REQUEST FOR PROPOSALS
For 2025 Public Relations & Marketing Services in Ireland.

**Contact:** **Polish National Tourist Office**
**Date of Issue:** **16 December 2024**
**Deadline:** **27 December 2024**

The Polish National Tourist Office (PNTO) seeks for a PR agency to help them achieve their goals in 2025.
The purpose of this RFP is   to   select a qualified Public Relations or Marketing Agency to leverage media coverage about Poland in Ireland as well as to increase a positive image of the country amongst the Irish citizens, including both general public and trade. (travel agents, tour operators).
The selected agency will be retained for 12 months.

**Overview**
The prospective vendor replying to this RFP will be or represent a PR or marketing agency relevant experience and expertise. A proven experience in destination marketing/public relations is a must.

**Scope of Work**

The Scope of Work will include but not be limited to the following:

- Securing at least 5 journalists from Irish national newspapers and trade media who will be taking part in press trips to Poland organised by the Polish National Tourist Office in London.
- Writing and distributing press releases to print, online, specialist and broadcast media if needed.
- Arranging and managing media interviews. (if requested)
- Weekly clipping services (including estimated number of circulations and media value)
- Proofreading service

**Project Cost**
The vendor is requested to provide detailed costs for the services described in the Scope of Work section. **The cost should be provided in GBP and includes the value of the UK tax (VAT)**

**Enquiries**

- Questions regarding requirements and scope of work will be received up to 23 December 2024 via email only at dorota.wojciechowska@pot.gov.pl.
- Questions submitted after 23 December 2024 will not be responded to.
- **No verbal enquiries or verbal requests for clarifications will be accepted.**

**Submission Requirements**

Proposal should be emailed to dorota.wojciechowska@pot.gov.pl. Only the awarded vendor will be notified by email.