



ITALIAN TRADE AGENCY

New York, April 25, 2022

Prot. n. 0050472/22

### OPEN CALL FOR BIDS

The New York Office of the Italian Trade Agency (ITA) promotes the Made in Italy Food and Wine industry throughout the US Market, supporting the growth of Italian companies and contributing to the attraction of foreign investments in Italy.

Our government agency is currently searching for a Communication, PR, and/or Marketing Agency to coordinate and oversee the participation of a maximum of 35 Italian restaurants and fashion boutiques located along New York City's Madison Avenue in the "*Italy on Madison*" *Aperitivo Italiano* promotional event (May 18-25, 2022) organized by ITA.

In more detail, the agency will be expected to:

- Disburse a stipend of \$700.00 (\$100/per day) to each participating location to cover the costs of all products and other expenses (retailers' names will be provided by the ITA).
- Conduct site visits at every location and ensure they are promoting and offering Italian Aperitivo (daily from 5-7pm) to their guests throughout the promotional week of May 18-25, 2022.
- Ensure each location showcases branded material/signage in the days leading up to, and throughout the promotional week (materials will be provided to locations by the ITA).
- Submit a final report at the end of the project comprehensive of original photos taken at each restaurant/boutique (minimum 3 photos per location) along with screenshots of posts on the location's social media account showcasing Italian spirits, and promotional material, etc. The agency must also include receipt of payment provided to each participating location.

#### **ALSO, TO BE AWARE OF FOR ACCOUNTING PURPOSES:**

1. Being a foreign government agency, we are tax-exempt. Please DO NOT insert the taxes in your quotation.
2. Please provide your payment policy. We usually are open to a first payment upon the signature of the contract (usually 20%) and other following payments to be scheduled. Specify which payment schedule and which percentages are required by your internal policy.
3. We will pay via ACH

**Please provide a quotation that must be no higher than \$35,000.00 and please respond no later than Wednesday, April 27, 2022, at 5 pm EST.**

The selection criteria for this bid will be the offer with the lowest price that includes all the above requests. We will assign the contract even if we receive just one suitable proposal.

If you have any questions regarding this tender, please contact:

Angela Di Nardo

Junior Market Analyst Food and Wine Sector

Italian Trade Agency New York Office

Email to: [a.dinardo@ice.it](mailto:a.dinardo@ice.it)

Cordially,

Antonino Laspina

Italian Trade Commissioner

Executive Director for the USA

**[SIGNED IN ORIGINAL]**