

Request for quote – marketing campaign in Scandinavia

Subject: Marketing campaign in Scandinavia – The Tatras mountain region

Customer:

Name: Región Vysoké Tatry
Address: Starý Smokovec 1, 062 01 Vysoké Tatry
Business ID: 422 34 077
VAT ID: SK2023468403
Bank: J@T Banka
Bank account: SK31 8320 0000 0013 0000 1042

Placing an order:

OOCR Region Vysoke Tatry, as a sponsor, has an interest in promoting of the Tatras mountain tourism region in the Scandinavian countries by creating awareness of tourism potential of the region and thus increases interest in the region. These promotion activities are expected to lead to creating actual business contracts, by organizing study tour for tour operators and media campaign including building a website in local languages. Implementation period from October 2019 to June 2020

Deadline for submission of the offer: 09/18/2019

Specification:

Service provider competencies:

1. Target group selection and PR approach suggestions
2. Creating networks of tour operator partnerships, setting up meetings during travel fairs in Scandinavia
3. Adding an information and promotion web page to the existing landing page in Danish and Finnish language
4. Adding call to action buttons to the landing page
5. Translation of text for the campaign website – Danish, Finnish language, ca. 10 pages A4
6. Purchasing of the media space advertising – FB, Instagram, Google, Ads: 8 - 15 ads per 1 month
7. Campaign preparation including content creating, campaign management
8. Reporting on the monthly basis.

Estimated contract value excluding VAT: €18,500

Conditions of participation of candidates in accordance with §32 par. Article 1 (a) e) of the Act:

- A. Submission of the copy or the original extract from the Commercial Register or the Trade Register (only applies to the tenderer, at the latest on the day of issuing the order / contract). The document must show the authorization to carry out the work in question.

- B.** The tenderer must be able to ensure that the subject-matter of the contract is carried out in full as required by the contracting authority.

Evaluation criteria

The comparative criterion for assessing the tenders submitted will be the total price excluding VAT in EUR in accordance with the applicable legislation of the Slovak Republic, which must include the price for the whole subject of the contract requested, ie. the sum / summary of all items based on the candidates' awarded items. If the prices quoted in tenders are calculated in a currency other than Euros, these tenders will be excluded from public procurement. The proposed contract price is a fixed price and is determined as the price at the time of signing the contract or issuing the order.

Bid Evaluation process

1. The evaluation of tenders shall be carried out in an ascending order of all tenders not excluded from the evaluation according to the price criterion.
2. The first-ranked bid (i.e. the lowest bid) will be evaluated as successful (or the bidder who submitted the bid will be evaluated as successful). Other bidders will be unsuccessful in this competition. The public tender shall send the result of the evaluation of the tenders to all tenderers whose tenders were evaluated.
3. The fact that the tenderer was not selected to supply the subject-matter of the contract to a public tenderer does not create a claim for compensation by the tenderer.

Let us familiarize you with the key facts of the contract being awarded

- the bid submitted in accordance with the required specifications and conditions must be confirmed by the supplier / tenderer
- the proposed contract price must be determined according to the Act of the National Council of the Slovak Republic no. 18/1996 Coll. on prices, as amended, Decree of the Ministry of Finance of the Slovak Republic no. Implementing Act no. 18/1996 Coll. on prices and in accordance with Act of the National Council of the Slovak Republic no. 222/2004 Coll. on Value Added Tax, as amended, and must include all costs associated with the implementation of the subject matter of the contract.
- the public tenderer is requesting a bid in english language
- a successful order will be sent to the successful tenderer for the performance of the subject of the contract, and the successful tenderer must also submit the originals or photocopies of the originals of the following documents before sending the order: Proof of business authorization issued in accordance with the law of the country of origin of the tenderer

- Regional Tourism Organization The High Tatras Region will pay the costs for the work / services performed on the basis of an invoice issued by the contractor with detailed work / service specifications.
- Invoices will be due within 15 days of receipt and receipt by the public purchaser.

More detailed explanation of the information in the call will be provided by Ing. Veronika Littvová, PhD. M.A., e-mail: riaditel@regiontategy.sk, tel .: +421 911 092 137

We believe that you will participate in the public procurement in question and submit your quotation for the requested subject of the contract in accordance with the above conditions.

Time limit for binding tenders: until 12/31/2019

Annexes to this call: Annex no. 1 - refund (no obligation to use it)

Yours sincerely

Ing. Veronika Littvová, PhD. M.A.
executive director

In Starý Smokovec on 09/13/2019