REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE
Quezon City

February 22, 2021

REVENUE MEMORANDUM ORDER NO. 12-2021

SUBJECT : **Conduct of "Sama-Sama sa Hamon ng Panahon: Buwis Ko, Para sa Pilipino" MUSIC VIDEO CONTEST**

TO : All Internal Revenue Officials, Employees and Others Concerned

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I. BACKGROUND:

Following the 2021 BIR Tax Campaign Kick-off held on February 17, 2021, a **Music Video Contest** shall be conducted to further promote this year's tax campaign theme of *"Sama-Sama sa Hamon ng Panahon: Buwis Ko, Para sa Pilipino"*.

The Contest generally aims to encourage more revenue officials and employees to pull together, collaborate and leverage their collective knowledge and skills to produce inspiring music videos that can be used as tools to encourage taxpayers to give their fair share in helping the government meet the challenges of the COVID-19 pandemic. Specifically, the Contest aims to:

- Raise the awareness of the taxpaying public about the importance of paying the correct taxes on time; and
- Bring more people to realization that the country faces enormous and unprecedented challenges brought about by the COVID-19 pandemic, and that Filipinos can overcome them if all taxpayers will join hands with the BIR and fully comply with the requirements of the laws and regulations.

II. CONTEST MECHANICS

1. PARTICIPATION

1.1 The competition is open to BIR employees in the Revenue District Offices (RDOs) regardless of age, gender, position and employment status.

1.2 There is no limit in the number of teams per RDO for as long as each team shall be comprised only of up to three (3) members who will conceptualize and do the actual music video. The team may, however, enlist the participation of other employees in the shooting/production of their music video.

1.3 In case there are several teams in an RDO, the Revenue District Officer shall select their Best Entry to be submitted to their Revenue Region as their official entry to the contest.

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2. DETAILS OF ENTRIES

2.1 The participating teams shall submit a music video using the 2021 Tax Campaign Jingle "Para Sa Pilipino".

2.2 Participants have the option to use the official audio of the jingle or the instrumental only, provided that they will provide singer/s coming from their office.

2.3 The entry must be original and have not been published.

2.4 The duration of the music video should exactly be 2 minutes and 40 seconds (duration of tax campaign jingle).

2.5 Participating teams are encouraged to be creative in terms of presentation and interpretation, use of props or costumes, and video editing styles and techniques (special participation and minor appearances of non-BIR employees are allowed).

2.6 The type of devices and video editing software may also vary depending on the team's preference but the file should be in .mp4, .mov, or .avi format.

2.7 The video must be in high definition or in 4k/1080/720 pixels.

2.8 Adherence to the health protocols set forth by the Inter-Agency Task Force (IATF) must be strictly observed in the preparation/shooting of the video.

3. SUBMISSION OF ENTRIES

3.1 Each Revenue District Office (RDO) shall submit only one (1) entry to their respective Revenue Region. The Revenue Region shall select one (1) Best Entry from the entries submitted by their respective RDOs. The deadline for the RDOs to submit their entries to their respective Revenue Region is on **March 26, 2021.**

3.2 The Revenue Regions shall submit their region's Best Entry to the Public Information and Education Division not later than **March 30, 2021** via birpied@gmail.com (for files larger than 25mb, you may use wetransfer.com facility). Late entries shall no longer be accepted.

3.3 Any entry submitted beyond the deadline shall no longer be accepted.

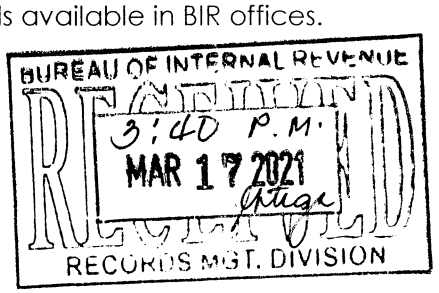
4. CRITERIA FOR JUDGING

Creativity & Originality	- 35%
Relevance	- 25%
Execution	- 30%
Technicality	- 10%

5. WINNING ENTRIES

5.1 The winners of the Music Video Contest shall be announced and awarded on **March 31, 2021**.

5.2 All winning entries shall become the property of the BIR and shall be published in various channels, including social media pages of the BIR (Facebook & YouTube), and will be shown/played in TV, kiosks and electronic billboards available in BIR offices.



5.3 All entries submitted by the Revenue District Offices shall be submitted by their Revenue Region to the Public Information and Education Division (PIED) in a flash drive. Said entries shall also become the property of the BIR, for possible publication through various media.

6. PRIZES

6.1 There shall be three (3) winners in the Music Video Contest - First Prize, Second Prize and Third Prize. A Special Award shall be given to the entry that has garnered the highest average of combined views and likes in the BIR's official Facebook page and YouTube page.

6.2 All winners shall receive a Certificate of Recognition while all participating teams shall receive a Certificate of Participation.

6.3 The three (3) winning entries shall be published in various channels, including social media pages of the BIR (Facebook & YouTube), and will be shown/played in TV, kiosks and electronic billboards available in BIR offices.

6.4 The Revenue District Offices of the teams that produced the three winning entries, including the Special Award, shall be given BONUS Points in the—Taxpayer Awareness Program (TAP) over and above their computed Total Points for the 1st Semester of 2021, to wit:

First Prize	- 10 Points
Second Prize	- 7 Points
Third Prize	- 5 Points
Special Award	- 5 Points

III. IMPORTANT DATES TO REMEMBER

Date	Activity
March 26, 2021 (Friday)	Submission of Entries from RDOs to respective Revenue Region
March 30, 2021 (Tuesday)	Submission of entries from Revenue Regions to the Public Information and Education Division
April 5, 2021 (Tuesday)	Uploading and posting of the twenty-two (22) official entries to the BIR's official YouTube page
April 8, 2021 (Wednesday)	Judgement and announcement of Winners

IV. PROHIBITIONS AND OTHER MATTERS

1. The Public Information and Education Division shall have the right to disqualify any participants who violate any of the provisions specified under the Contest Mechanics.
2. Dishonesty, cheating, copyright infringement, and the like shall not be tolerated. Any participant who is caught committing the said acts at any stage

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of the competition shall be automatically eliminated or deemed to have lost the chance of winning from the competition.

3. The results of the Music Video Contest is final and not appealable.

This order takes effect immediately.

CAESAR R. DULAY
Commissioner of Internal Revenue

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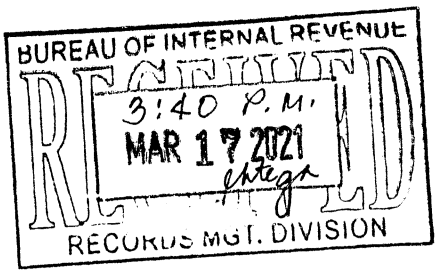

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