baguio City

Dear Mr. Martin:

Greetings!

In line with our City's celebration of its 110th Charter Anniversary, with the theme: "Nurturing Environment for Sustainable Development", and National Tourism Week 2019 (Proclamation No. 894, s. 1996) on September of this year, the City Government of Baguio through the City Tourism and Special Events Office is organizing the following tourism-related competitions for our students, residents and tourists:

Event	Date and Venue	Target Participants
Enchanting Baguio Teaser Making Contest	Screening: > 13 September 2019 (Friday) 4:00 p.m. @ the City Tourism and Special Events Office, Baguio Athletic Bowl Oral Presentation of Top 10 Finalists: > 20 September 2019 (Friday) 1:00 p.m. @ Multi-purpose Hall, Baguio City Hall	All bonafide BS Tourism Management, BS Information Technology and/or Computer Science and Bachelor of Arts in Communication students currently enrolled in a school/university in the City of Baguio
Enchanting Baguio Digital Poster Making Contest	18 September 2019 (Wednesday) 4:00 p.m. @ the City Tourism and Special Events Office, Baguio Athletic Bowl	All interested and bonafide residents of Baguio City
#MyBaguioStory Selfie Contest	20 September 2019 (Friday) 4:00 p.m. @ the City Tourism and Special Events Office, Baguio Athletic Bowl	All international and domestic tourists and bonafide residents of Baguio City

In this regard, may we respectfully request your most kind indulgence by assisting us in disseminating this information to interested students to the different schools in the City of Baguio, in the goal to intensify our community's participation in wholesome and worthwhile activities that highlight our City's significant history and align our youth's perspective towards proactive participation in citywide development.

Attached herewith are the Competition Guidelines and Registration Forms for your guidance and its appropriate posting within conspicuous areas in your school. Should you have further clarifications, you may contact us at Baguio City Tourism and Special Events Office Phone No. (074) 446-2009 or email us at baguiocitytourismoffice@gmail.com. You may also get in touch with Ms. Rachele Anne N. Montoya, Tourism Operations Officer II at +639070140371 or racheleannicer@gmail.com for faster communication. Our gratitude for your most kind consideration on the matter.

Respectfully yours,

BENJAMIN B. MAGALONG
 City Mayor

To: All School Administrators, Principals & Teachers In-Charge
 (Elementary & Secondary)
FOR YOUR INFORMATION & APPROPRIATE ACTION

FEDERICO P. MARTIN, Ed.D., CESO VI
 Schools Division Superintendent

Enclosed:
 As stated

BID/ACM/RANM



Enchanting Baguio Teaser Making Contest

(A tourism marketing video competition organized by the City Tourism and Special Events Office of Baguio in line with the celebration of Tourism Week 2019)
Revised Contest Mechanics as of 15 August 2019

Objective: For the participants to showcase their creativity through a short video focusing on why every visit in Baguio City is a new story highlighting the city's culture and arts, new and existing attractions, history, culinary, other tourism products, dedication to sustainable tourism and what else can it offer to invite potential visitors and encourage repeat visit in the city.

Theme: "Enchanting Baguio...Where every visit is a new story"
Type: Team of five (5)

Contest Mechanics:

1. This contest is open to all bonafide BS Tourism Management, BS Information Technology and/or Computer Science and Bachelor of Arts in Communication students currently enrolled in a school/university in the City of Baguio and duly endorsed by the Dean/Program Chair.
2. The participants must be a team of five (5).
3. The participants must come up with a short promotional video (teaser) of Baguio City that will showcase their interpretation of the new proposed tagline: **"Enchanting Baguio... Where every visit is a new story"**.
4. The short video should be in English and should not exceed 3 minutes.
5. The short video may or may not be accompanied with background music and voice over.
6. The participating team shall submit their short video in .mp4 format (to be placed in a CD with the names of participants) and accomplished registration forms at City Tourism and Special Events Office in Baguio Athletic Bowl not later than **13 September 2019 (Friday) 4:00 p.m.** The screening committee shall choose the top 10 finalists who will make it to the next round of the competition.
7. The top 10 finalists will be informed by the screening committee and are required to present the said short video to the panel of judges during the competition day on **20 September 2019 (Friday) 1:00 p.m.** at Multipurpose Hall, Baguio City Hall. Late participants during the competition day will not be entertained.
8. The judges may or may not ask questions to the participants. While a particular team is presenting, the other contestants will be asked to stay in a holding room. The presentation, excluding the Q&A, shall not exceed **15 minutes**. There will be a one-point deduction in the total score for teams that will exceed the given time allotment.
9. Each participating school/university can send more than one team or entry.
10. Interested participants may download the registration form online at the FB page of CTSEO at <https://www.facebook.com/baguiotourism/> or contact the secretariat through the following contact details:
 Telephone Number: (074) 446-2009
 Email Address: baguicitytourismoffice@gmail.com.
11. There shall be no registration fees to be collected from the contestants.
12. The entries/contestants will be judged based on the following criteria:

Story/Message and Relevance to the Theme	30 points
Creativity	20 points
Technical Quality	20 points
Marketing and Salesmanship	20 points
Overall Impact	10 points
TOTAL POSSIBLE SCORE	100 points

13. The judges' decision is final and irrevocable.
14. Prizes for winning teams/entries:
1st place- Php 5,000.00 and certificates
2nd place- Php 3,000.00 and certificates
3rd place- Php 2,000.00 and certificates
15. Winners will be announced on 27 September 2019 (Friday) 1:00 p.m. during the Baguio Tourism Summit 2019 at Multipurpose Hall, Baguio City Hall (tentative venue). The top 3 winning short videos will be shown to the public during the said event.



Registration Form

Event: **Enchanting Baguio Teaser Making Contest**
Theme: **"Enchanting Baguio...Where every visit is a new story"**
Type: **Team of five (5)**

Please fill out the necessary information and submit the accomplished registration form at City Tourism and Special Events Office in Baguio Athletic Bowl not later than 13 September 2019 (Friday) 4:00 p.m. The short video must be in .mp4 format and placed in a CD with the names of the participants.

Name of School/University:	
Complete Address:	
E-mail Address:	
Contact Number:	

Team 1	Name of Participants:	Course	Year Level
	1.		
	2.		
	3.		
	4.		
	5.		
	Name of Coach/Faculty Coordinator:	Contact Number	Email-Address
	1.		
Team 2	Name of Participants:	Course	Year Level
	1.		
	2.		
	3.		
	4.		
	5.		
	Name of Coach/Faculty Coordinator:	Contact Number	Email-Address
	1.		
Team 3	Name of Participants:	Course	Year Level
	1.		
	2.		
	3.		
	4.		
	5.		
	Name of Coach/Faculty Coordinator:	Contact Number	Email-Address
	1.		

Note: Participating schools can send more than 3 teams/entries.

Attachments Required:

- ❖ Endorsement letter from the Dean or Program Chair.
- ❖ Photocopy of participant's valid ID.



Baguio@110
 Nurturing the Environment
 for Sustainable Development



Enchanting Baguio Digital Poster Making Contest

(A digital poster making competition organized by the City Tourism and Special Events Office of Baguio in line with the celebration of Tourism Week 2019)

Revised Contest Mechanics as of 15 August 2019

Objective: For the participants to showcase their creativity through a digital poster focusing on why every visit in Baguio City is a new story highlighting the city's culture and arts, new and existing attractions, history, culinary, other tourism products, dedication to sustainable tourism and what else can it offer to invite potential visitors and encourage repeat visit in the city.

Theme: "Enchanting Baguio...Where every visit is a new story"

Type: Individual

Contest Mechanics:

1. This contest is open to all interested and bonafide residents of Baguio City.
2. The participant must come up with a creative digital poster of Baguio City that will showcase his/her interpretation of the new proposed tagline: "**Enchanting Baguio...Where every visit is a new story**".
3. The size of the poster should be 12"x18", portrait orientation and all texts in the digital poster should be in English.
4. The participants are required to submit their entries and accomplished registration forms at the City Tourism and Special Events Office in Baguio Athletic Bowl not later than **18 September 2019 (Wednesday) 4:00 p.m.**
5. Only one poster/entry per participant will be considered.
6. Interested participants may download the registration form online at the FB page of CTSEO at <https://www.facebook.com/baguiotourism/> or contact the secretariat through the following contact details:
 Telephone Number: (074) 446-2009
 Email Address: baguicitytourismoffice@gmail.com.
7. There shall be no registration fees to be collected from the contestants.
8. The entries will be judged based on the following criteria:

Content/Message and Relevance to the Theme	40 points
Creativity/Artistic Concept & Marketing Appeal	30 points
Technical Design and Quality	20 points
Overall Impact	10 points
TOTAL POSSIBLE SCORE	100 points

9. The judges' decision is final and irrevocable.
10. Prizes for winning entries:
 1st place- Php 5,000.00 and certificates
 2nd place- Php 3,000.00 and certificates
 3rd place-Php 2,000.00 and certificates
11. Winners will be announced on 27 September 2019 (Friday) 1:00 p.m. during the Baguio Tourism Summit 2019 at Multipurpose Hall, Baguio City Hall (tentative venue). The digital posters submitted will be exhibited during the said event.



Registration Form

Event: Enchanting Baguio Digital Poster Making Contest
Theme: "Enchanting Baguio...Where every visit is a new story"
Type: Individual

Please fill out the necessary information and submit the accomplished registration form at City Tourism and Special Events Office in Baguio Athletic Bowl not later than 18 September 2019 (Wednesday) 4:00 p.m. The size of the poster should be 12"x18", portrait orientation and all texts in the digital poster should be in English.

Complete Name of the Participant:	
Complete Address:	
E-mail Address:	
Contact Number:	

Title of the Digital Poster:	
Short Description of the Poster: (2-3 sentences only)	

Attachments Required:

- ❖ Proof of residency (ex.: Barangay Clearance)
- ❖ Photocopy of participant's valid ID





#MyBaguioStory Selfie Contest

(An online digital marketing competition organized by the City Tourism and Special Events Office of Baguio in line with the celebration of Tourism Week 2019)

Revised Contest Mechanics as of 15 August 2019

Objective: For the participants to showcase their creativity through a selfie post sharing their unique Baguio experience in social media with a focus on why every visit in Baguio City is a new story and highlighting the city's culture and arts, new and existing attractions, history, culinary, other tourism products, dedication to sustainable tourism

Theme: "Enchanting Baguio: Where every visit is a new story"

Type: Individual

Contest Mechanics:

1. This contest is open to all international and domestic tourists and bonafide residents of Baguio City.
2. The participant must upload a creative selfie post in Facebook that will showcase his/her interpretation of the new proposed tagline: "**Enchanting Baguio: Where every visit is a new story**" and feature his/her own interesting Baguio story.
3. The selfie post must include a clear picture of the participant in Baguio City. The picture can be a recent photo or a photo taken in the previous years.
4. The selfie post should include a short write up or story in English not exceeding 100 words.
5. The selfie post must be shared in Public and must include the hashtags **#myBAGUIOstory** and **#enchantingBAGUIO**.
6. The participants may already start uploading their selfie posts in Facebook but only those uploaded until **20 September 2019 (Friday) 4:00 p.m.** will be considered for the competition. Strictly one selfie post per participant will be considered.
7. Interested participants may download the registration form online at the FB page of CTSEO at <https://www.facebook.com/baguiotourism/> or contact the secretariat through the following contact details:
 Telephone Number: (074) 446-2009
 Email Address: baguicitytourismoffice@gmail.com.
8. The participants are required to send their accomplished registration form online to baguicitytourismoffice@gmail.com or rachelleannenicer@gmail.com not later than **20 September 2019 (Friday) 4:00 p.m.** to confirm their intent of joining the competition.
9. There shall be no registration fees to be collected from the contestants.
10. The entries will be judged based on the following criteria:

Content/Message and Relevance to the Theme	40 points
Creativity/Artistic Concept	30 points
Technical Design and Quality	20 points
Overall Impact	10 points
TOTAL POSSIBLE SCORE	100 points

11. The judges' decision is final and irrevocable.
12. Prizes for winning entries:
 - 1st place-** Php 5,000.00 and certificates
 - 2nd place-** Php 3,000.00 and certificates
 - 3rd place-**Php 2,000.00 and certificates
13. Winners will be announced on 27 September 2019 (Friday) 1:00 p.m. during the Baguio Tourism Summit 2019 at Multipurpose Hall, Baguio City Hall (tentative venue).



Registration Form

Event: #MyBaguioStory Selfie Contest
Theme: "Enchanting Baguio...Where every visit is a new story"
Type: Individual

Please fill out the necessary information and submit the accomplished registration form at City Tourism and Special Events Office in Baguio Athletic Bowl not later than 20 September 2019 (Friday) 4:00 p.m. You may also send your accomplished registration form at baguicitytourismoffice@gmail.com or rachelleannenicer@gmail.com.

Complete Name of the Participant:	
Complete Address:	
E-mail Address:	
Contact Number:	

Insert your uploaded selfie post here

Title of Selfie Post:	
Short Write-Up (in English not exceeding 100 words):	
Date and Time the Selfie Post was uploaded with #myBAGUIOstory and #enchantingBAGUIO:	

