



# **Invitation to Tender / Request for Proposal**

**For**

**Advertising package**

New York, July 31<sup>st</sup>, 2018

## **1. Requesting Party**

Polish National Tourist Office.

Address: 5 Marine View Plaza 303B  
Hoboken, NJ 07030

Telephone: (201) 420-9910

Fax: (201) 584-9153

E-mail: [info.na@poland.travel](mailto:info.na@poland.travel)

## **2. Scope of proposal:**

Promotion of Poland as a tourist destination in on-line or on-line + print channels; for detailed information see Attachment 1

## **3. Bidder's qualifications:**

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

1. A legal entity authorized to perform specific activities or actions, if law requires such authorization.
2. Have the necessary knowledge, experience and technical capacity and have also a representative able to perform the contract.
3. Not in the process of liquidation and have not been declared bankrupt.
4. Not a subject to a prosecution preventing them from participating in the tender
5. Not failed to pay taxes and 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 Anna Cichońska – [anna.cichonska@pot.gov.pl](mailto:anna.cichonska@pot.gov.pl), phone: (201) 420-9910

## **5. Proposal Guidelines**

- 1) The Bidder can submit only one proposal
- 2) The proposal is binding for not 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 approximately 30,000.00 USD
- 5) The proposal must align projects guidelines specified in the Attachment 1

## **6. Proposal submission:**

- 1) The proposal must be submitted by e-mail to address [anna.cichonska@pot.gov.pl](mailto:anna.cichonska@pot.gov.pl) or [jakub.wolosz@pot.gov.pl](mailto:jakub.wolosz@pot.gov.pl)

2) The proposal is due no later than August 17<sup>th</sup>, 2018.

**7. Proposal evaluation:**

- 1) Audience size
- 2) Price
- 3) Structure of the package

**8. General information:**

- 1) Upon notification, the contract negotiation with the winning bidder will begin.
- 2) Public Procurement Act dated January the 29th 2004 r (Dz. U. z 2015 r., poz. 2164 ze zm.) is not applicable to this invitation to tender in competitive procedure
- 3) Invitation to negotiation does not mean proposal's approval.
- 4) 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 winning proposal,
  - c) change timeline in the invitation to tender
  - d) request additional information from the bidders at any stage of the procedure
- 5) If the Ordering Party decides to enforce any of the rights listed at point 5, the bidders have no right to claim any compensation for preparing the proposal

Attachments:

Attachment 1: Detailed description the proposal's scope

Attachment 2: Proposal form

## DETAILED DESCRIPTION OF THE PROPOSAL'S SCOPE

Promotion of Poland as an outdoor activity destination in on-line or on-line + print channels.

1. Objective: The objective of the assignment is promotion of Poland as a destination for outdoor activities. The project focuses on biking, hiking, water sports and parks as key visuals for inspirational communication presenting adventure travel products. The message targets US audience interested in Poland as an excellent adventure travel destination.
2. Target audience: prospective tourists to Poland who search, at the inspirational stage of customer journey, for information about options of active holidays in new destinations. They use on-line channels as the primary source but still refer to print media as well. The audience engages with special interest media at most but travel media may be a good starting point for further research. It is product oriented promotion aiming at adventure travelers.
3. The message and visuals based on biking, hiking, water sports, national parks, scenery.
4. Promotion tools; the proposal must include a choice of digital communication forms; additional print presence will be considered as an advantage, but not obligatory
5. Additional detailed information

Type of media	Digital or digital + print
Section to be published in	Travel, destination
Digital forms (proposal should include minimum a choice of 3)	<ul style="list-style-type: none"> <li>- Advertorial</li> <li>- Website banner</li> <li>- Website overtake</li> <li>- Newsletter banner</li> <li>- e-mail blast</li> <li>- social media</li> </ul>
Print presence	Advertorial or regular ad Not smaller than ½ page
Dates	3 / 4th quarter, but not later than November 2018; for print the deadline is for delivery of creative works and invoicing
Creative work	Provided by Ordering Party

Content	Bidder is responsible for creating copy and content to be published; Requesting party must approve before publication
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## PROPOSAL FORM

Polish National Tourist Office.

Address: 5 Marine View Plaza 303B

Hoboken, NJ 07030

Telephone: (201) 420-9910

Fax: (201) 584-9153

E-mail: [info.na@poland.travel](mailto:info.na@poland.travel)

Bidder information:

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

The proposal should be submitted either by e-mail: [anna.cichonska@pot.gov.pl](mailto:anna.cichonska@pot.gov.pl) and [jakub.wolosz@pot.gov.pl](mailto:jakub.wolosz@pot.gov.pl) or by post to the address above.

### Proposal

In response to invitation to tender / requests for proposal in competitive procedure, for **“Promotion of Poland as a tourist destination in on-line or on-line + print channels”** I/we present the proposal:

Gross (including all taxes and other fees) price in USD	
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I enclose detailed proposal.

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 the proposal price 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 law requires such authorization.
2. Have the necessary knowledge, experience and technical capacity and have also person able to perform the contract.
3. In financial condition which allow us to deliver the services in timely and efficient manner
4. Are not in the process of liquidation and have not been declared bankrupt.
5. Not a subject to a prosecution preventing them from participating in the tender
6. Not failed to pay taxes and other legal obligations.

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Bidder representative singature