

“Wunderbar together – Germany and the U.S.”

Communications agency needed for “Deutschlandjahr USA 2018/19” campaign – Invitation to participate in the request for proposals



About Deutschlandjahr USA

From October 2018 until the end of 2019, hundreds of projects, exhibitions, and events covering economics, politics, science, education, and culture, will take place across the United States as part of the comprehensive public diplomacy campaign “Deutschlandjahr” (Year of Germany). Under the motto “Wunderbar together – Germany and the U.S.”, this campaign seeks to showcase the strength of the German-American partnership and illustrate how closely the two countries are linked by heritage, common values, and shared interests. This nationwide campaign is being initiated by the German Federal Foreign Office, the Federation of German Industries (BDI), and the Goethe-Institut. Events include (but are not limited to) political meetings, conferences, economic forums, concerts, and sporting events.

Project Overview

As the lead entity for communications during the campaign, the Goethe-Institut is seeking a highly qualified communications and public relations agency, with deep focus and expertise in the U.S. market, to assist in the development and implementation of a multimillion-dollar strategic communications campaign. The total budget for the communications agency (all agency services and media costs) is 2.0 to 2.25 million Euros (gross).

The successful bidder must demonstrate strong expertise in brand development, public relations, and digital, classical, and event marketing strategy, as well as experience in collaborating with multiple stakeholders and nonprofit communications teams. Written applications and all supplementary documents must be **submitted by 6:00 AM (EST) on May 9th, 2018.**

To submit a request for proposal please visit the following link:

<https://www.dtv.de/Center/notice/CXP4YHXNY3>

Via this link you will also be able to access all relevant background information and application documents for this project.

As this is an EU-wide call for tender, the submission process for proposals has certain legal and regulatory restrictions which do not allow the organizer of the request for proposals to openly discuss questions over the phone. Thus, for compliance reasons, all necessary materials for participation have been included in a list of documents that can be found on the procurement portal. If you have any questions, please send them by email to deutschland-usa@goethe.de. Your questions will then be posted on the procurement portal and answered anonymously. This procedure is to ensure that every bidder has access to the same information.