

## REQUEST FOR PROPSALS

Contact: Polish National Tourist Office (PNTA), London, UK

Date of Issue: 22 January 2025

Deadline: 4 February 2025

The Polish National Tourist Office (PNTA) in London is requesting proposals for creating and delivering a marketing campaign promoting active holidays in Poland, in particular cycle routes in the Lower Silesia region.

### Section1: TARGET DATES FOR THIS RFP

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

- |                                 |                 |
|---------------------------------|-----------------|
| • RFP issue date:               | 22 January 2025 |
| • RFP close date:               | 4 February 2025 |
| • Commencement of the campaign: | June 2025       |

### Section 2: KPIS & BUDGET

- Campaign execution period: 3 weeks.
- Target group:  
British Citizens aged 20-35 interested in active holidays in Central Europe, interested in cycling  
Digitally savvy, share their experience through social media.
- Expected reach: 1 million of unique users.
- Budget: £9,000.00 + 20% VAT

### Section 3: SCOPE OF WORK (SOW) FOR BID

You are asked to submit 1 campaign idea along with a recommended media plan.

### Section 4: ENQUIRES:

- Questions regarding requirements and scope of work will be received up to 3 February 2025.
- No verbal enquiries or verbal requests for clarifications will be accepted.

### Section 5: SUBMISSION REQUIREMENTS

Proposals should be emailed to [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl)