

# **Request for quote – marketing campaign in Poland**

**Subject: Marketing campaign in Poland– The High Tatras mountain region**

**Customer : Region Vysoké Tatry**

Address: Starý Smokovec 1, 060 01 Vysoké Tatry, Slovakia

VAT:

Contact person: Lucia Blašková, executive director

Phone: +421 911 092 137

Web: www.regiontatry.sk

## **Placing an order:**

OOCR Region Vysoke Tatry, as a sponsor, has an interest in promoting of the Tatras mountain tourism region in Poland, by creating awareness of tourism potential of the region and thus increases interest in the region, with focus on ski and winter season 2020/2021. 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.

**Estimated price of campaign: 11 500 EUR, criterion is the lowest price level**

**Deadline for submission of the offer: 28.12.2020**

## **Specification:**

Service provider competencies:

1. Target group selection and PR approach suggestions
2. Organizing study tours for tour operators potentially interested in co-operation, follow up, creating networks of tour operator partnerships
3. Creating an information and promotion blogs for the region
4. Creating a social media campaign profile page for the region and skiing
5. Purchasing of the media space advertising
6. Campaign preparation including content creating
7. Reporting

Contact details of the applicant:

Name of company:

Address:

VAT:

Contact person:

Phone:

E-mail:

Banking:

Price calculation:

No.	Subject	Price
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Date and place:

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Signature