

CALL FOR PROPOSALS

The subject:

**"Online campaign on Swedish, Norwegian, Danish and Finnish markets
in IV quarter of 2020".**

Stockholm, September 2020

1. The Ordering Party's Name and address

Polish Tourism Organisation Office in Stockholm
Address: Karlavägen 47 b, by, 114 49 Stockholm
Telephone: 0046 8 205 605
Fax: 0046 8 210 465
E-mail: mh@polen.travel

1. The subject of the Call

The subject of the Call is the online campaign on Swedish, Norwegian, Danish and Finnish markets in the IV quarter 2020. 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 or submitted to the Office listed in the point 1 of this Call.
- 2) The deadline to submit the offer expires on **7th October 2020 at 15:00 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: 40% - the reach based on the minimal number of clicks, 40% the cost of paid media included in the final price of the campaign and 20% - the price of the campaign

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 is looking for the possibility of advertising using online advertisement opportunities on Nordic markets, promoting Poland as an attractive tourist destination for the time after the pandemic.

The contractor should prepare the message in the form of minimum 1 video and minimum 5 articles about different tourist products available in our country and direct the interest of the consumers located in Sweden, Norway, Denmark and Finland to the prepared materials by using the paid media (like post promotion via FB, Instagram and similar).

The dates of the campaign: minimum 6 weeks in IV quarter 2020, ending not later than 15 December 2020.

The goal: the biggest reach with the lowest cost.

The criteria of the Contractor's choice are:

- a) 40% - the reach based on the minimal number of clicks
- b) 40% - the cost of paid media included in the final price of the campaign
- c) 20% - the price of the campaign

The estimated budget is 280.000 SEK plus 25% VAT.

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 campaign tools, the campaign reach as well as the cost of the service. 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:

**Buying the online campaign on the Swedish, Norwegian, Danish and Finnish markets in IV
quarter of 2020 for the price of:**

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

The detailed offer is attached.

The minimum number of the impressions included in the offer is: pcs.

The amount included in the campaign for the paid media is:
.....SEK incl. VAT.

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