



Request for Proposal

Television advertising package

October 10, 2024

Chicago

1. Ordering Party

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550
Chicago, IL 60611

Telephone: (202) 460-5007

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

2. Scope of proposal:

Promotion of Poland as a tourist destination in television networks by airing 30-second video ads “Poland – Discover Your Roots” and “Poland. More than you expected.” For detailed information see Attachment 1.

3. Bidder’s qualifications:

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

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 to perform 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 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 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 the gross price (including all taxes and fees)
- 4) The proposal must align with the project’s guidelines specified in Attachment 1

6. Proposal submission:

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

2) The proposal is due no later than October 18, 2024.

7. Proposal evaluation:

Reach (impressions)	50%
Targeting US audience in agglomerations with large Polish-American populations	10%
Visibility (time slots)	10%
Package structure (number of airings)	20%
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) 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 in point 3, 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

Attachment 3: Detailed proposal evaluation criteria

DETAILED DESCRIPTION OF THE PROPOSAL’S SCOPE

Promotion of Poland as a tourist destination on television networks.

1. Broadcast of video ads “Poland. More than you expected” and “Poland - Discover Your Roots” on selected local TV stations, including in urban areas with a large concentration of Americans with Polish heritage, including New York and New Jersey. The message targets a broad audience in the U.S. to inspire and activate travelers’ interest in Poland.
2. Target audience: potential travelers from the U.S. who claim Polish heritage.
3. The message and visuals build a positive image of Poland.
4. Additional information

Channel	Television
Type of media	Television networks
Dates	Approx. October–November 2024
Creative work	Provided by Ordering Party
Content	Ordering Party will deliver video ads
Reporting	Bidder is responsible for creating a report presenting all the deliverables and their statistics (audience size)

PROPOSAL FORM

Ordering party:

Polish National Tourist Office

Address: 980 Michigan Ave., Suite 1550
Chicago, IL 60611

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 to bartosz.szajda@pot.gov.pl or by post to the Ordering Party.

Proposal

In response to the request for proposal for **“Television advertising package”** I/we present the proposal:

Gross (including all taxes and other fees) price in USD	
---------------------------------------------------------	--

I enclose a detailed proposal, including relevant information regarding the package evaluation criteria.

I/We declare that I/We have read the terms of the 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 the tender. I/We consider ourselves bound by this proposal for 30 days from the submission

deadline. In the case of the selection of our proposal I/We commit to perform the contract as specified with 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 the law requires such authorization.
2. Have the necessary knowledge, experience, and technical capacity to perform the contract.
3. In a financial condition which allows us to deliver the services in a timely and efficient manner.
4. Are not in the process of liquidation and have not been declared bankrupt.
5. Not subject to prosecution preventing us from participating in the tender
6. Not failed to pay taxes and other legal obligations.

.....
Bidder representative signature

DETAILED PROPOSAL EVALUATION CRITERIA

Reach (impressions)	50%
Targeting US audience in agglomerations with large Polish-American populations	10%
Visibility (time slots)	10%
Package structure (number of airings)	20%
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 among all the submitted offers – 50 points.
	The Contractor shall guarantee the total reach of the campaign not less than 1,998,000 impressions – 20 points.
	The Contractor shall guarantee the total reach of the campaign below 1,998,000 impressions – 10 points.
	The Contractor shall not guarantee a measurable reach of the campaign – 0 points.
Targeting	The Contractor declares to target specifically a US audience in agglomerations with large Polish-American populations – 10 points.
	The Contractor does not declare to target specifically a US audience in agglomerations with large Polish-American populations – 0 points.
Visibility	The Contractor proposes time slots during prime time and/or before, during, and/or after morning and evening news – 10 points
	The Contractor does not propose time slots during prime time and/or before, during, and/or after morning and evening news – 0 points

Category	Points awarded
Package structure	The Contractor shall guarantee the largest number of airings among all the submitted offers – 20 points.
	The Contractor shall guarantee no less than 120 airings – 10 points
	The Contractor shall guarantee less than 120 airings – 5 points
	The Contractor shall not guarantee the number of airings – 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