



POLISH
TOURISM
ORGANISATION

Stockholm, 2019.05.15

REQUEST FOR OFFER

FOR SHARED CAMPAIGN WITH AIRLINES FLYING FROM SWEDEN TO POLAND

Polish Tourist Organisation Office in Stockholm is looking for a partner within the airlines sector to promote Poland as a travel destination from Sweden.

We are looking for a possibility to make a shared campaign boosting the destinations the partner airline is flying to from Sweden.

Planned campaign term is II part of August / September, boosting autumn city breaks in Poland.

Planned budget is ca. 96.000 SEK plus VAT.

The media used for the promotion - internet, newsletters and social media. The main aim is to get the biggest reach and biggest investment from the partner. The reach is counted by the number of newsletter recipients.

Both reach and partner's contribution will be given points, per following formula:

Reach factor: $\text{reach} = \text{weigh criteria} \times 70$

Contribution factor: $\text{contribution} = \text{weigh criteria} \times 30$

The offer that gets the biggest number of points for both factors will win this procedure. The highest number of points is 100.

Polish Tourist Organisation is ready to sign the contract prepared by the Contractor, reserving the rights to negotiate chosen terms.

We are looking for the offers until **23 May 2019 at 14:00 o'clock**.

The offers should be sent to mh@polen.travel. In case on further questions please contact Malgorzata Hudyma, available at 0046 70 738 1121.

1. This procedure is not covered by the Law dd. 29 January 2004 on public procedures (Law Journal dd. 2017, pp. 1579 with later updates).
2. Information on the offer choice does not mean offer acceptance. In order to validate the choice the contract with the best tenderer must be signed.
3. The Ordering Party may:
 - cancel the procedure or invalidate it, partly or wholly, at any moment
 - close the procedure without choosing the offer
 - ask detailed questions and information from the tenderers at any stage of the procedure
4. In case the Ordering Party uses any of above clauses, there is no remuneration offered to the tenderers, who took part in the procedure.

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Branches of the Polish Tourism Organisation abroad:

Amsterdam, Beijing, Berlin, Brussels, Kiev, London, Madrid, Moscow, New York, Paris, Rome, Stockholm, Tokyo, Vienna.

websites: www.polen.travel; www.puola.travel; www.poland-convention.pl; www.edenpolska.pl; www.pieknywschod.pl;
www.polskapodajdalej.pl