

REQUEST FOR PROPOSALS

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

Date of Issue: 7 March 2024

Deadline: 14 March 2024

The Polish National Tourist Office (PNT0) in Chicago is looking for an experienced radio station that will create a radio-oriented plan to promote our campaign “Poland. Discover Your Roots” with particular emphasis on active tourism, spas, and national parks. This campaign seeks not only to bolster Poland's positive image among North American travelers who claim Polish heritage but to transform potential interest into tangible action, converting those who aspire to visit Poland into actual visitors.

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: 7 March 2024
- RFP close date: 14 March 2024
- Notification of awarded company: 15 March 2024

Section 2: CAMPAIGN OVERVIEW

- Campaign execution period: 2 weeks-1 month
- Target group: North American travelers interested in Europe

Section 3: KPI

- Reach: Number of listeners

Section 4: BUDGET

- Total budget is 15,000 USD gross (\$7,500 allocated for Chicago and \$7,500 for New York City)

Section 5: SCOPE OF WORK (SOW) FOR BID

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

- Campaign overview
- Estimated listeners

Section 6: ENQUIRIES:

- Questions regarding requirements and scope of work will be received up to 13 March 2024 via email only at bartosz.szajda@pot.gov.pl and maciej.olchawa@pot.gov.pl.
- Questions submitted after 13 March 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.