



REQUEST FOR PROPOSALS

Contact: Polish National Tourist Office (PNT0), Chicago, USA

Date of Issue: 23 January 2024

Deadline: 31 January 2024

The Polish National Tourist Office (PNT0) in Chicago is looking for an experienced company that will create and execute a marketing campaign promoting Poland as a top travel destination in Central Europe as well as to increase a positive image of the country among North American travelers, including both the general public and trade. The campaign's target is to create awareness of what Poland has to offer and convert "dreamers" into "buyers".

Section 1: TARGET DATES FOR THIS RFP

The following schedule summarizes significant target events for the RFP process. The dates may be changed by PNT0 at its sole discretion.

- RFP issue date: 23 January 2024
- RFP close date: 31 January 2024
- Notification of awarded company: 1 February 2024

Section 2: CAMPAIGN OVERVIEW

- Campaign execution period: 7 weeks
- Target group: North American travelers interested in Europe

Section 3: KPI

- Reach: Number of impressions
- Number of clicks (CTR)

Section 4: BUDGET

- Total budget is 20,000 USD gross

Section 5: SCOPE OF WORK (SOW) FOR BID

You are asked to submit a proposal that includes the following information:

- Campaign overview
- Estimated impressions

Section 6: ENQUIRIES:

- Questions regarding requirements and scope of work will be received up to 29 January 2024 via email only at bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl.
- Questions submitted after 29 January 2024 will not be responded to.
- No verbal enquiries or verbal requests for clarifications will be accepted.

Section 7: SUBMISSION REQUIREMENTS

Proposals should be emailed to bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl. Only the awarded company will be notified by email.