

## CALL FOR PROPOSALS

The subject:

**“Biking tours in Poland - online and printed media campaign in Sweden, Norway and Denmark between August 2019 and April 2020, including the production of the promotional materials”.**

Stockholm, July 2019



European  
Regional  
Development  
Fund



European  
Regional  
Development  
Fund

## 1. The Ordering Party's Name and address

**Polish Tourism Organisation Office in Stockholm**

**Address: Karlavägen 47 b, bv, 114 49 Stockholm**

Telephone: 0046 8 205 605

Fax: 0046 8 210 465

E-mail: [mh@polen.travel](mailto:mh@polen.travel)

together with Project Partners:

### **A. Pomorskie Tourist Board (called further Pomorskie)**

**Waly Jagiellońskie 2a, Brama Wyzynna**

**80-887 Gdańsk**

for whom this activity will be co-financed from: "Biking South Baltic! Promotion and development of the Baltic Sea Cycle Route (EV Route No. 10) in Denmark, Germany, Lithuania, Poland and Sweden" co-financed by the European Union (European Regional Development Fund)".

### **B. Województwo Zachodniopomorskie (called further West Pomerania)**

**Korsarzy 34**

**70-540 Szczecin**

for whom this activity will be co-financed from the European Regional Development Fund under the Interreg South Baltic 2014-2020 programme, under the project "BALTIC STORIES. Professionalization of events for culturally embedded and sustainable tourism development of destinations in South Baltic region".

## 1. The subject of the Call

The subject of the Call is **Biking tours in Poland - online and printed media campaign in Sweden, Norway and Denmark between August 2019 and April 2020, including the production of the promotional materials**. The detailed description of the Call's subject is to be found in the Attachment No. 1 to this Call.

## 2. Criteria to take part in the Call:

The conditions to take part in the Call:

1. The company is entitled to take part in such calls;
2. The company possesses required knowledge and experience, followed by technical abilities;



3. The company has financial and economical resources to conduct the order properly and in the good timing;
4. The offer is delivered within the deadline.

#### 4. Information on the communication between the Ordering Party and the Contractors.

The Ordering Party appoints for direct contact with the Contractors following person: Malgorzata Hudyma

#### 5. The way to prepare the offer.

- 1) The Contractor is entitled to present only one offer. In case there are more than one offer submitted by the Contractor, all the offers will be rejected.
- 2) The Contractor will be bound with the offer for 30 days.
- 3) The binding term starts with the deadline to submit the offers.

#### 6. The place and deadline to submit the offer:

- 1) The offer should be sent with e-mail to the address: [mh@polen.travel](mailto:mh@polen.travel) or submitted to the Office listed in the point 1 of this Call.
- 2) The deadline to submit the offer expires on **08.07.2019 at 16:00 o'clock.**
- 3) Offers submitted after the deadline will not enter the Call.

#### 7. Criteria of choice:

- 1) The price listed in the offer covers all the costs in regards to the subject of the Call. The price should cover costs of all the elements necessary to perform the subject correctly.
- 2) The Contractor will list the price **including VAT tax and all the taxes** legible to the subject of the Call in SEK.
- 3) Choosing the offer the Ordering Party will apply the following criteria: 70% - the reach based on the number of the online users and circulation of the printed media and 30% - the cost of the campaign including the production of the promotional materials and buying the media.

#### 8. The modification of the Call:



In justified cases the Ordering Party may - before the offer submission deadline - modify the Call. In this case the modified document will be immediately delivered to those Contractors, who received the initial documents and at the same time will be published on the Ordering Party website. If the modification means there is a need for a longer time to prepare the new offer or modify the initial one, the Ordering Party will prolong the deadline for offer submission.

### 3. The additional information:

- 1) for this Call the Law of the Public Procurement, dd. 29.01.2004 (Law Journal dd. 2017, position 1579 with further changes) is not applicable.
- 2) The information about the offer choice is not the offer acceptance.
- 3) The Ordering Party has a right to:
  - a) cancel the Call, invalidate partially or completely at any stage;
  - b) close the Call without the offer choice;
  - c) change the deadlines listed in the Call;
  - d) request detailed information and explanations from the Contractors at any stage of the Call;
- 4) In case the Ordering Party uses any right listed in point no. 3, the Contractors are not entitled to any compensation.

### Attachments:

Attachment No 1: Detailed description of subject of the Call

Attachment No 2: The example of the Offer Form



## Detailed description of the subject of the Call

**Polish Tourism Organisation Office in Stockholm** with Project Partners (**Pomorskie Tourist Board** and **Województwo Zachodniopomorskie**) is interested in the campaign promoting bike tourism in Poland, conducted both online and in the printed media in Sweden, Norway and Denmark between August 2019 and April 2020. The Contractor has also to make the necessary promotional materials.

The Contractor should be able to:

- deliver at least 2 video 30-60 s each for online use
- deliver at least 90 high resolution pictures
- deliver minimum 2 full feature articles as well as cut-down articles for online use

The Ordering Party and the Project Partners will be able to use all the promotional materials free of charge for unlimited period of time and unlimited kinds of placements, with all the rights for necessary cuts or updates. The delivered materials will include the raw copies for further use. The delivery of the promotional materials will be the condition to make first payments but the Ordering Party and Project Partners.

The Ordering Party, together with the Project Partners, will finance - additionally to the project budget - one fam trip covering two Polish Partner regions for up to 6 travelling persons, including transportation, accommodation, food, sightseeing where applicable, for up to 4 days long trip. The fam trip is planned for week 36 including weekend.

The Contractor will also buy media for the campaign. The offer must include at least 15 media in Sweden, Denmark and Norway, with the list of planned tools with their reach, i.e. number of online users per week and circulation of printed media (not readers) on the chosen markets. The campaign has to be performed between September 2019 and April 2020, not later than week 17 of 2020. The complete report from the media activities will be the base for final payments for the campaign from the Ordering Party and the Project Partner (West Pomerania).

The Ordering Party, together with the Project Partners, will deliver the brief for the campaign not later than 22 July 2019.

The goal: the biggest reach with the lowest cost, at the same time engaging possible biggest contribution from the Contractor side.



The criteria of the Contractor's choice are:

- a) 70% - the reach based on the reach, counted as above.
- b) 30% - the campaign cost.

The estimated budget of the Ordering Party is 18.000 Euro incl. VAT. The Project Partners are willing to contribute another 2.000 Euro incl. VAT each. So the total budget is 22.000 Euro incl. VAT. Each partner will need to sign own contract with the Contractor and will need separate invoice.

The payment conditions are as follows:

- for the Ordering Party: up to 70% of total campaign value paid in 2019 (after receiving the promotional materials) and the remaining 30% after receiving the complete report of PR activities in 2020;
- for West Pomerania: up to 50% of total campaign value paid in 2019 (after receiving the promotional materials) and the remaining 50% after receiving the complete report of PR activities in 2020;
- for Pomorskie: 100% of the total campaign value paid in 2019, after receiving the promotional materials.

After the offer is submitted the Ordering Party reserves the right to conduct negotiations with this Contractor, who submitted the most beneficial offer. The negotiations may concern the chosen media for the campaign. The Ordering Party will invite the Contractor for negotiations not later than 5 calendar days from the deadline to submit the offer.





## THE OFFER FORM

**The Ordering Party:**

**Polish Tourism Organisation Office in  
Stockholm**

THE CONTRACTOR:

.....

VAT number ..... Org. Number .....

Correspondence Address:

.....

Person to contact for the Ordering Party:

.....

Phone number: .....

Fax number: .....

e-mail .....

Answering to the Call we present following offer for:

**Biking tours in Poland - online and printed media campaign in Sweden, Norway and  
Denmark between August 2019 and April 2020, including the production of the promotional  
material for the price of:**

..... **EURO including VAT**  
**(In words: .....)**



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The detailed offer, including the chosen media for the campaign, with their reach is attached.

The planned reach is: ..... pax.

I confirm, that I have read the Call conditions and I do not object any of them as well as that I have received all the information and explanations necessary to prepare the offer.

I confirm the offer binding time of 30 days, starting with the deadline of offer submission.

I confirm, that in case the offer is chosen, it will be performed in the given price and term.

I confirm also that:

1. The company is entitled to take part in such calls;
2. The company possesses required knowledge and experience, followed by technical abilities;
3. The company has financial and economical resources to conduct the order properly and in the good timing.

.....  
The signature of the person  
entitled to represent the Contractor

