

Name and address of the project partner: Zagrebačka filharmonija

Project: FILMharmonia

Title of the tender: Joint Marketing mix development for the “FILMharmonia” project

Reference number: SER 2019-7

PART A: INFORMATION FOR THE TENDERER

1. INFORMATION ON SUBMISSION OF THE TENDERS

Subject of the contract:

Lead partner Zagrebačka filharmonija, together with Muzička omladina Novog Sada as Project partner, implement an Interreg IPA CBC project “**FILMharmonia**” financed from Interreg -IPA CBC Croatia-Serbia 2014 - 2020 Programme.

Services related to development of joint marketing mix for the “FILMharmonia” project are requested. The activity (Activity C.3) includes the development of a joint Marketing mix for which the exact quantities will be defined based on market offer and project needs. It includes appearances on TV, radio, web, outdoor and print media, that is, media space buying in both countries (RH and RS). The aim is to promote the project and new cultural and touristic concept targeting the wider audience.

The subject of this tender is implementation of **services** as indicated in the technical information in the point 2 of this information.

Deadline for submission of the tenders:

The deadline for submission of tenders is **15.07.2019 at 12:00 CET**. Any tender received after this deadline will be automatically rejected.

Address and methods for submission of the tenders:

The tenderers will submit their tenders using the **standard submission form available in the Part B of the tender dossier**. The tender will be submitted in 1 original. In case of e-mail submission, the tenderer may provide a scanned original of the tender. Any tenders not using the prescribed form might be rejected by the project partner.

In addition to the offer the tenderer is required to provide the following supporting documentation (in copies or scanned versions in case of e-mail submission):

- Copy of legal registration
- Tenderer declaration (Part C of tender dossier)

The tenders will be **submitted via e-mail**. In this case the base e-mail message will clearly indicate:

- Title of the tender (in the subject of e-mail): *Joint Marketing mix development for the "FILMharmonia" project*
- Reference number (if applicable, in the subject of e-mail): *SER 2019-7*
- Name and address of the tenderer (in the e-mail text)

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

The tenderers will be submitted by **e-mail to the following address of contact person** (Josip Letica):

josip.letica@zgf.hr

The tenderers are reminded that in order to be eligible the tenders need to be received by the project partner by the deadline indicated above.

2. TECHNICAL INFORMATION

The tenderers are required to provide **services** as indicated below. In the tenderer's technical offer, the tenderers will indicate more details on the deliveries, referring back to the below table:

No.	Title of item	Description	Required time frame	Required inputs, if applicable
1.1.	Joint Marketing mix development for the "FILMharmonia" project	<p><i>Requested services include:</i></p> <ul style="list-style-type: none"> • <i>Development of a joint marketing mix for all events (4) – FILMharmonia performances in Croatia and Serbia.</i> • <i>All kinds of advertising channels (both nationally and locally), as well as technical support for buying ads in the media should be included in proposed joint marketing mix;</i> • <i>Maximum available budget for marketing activities is 100.000 EUR;</i> • <i>General guidelines for media buying:</i> 	<i>1 month</i>	<i>Detailed offer specifying tasks to be performed</i>

		<ul style="list-style-type: none">• 80% of available budget should be directed on TV and Radio advertisements (in both countries) out of which 40% on national TV and Radio stations and 60% on local TV and Radio stations;• 20% of available budget should be directed on WEB portals, printed media and portals (in both countries).		
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1. FINANCIAL INFORMATION

The tenderers are reminded that the maximum available value of the contract is **10.000,00 EUR** (VAT included).

2. ADDITIONAL INFORMATION

Language: Offer should be in English language in form provided in tender dossier, while other documents such as: Registration act, detailed offer, etc. may be in Croatian and/or Serbian in Latin letter.

The selection criteria are: Lowest price of technically compliant offers

The unsuccessful/successful tenderers will be informed of the results of the evaluation procedure in written.

The estimated time of response to the tenderers is 10 days from the deadline for submission of tenders.