

## INVITATION TO TENDER

Your organisation along with others is invited by the Polish National Tourist Office, 10 Heathfield Terrace, London W44JE to offer a tender for provision of the 2-week advertising campaign on the London Underground.

### SPECIFICATION OF REQUIREMENT

The main purpose of the campaign is to make an impact in London by targeting mass volumes of consumers and ensure that a message is seen by the people.

Ideally if the campaign could start on the 6<sup>th</sup> of November 2024 or on the 11<sup>th</sup> of November 2024

The allocated budget for this project is £22,470.00 (inc. VAT).

The requested proposal must include the following information:

- Number of tube car panels
- Number of cross tracks 16's
- Estimated reach
- Detailed breakdown of costs

### TARGET DATES FOR THIS ITT

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

- ITT issue date: 2 September 2024
- ITT close date: 9 September 2024

### EVALUATION CRITERIA

The proposals are evaluated and scored against selection and award criteria – reach of the campaign, and number of tube car panels & cross tracks

### SUBMISSION REQUIREMENTS

Proposals should be emailed to [dorota.wojciechowska@pot.gov.pl](mailto:dorota.wojciechowska@pot.gov.pl) The awarded company will be notified by email on or after the 9<sup>th</sup> of September 2024