

**To whom it may concern:**

Applicants to qualify for Proposal Submission

New York, May 2, 2011

**Request for Qualification (RFQ)**

To determine qualification of applicants to participate in RFP.

Qualification to participate in the RFP for the provision of online marketing services in New York (in accordance with section 3, no. 4, of the German contracting rules for the award of public service contracts [VOL/A]).

Enclosures:

- RFQ application form
- List of attachments
- Qualification forms

Dear Sir or Madam,

The German National Tourist Office (GNTO) is seeking a qualified online public relations agency to execute the services described hereunder.

**1. Information on the services requested**

**1.1. About the client**

The German National Tourist Board (GNTB) is Germany's national tourism organization headquartered in Frankfurt. On behalf of and funded by the German federal government, the GNTB has been working internationally to promote Germany as a travel destination for the past 60 years, communicating the diverse appeal of Germany as a travel destination to a worldwide market. This involves the promotion of one of the largest and most attractive brands - Destination Germany. The GNTB is present around the world, with 11 foreign representative offices and 18 sales and marketing agencies. These carry out the bulk of its sales activities and are responsible for ensuring that the *Destination Germany* brand obtains the widest possible recognition worldwide.

**1.2. Background information on the contract**

The German National Tourist Office (GNTO) is the US branch office of the GNTB located in New York where it serves as the main office for North America. For the 2011 promotion of Germany as a travel destination to the U.S. media, the GNTO is searching for an online public relations company to help it further its goals for this campaign.

### 1.3. **Subject of the contract**

Campaign goals:

- Promotion of Germany as a top travel destination to U.S. media through on-line and social media venues.
- Reach new and additional travel, culture and lifestyle journalists in North America.
- Establish new venues of online engagement between the GNTTO press department and the North American media and raise the current levels of engagement.
- Increase number of online articles about Germany as a Travel Destination by meaningful and influential online travel media.
- Implement social media tools and practices that increase the level of engagement with North American journalists and increase the quantity and quality of the engagement.

**The contract will consist of, but shall not be limited to, the following services:**

- The Development and execution of an integrated online PR Campaign for the promotion of the GNTTO online PR presence and outreach to important on-line journalists.
- Recommendations for, implementation and maintenance of useful new media and social media tools and platforms.
- Suggestions and implementation of best practices in social media, including SEO and content syndication.
- Creative and cost-effective ideas for one or several campaign(s) for social media.
- Monitoring, tracking and reporting on results on a regular basis.
- Monthly strategy and reporting meetings at GNTTO's office in New York

All corporate information with regard to the GNTB, GNTTO and its strategies is to be treated as strictly confidential. This information, together with any work materials provided, may not be used for other customers/purposes unless the GNTB has given its prior approval. All media purchases must be acquired through competitive RFPs amongst suppliers and service providers. The GNTB may receive documentary proof of this upon request.

### 1.4. **Place of delivery**

New York, USA

### 1.5. **Delivery period**

Commencement of contract and services: June 21, 2011

Termination of contract: 31 December, 2011

Optional extension until 31 December, 2012 based on performance.

**1.6. Scale of proposals**

Proposals may only be submitted for the full range of services, no partial offers.

**2. Information on the award procedure**

**2.1. Award method**

Competitive RFP for pre-qualified bidders in accordance with section 3, no. 4 VOL/A

**2.2. Agency awarding the contract**

German National Tourist Office  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072

**2.3. Information on award documents**

Information shall be provided by:

German National Tourist Office  
Victoria Larson  
Public Relations Manager, North America  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072  
Tel.: +1 212-661-7175  
Email: Victoria.Larson@germany.travel

**2.4. Bidder's qualification check**

Bidders will be checked for suitability from a financial and economic perspective, and also with regard to their know-how, experience and technical expertise, specifically by reference to the documents, declarations and proofs listed under 3.2.3 (see below). The following minimum requirements apply:

- Proof of proper licensing
- Proof of ability to meet financial obligations
- References for successful prior work with clients from the tourism/hospitality industry.
- Agency is established and experienced in the US-market
- Dedicated communications specialist experienced in online and social media practices and a senior strategist for entire term of campaign
- Able to attend kick-off presentation as well as monthly meetings at GNTO's New York office (no refund of travel expenses)

**3. Bidding terms & conditions**

**3.1. Form and content of the RFQ application**

**3.1.1. Format requirements**

Please submit your written application in hard copy – in a sealed envelope marked with “2011 Online Public Relations Campaign” to the location indicated in 3.3 below. Digital applications are not permitted.

**3.1.2. Modifications, supplements and explanatory notes**

Modifications of the original RFQ documents are not permitted. Explanatory notes, case studies, and other work samples may be attached and listed as an enclosure,

provided that they serve to enhance the appraisal of the applicant.

### 3.1.3. Signature

All documents, forms (where marked) and declarations must be signed. The name/s of the signatory/signatories must be stated in print letters.

### 3.2. Documents to be attached

The documents listed under Items 3.2.1 to 3.2.2 below must be attached in order for the application to be taken into consideration.

#### 3.2.1. Forms

- *RFQ application form* - completed
- *List of attachments* - completed and signed
- *Form 1: Information concerning the bidder* - completed and signed
- *Form 2: References for the bidder/subcontractor in respect of services of a similar nature* - completed and signed

All forms are available for download at  
[http://www.cometogermany.com/ENU/press/index\\_media\\_room.htm](http://www.cometogermany.com/ENU/press/index_media_room.htm)

#### 3.2.2. Documents supporting the evaluation for qualification

The following documents must be submitted in order to assess the applicant's suitability to bid:

- Proof of proper licensing: Copy of company registration / tax ID
- Proof of bidder's liability: Bank reference, insurance certificate or other reference
- Information on the bidder, including all the information required by Form 1: *Information concerning the bidder*
- References for the bidder, including all the information required by Form 2: *References for the bidder/subcontractor*

The submission of these declarations and proofs is mandatory. Applications with incomplete documentation will not be considered.

All forms must be fully completed. If no information can be given or is not applicable due to objective reasons, this must be indicated in the field(s) and a separate explanatory note must be included. If information is missing and no note is given, the GNTD will exclude the respective application from the process without any further examination.

### 3.3. Submission of the RFQ application

RFQ applications must be delivered by 5:00 PM on Tuesday May 10 to the following location:

German National Tourist Office  
Attn. Victoria Larson  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072

Failure to submit your application and the required elements by the above deadline will cause the applicant to be deemed non-responsive and cannot be taken into consideration.

### **3.4. Timeline**

The GNTTO will review all interested participants in a three-step evaluation process:

1. Request for Qualification (RFQ) – to determine qualifying candidates.
2. Request for Proposals (RFP) – to determine qualifying proposals.
3. Invitation to a formal presentation of proposals at GNTTO's New York office for qualified bidders whose proposals we deem most qualified.

Our proposed 2011 schedule is as follows:

Tue. May 10: Deadline for submission of RFQ applications  
Fri. May 13: GNTTO informs qualified applicants and sends RFP  
Fri. June 3: Deadline for submission of RFP's  
Fri. June 10: Invitations to Present  
Wed/Thurs, June 15/16: Formal presentation by finalists at GNTTO's New York Office  
Mon, June 20: Award  
Tues, June 21: Contract and launch of campaign

### **3.5. Notification and non-qualified applications**

Only qualifying applicants will receive an invitation to submit their proposal. All non-qualified applicants can receive a notification upon written request according to section 27 of the German contracting rules for the award of public service contracts [VOL/A].

We look forward to receiving your application.

With kind regards,

Victoria Larson  
Public Relations Manager The Americas  
German National Tourist Office

Name and address of bidder (company stamp)

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## FORM 1: Information concerning the bidder

1. Function within the project: (only required for subcontractors of a bidding consortium)  _____
2. Full name of the company:  _____
3. Legal structure of the company:  _____
4. Information on affiliated companies: (all majority shareholders must be declared (use chart if appropriate))  _____ _____ _____
5. Full company address (address, country, telephone, fax and email)  _____ _____ _____
6. Number and expertise/specialization of staff allocated to the services of this RFQ (or comparable services).  _____
7. Turnover during the last years gained with services of similar nature  2010: _____  2009: _____  2008: _____

Please note: this form must be completed by each member of a bidding consortium. Duplicates of this form must be made for this purpose, if necessary.

\_\_\_\_\_  
Date, signature, printed name

Name and address of bidder (company stamp)

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**FORM 2:                   References for the bidder/subcontractor in respect of services of a similar nature provided during the last 2 calendar years\***

Reference 1	
Name of the client/company	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

  

Reference 2	
Name of the client/company	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

\*Please note: at least **two** references for tourism/hospitality clients must be submitted. A greater number of references will be viewed positively.

Name and address of bidder (company stamp)

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Reference 3	
Name of the client/company	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

Reference 4	
Name of the client/company	
Description of the services provided	
Period of execution	
Client's address and website	
Name, phone, email of contact person overseeing the campaign	

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Date, signature, printed name



# RFQ APPLICATION FORM



Name and address of bidder (company stamp)

German National Tourist Office  
Attn: Victoria Larson  
Public Relations Manager North America  
122 East 42<sup>nd</sup> Street, Suite 2000  
New York, NY 10168-0072

Type of call:  
*Negotiated contract*

Deadline for application submission:  
*May 10, 2011 5:00 p.m. EST*

Deadline for Awarding/Validity of RFP:  
*June 21, 2011*

Name of company: \_\_\_\_\_

Contact person, tel., fax, email: \_\_\_\_\_

Company's Tax ID: \_\_\_\_\_

**Online Public Relations Campaign in New York, USA**

This RFQ application comprises \_\_\_\_pages in total, including this page.

**Enclosures** (please check)

☐ **Documents/forms requested as per list of attachments**

☐ **Case study/proof of previous, successful campaigns**

☐ \_\_\_\_\_

## List of attachments required with the RFQ application

Forms/documents	Number of attachments	Total pages of all attachments
Proof of proper licensing/copy of companies register		
Ability to meet financial obligations/bank's reference		
Tax clearance certificate from the appropriate tax office		
Clearance certificate in respect of employer's liability insurance from the appropriate employer's liability insurance association		
Form 1: Information concerning the bidder		
Form 2: References for the bidder/subcontractor in respect of services of a similar nature (min. 2 in hospitality/tourism)		
<b>Other documents submitted by the applicant</b>		<b>Number of pages</b>

\_\_\_\_\_  
Date, signature, printed name