



Warmia i Mazury
Sp. z o.o.

Szymany, on 09/10/2020

WIM.HM.0810.12.2020

WARMIA I MAZURY Sp. z o.o.
z siedzibą w Szymanach
Szymany 150, 12-100 Szczytno
... NIP. 7451842294, Reg. 381545971
(place for a company seal) 439

INQUIRY FORM

(this inquiry does not constitute an inquiry within the meaning of the Public Procurement Law and constitutes market research)

Please send a tender for the subject of the order described below:

Marketing campaign promoting Olsztyn-Mazury Airport on the international market based on the air carrier.

Order completion date: 01.11.2020 - 31.12.2020

Tender evaluation criterion: 100% price

Please send your tender by post to the following address:

marketing@mazuryairport.pl by October 14, 2020, 4:00 p.m.

A detailed description of the subject of the order is attached as Attachment no. 1.

I approve:

PREZES
Tomasz Kępczyński

(Signature of the Head of the Organizational Unit)



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Attachment no. 1 – Detailed description of the Subject of the Contract:

Marketing campaign promoting Olsztyn-Mazury Airport on the international market based on the air carrier.

1. The subject of the contract is to conduct a marketing campaign promoting Olsztyn-Mazury Airport on the international market based on an air carrier.
2. The contracting authority requires that all elements of the campaign are carried out on the basis of the same air carrier, who carries out scheduled passenger flights to and from Olsztyn-Mazury Airport.
3. The marketing campaign will be carried out over the period of 2 months, i.e. from November 1 to December 31, 2020.
4. The aim of the marketing campaign is to raise awareness of the Olsztyn-Mazury Airport and increase interest in air travel to Warmia and Mazury among potential recipients.
5. Promotional activities as part of the marketing campaign include:
 - a) Facebook post

An entry promoting Olsztyn-Mazury Airport on the air carrier's profile on Facebook. Estimated reach must be no less than 85,000 recipients.
 - b) Newsletter

Sending the newsletter promoting Olsztyn-Mazury Airport to the air carrier's e-mail subscribers database. As part of the campaign, the Contractor undertakes to send 1 newsletter to German-speaking subscribers and 1 newsletter to English-speaking subscribers. The number of newsletter recipients for each of the two mailings may not be less than 24852 people.
 - c) Destination page logo with link

Display of the logo of the Olsztyn-Mazury Airport together with a link redirecting to the website of the Ordering Party, on the "Destination guide" under the "Destinations" tab on the carrier's website in the English version and German version. The display of materials promoting the airport must take place continuously for 8 weeks during the campaign.
 - d) Destination guide

Display of materials promoting the Olsztyn-Mazury Airport, including text and photos, on the "Destination guide" under the "Destinations" tab on the carrier's website in the English version and German version. The display of materials promoting the airport must take place continuously for 8 weeks during the campaign.
 - e) Profile page banner

Display of the advertising banner of the Olsztyn-Mazury Airport along with a link redirecting to the website of the Ordering Party, on the profile page of the individual



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user account, on the carrier's website in the English version and German version.

The display of materials promoting the airport must take place continuously for 4 weeks during the campaign.

6. The contractor will be obliged to submit the proposed schedule of marketing activities under the campaign, within 14 working days from the date of signing the contract.



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TENDER FORM

Subject: Marketing campaign promoting Olsztyn-Mazury Airport on the international market based on an air carrier.

Contractor's data:

Name:

Headquarters:

E-mail: Telephone:

NIP:

	Promotional activities	Net price (EUR)	VAT (%)	Gross price (EUR)
1.	<u>Facebook post</u> <i>In accordance with paragraph 5 point a of the Detailed description of the Subject of the Contract.</i>			
2.	<u>Newsletter</u> <i>In accordance with paragraph 5 point b of the Detailed description of the Subject of the Contract.</i>			
3.	<u>Destination page logo with link</u> <i>In accordance with paragraph 5 point c of the Detailed description of the Subject of the Contract.</i>			
4.	<u>Destination guide</u> <i>In accordance with paragraph 5 point d of the Detailed description of the Subject of the Contract.</i>			
5.	<u>Profile page banner</u> <i>In accordance with paragraph 5 point e of the Detailed description of the Subject of the Contract.</i>			
	Total price			

.....
(place, date)

.....
(signature, stamp)