



REQUEST FOR PROPOSALS

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

Date of Issue: 9 September 2024

Deadline: 16 September 2024

The Polish National Tourist Office (PNT0), based in Chicago, is currently seeking an experienced American tour operator to collaborate with for a period of approximately two months. The aim of this collaboration is to promote Polish tourism in the American market. The selected tour operator will be responsible for creating and executing various marketing activities, including email campaigns, ads on the booking portal, blog posts, social media engagement, webinars, and training sessions.

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: 9 September 2024
- RFP close date: 16 September 2024
- Notification of awarded company: 17 September 2024

Section 2: CAMPAIGN OVERVIEW

- Campaign execution period: approx. 2 months
- Target group: North American travel advisors

Section 3: KPI

- Reach: Number of impressions
- Number of clicks (CTR)
- PAX production increase as compared to the same timeline in 2023

Section 4: BUDGET

- Total budget is 15,000 USD gross

Section 5: SCOPE OF WORK (SOW) FOR BID

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

- Campaign overview
- Estimated impressions
- Estimated PAX production increase

Section 6: ENQUIRIES:

- Questions regarding requirements and scope of work will be received up to 15 September 2024 via email only at bartosz.szajda@pot.gov.pl
- Questions submitted after 15 September 2024 will not be responded to.
- No verbal inquiries or verbal requests for clarifications will be accepted.

Section 7: SUBMISSION REQUIREMENTS

Proposals should be emailed to bartosz.szajda@pot.gov.pl. Only the awarded company will be notified by email.