

REQUEST FOR PROPOSAL (RFP)

Selection of restaurant groups (RG) interested in participating in the promotion of Italian pasta during the World Pasta Day (WPD) October 18-25, 2020 coordinated by the New York Italian Trade Agency (ITA)

ITA is hereby asking for proposals (RFP) for the acquisition of the service in question from economic operators - **based in the US** - interested in providing the service.

The applicants must submit a price quotation for the services described in this Notice. The applicants will be carefully checked and vetted by ITA. The present RFP does not engage ITA in any type of contract or negotiation with the applicants. ITA reserves its right to contact only the applicants the Agency deems fully qualified.

REQUIRED CONDITIONS FOR PARTICIPATION

ITA will accept proposals from **authentic Italian RG based in the US**. The RG must comprise **at least 15 active restaurants**, of which **at least 10 must operate outside New York City**.

The bidding RG must enclose **the list with the complete information** on all the restaurants participating in the promotion.

All the restaurants part of the bidding RG must guarantee their availability to participate in the WPD promotion.

All the restaurants part of the bidding RG must enclose their **regular menu with a particular highlight of one different pasta dish per day as a *Daily Special***.

CONTENT OF THE REQUESTED SERVICES:

The service object of the RFP consists in the following:

- 1) **Coordinate and organize** the participation of the restaurants in the WPD promotion, under the supervision of ITA.
- 2) Introduce in the regular menu **one different pasta dish per day as a *Daily Special*** during the WPD week: October 18-25, 2020. The pasta dishes must **highlight** the uniqueness, the versatility and the healthy qualities of Italian pasta.
- 3) All products and ingredients used must be **authentic Italian**. No substitutions will be accepted.
- 4) Distribute the WPD **printed material** (provided by ITA) on the restaurants' sites.
- 5) Post the WPD **electronic material** (provided by ITA) on the restaurants' websites and social media platforms.
- 6) Include the **WPD logo and other institutional logos** in the printed and electronic materials in order to highlight the promotion and its focus on authentic Italian pasta.
- 7) **No product brands** may be displayed or listed in the printed or electronic material. WPD aims to promote **Italian pasta as a category**.



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The service is meant to be representative of the different ways of interpreting the cooking of pasta throughout the Italian territory. The dishes should therefore represent **the best of Italian culinary tradition** but take into consideration a **modern-day gourmet style**.

SERVICE DURATION

The winning group must guarantee the **continuity of the service for the entire WPD week**.

All the services described above will be commissioned to the winning group with a "Service Agreement Letter" by ITA director.

VALUE OF THE CONTRACT AND PRESENTATION OF APPLICATIONS

ITA will pay a compensation to the RG of **a total amount up to \$30,000.00 for 15 restaurants (equivalent to a maximum of \$2,000.00 per restaurant)**.

The compensation paid is inclusive of all applicable taxes and charges.

ITA reserves the right to increase or decrease the contractual amount by 20% as needed, without any further obligation toward the awarded Contractor.

The selection criteria for this bid will be the offer from **a qualified RG (authentic Italian, based in the US, comprising at least 15 active restaurants, of which at least 10 operating outside New York City) with the lowest price that includes all the above and below requirements**.

We will assign the contract even if we receive just one suitable proposal.

The RG interested in submitting a proposal must e-mail it at newyork@ice.it no later than 12:00pm EST of September 28th 2020.

The proposal must include:

- **the complete list of the participant restaurants;**
- **the proposed compensation for each listed restaurant;**
- **the proposed menu with 7 (seven) pasta *Daily Specials* for each listed restaurant;**
- **written confirmation of abiding by the requirements listed under CONTENT OF THE REQUESTED SERVICES.**

Proposals received after the above deadline **will not** be considered. ITA is **not responsible** for proposals that do not arrive within the deadline or do not cover all the objectives stated in this RFP.

ALSO BE AWARE 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.



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The payment to the winning RG for the service will be made solely by ACH transfer and as follows:

- 20% of the contracted amount at the signing of the contract;
- the remaining balance at the conclusion of the service; ITA will determine if the service has been rendered in a satisfactory manner.

The data provided by the applicants will be processed in accordance with Regulation (EU) 679/2016 exclusively for the purposes related to the completion of the procedure in question.

Your personal data are processed by automated means for institutional, administrative and accounting purposes. The writing Agency is the data controller. For further information regarding your personal data processing, please visit the following page on ITA website: <https://www.ice.it/en/privacy>