



Request for Proposal

Marketing Campaign

April 4, 2024

Chicago

1. Requesting Party

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550
Chicago, IL 60053

Telephone: (202) 460-5007

E-mail: bartosz.szajda@pot.gov.pl

2. Scope of proposal:

The promotion of Poland as a tourist destination through a comprehensive marketing campaign targeted toward travel advisors carried out in collaboration with an experienced tour operator.

3. Bidders qualifications:

3.1. All the bidders must confirm in writing the following:

1. They are a legal entity authorized to perform specific activities or actions, if the law requires such authorization.
2. They have the necessary knowledge, experience and technical capacity and have a representative who can execute the contract.
3. Are not in the process of liquidation and have not been declared bankrupt.
4. Are not subject to prosecution preventing them from participating in the tender.
5. Have not failed to pay taxes or failed to meet other legal obligations.

Submitted and signed proposal form (Attachment 2) confirms the statements above.

4. Communication with Ordering Party.

Person representing the Ordering Party is Bartosz Szajda – bartosz.szajda@pot.gov.pl, phone: (202) 460-5007

5. Proposal Guidelines

- 1) The Bidder can submit only one proposal
- 2) The proposal is binding for no less than 30 days, starting the day the proposal has been submitted
- 3) The proposal must include gross price (including all taxes and fees)
- 4) The project's budget is 28,000.00 USD gross.
- 5) The proposal must align with the project guidelines specified in the Attachment 1

6. Proposal submission:

- 1) The proposal must be submitted by e-mail to address bartosz.szajda@pot.gov.pl or by post to the Ordering Party

2) The proposal is due no later than April 11, 2024.

7. Proposal evaluation:

Reach (Travel Advisors)	50%
Package structure (email marketing, e-brochure, social media and website advertising)	20%
Reach (social media)	10%
Targeting travel advisors in the United States	10%
Monitoring and reporting	10%

For details see Attachment 3.

8. General information:

- 1) Upon notification, the contract negotiation with the winning bidder will begin.
- 2) An invitation to negotiations does not mean the proposal's approval.
- 3) The Ordering Party reserves the right to:
 - a) withdraw and cancel the procedure at any time and for any reason
 - b) close the procedure without selecting a winning proposal
 - c) change the timeline in the invitation to tender
 - d) request additional information from the bidders at any stage of the procedure
- 4) If the Ordering Party decides to enforce any of the rights listed at point 3, the bidders have no right to claim any compensation for preparing the proposal

Attachments:

Attachment 1: Detailed description of the proposal's scope

Attachment 2: Proposal form

Attachment 3: Detailed proposal evaluation criteria

DETAILED DESCRIPTION OF THE PROPOSAL’S SCOPE

The promotion of Poland as a tourist destination through a comprehensive marketing campaign targeted toward travel advisors.

1. The marketing campaign will incorporate components of email marketing, social media and website advertising, webinars, and will utilize the tour operator’s advisor and client database. The campaign will also be aimed at attracting new advisors.
2. Target audience: Travel advisors in the United States
3. The message and visuals build a positive image of Poland.
4. Additional information

Type of media	Online
Dates	Approx. May-December 2024
Creative work	Designed and created by the Bidder
Content	Ordering Party will provide visual content such as photos
Reporting	Bidder is responsible for creating a report presenting all the deliverables and their statistics (audience size)

PROPOSAL FORM

Requesting party:

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550
Chicago, IL 60053

Telephone: (202) 460-5007

E-mail: bartosz.szajda@pot.gov.pl

Bidder information:

Name	
Address	
Contact details	
Bidder representative's name	
Bidder representative's contact details	

The proposal should be submitted either by e-mail: bartosz.szajda@pot.gov.pl or by post to the Requesting Party.

Proposal

In response to invitation to tender / requests for proposal in competitive procedure, for **“Marketing Campaign”** I/we present the proposal:

Gross (including all taxes and other fees) price in USD	
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I enclose detailed proposal, including relevant information regarding package evaluation criteria.

I/We declare that I/We have read the terms of the invitation to tender/request for proposal and I/We do not object to it. I/We confirm that I/We have received all the necessary information and explanations to prepare tenders. I/We consider ourselves bound by this proposal for 30 days from the submission deadline. In the case of selection of our proposal, I/We commit to perform the

contract as specified in the proposal, for the price specified in the proposal, and at the agreed timeline.

I/we declare that I/we am/are:

1. A legal entity authorized to perform specific activities or actions, if the law requires such authorization.
2. Have the necessary knowledge, experience and technical capacity and have a representative who can execute the contract.
3. Not in the process of liquidation and have not been declared bankrupt.
4. Not subject to prosecution preventing them from participating in the tender.
5. Not failed to pay taxes or failed to meet other legal obligations.

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Bidder representative signature

DETAILED PROPOSAL EVALUATION CRITERIA

Reach (Travel Advisors)	50%
Package structure (email marketing, e-brochure, social media and website advertising)	20%
Reach (social media)	10%
Targeting travel advisors in the United States	10%
Monitoring and reporting	10%

Points award guidelines for the individual evaluation category (max. number of points: 100)

Category	Points awarded
Reach	The Contractor shall guarantee the largest measurable reach of the campaign (number of travel advisors reached) among all the submitted offers – 50 points.
	The Contractor shall guarantee the total reach of the campaign not less than 50,000 travel advisors – 20 points.
	The Contractor shall guarantee the total reach of the campaign below 50,000 travel advisors – 10 points.
	The Contractor shall not guarantee a measurable reach of the campaign – 0 points.

Category	Points awarded
Package structure	The Contractor declares to incorporate email marketing, e-brochures, social media and website advertising – 20 points.
	The Contractor does not declare to incorporate email marketing, e-brochures, social media and website advertising – 0 points.
Reach (Social media)	The Contractor shall guarantee the largest measurable reach of the campaign among all the submitted offers – 10 points
	The Contractor shall not guarantee the largest measurable reach of the campaign among all the submitted offers – 0 points
Targeting travel advisors in the United States	The Contractor shall target travel advisors in the United States – 10 points.
	The Contractor shall not target travel advisors in the United States – 0 points.
Monitoring and reporting	The Contractor shall specify how it will measure the campaign’s performance – 10 points.
	The Contractor will not specify how it will measure the campaign’s performance – 0 points