

ANNOUNCEMENT: PUBLIC RELATIONS & SOCIAL MEDIA FOR THE GERMAN FILMS CAMPAIGN "FACE TO FACE WITH GERMAN FILMS"

1. Customer organization:

German Films Service + Marketing GmbH
Herzog-Wilhelm-Straße 16
80331 München
www.german-films.de

Contact partners:

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2. Type of tender:

Public invitation to tender

3. Form in which tender should be submitted:

Tenders incl. all components (form for tender in accordance with **Section E – Form for Tender** besides necessary enclosures, as well as a binding calculation of costs, and a concept indicative of quality, character of realization and practicality) must be submitted in written form (per post in a sealed envelope or email), in the English language, and bearing a legally binding signature, to the address for submission of tenders given in the bid documentation by the deadline for the submission of tenders.

4. Nature, scope and location of the services to be provided:

German Films is looking for an agency to handle Public Relations (offline & online) and Social Media for the campaign FACE TO FACE WITH GERMAN FILMS.

5. Division into lots:

The contract is not divisible into lots.

6. Subsidiary tenders:

Subsidiary tenders are not permitted.

7. Date of realization:

The PR and ad planning work should start 1 December 2018 until 30 September 2019 (with the option of extension to 30 November 2019), social media 15

January 2019 until 30 September 2019 (with the option of extension to 30 November 2019).

8. Address from which bid documentation may be requested:

See address and contact information under number 1. Documentation may also be requested per email.

9. Fees required, and details of fee payment for the sending of bids and documents:

No fee will be incurred

10. Deadline for tenders:

The deadline for submission of tenders is **4:30 pm (CET) on 31 October 2018**. Bidders are responsible for the punctual arrival of tenders.

11. Address to which tenders should be submitted:

See address given in the bid documentation.

12. To assess the suitability of tenders, the following personal declarations or evidential documents must be submitted together with tenders in accordance with § 35 Para. 1 UVgO:

- a. A verifiable list of client references should be submitted together with the tender; this must include at least three briefly described and illustrated references in the field of international film PR and international social media campaigns including work with actors/actresses/directors dating from the last three business years.
- b. A formal declaration that no criteria for exclusion is existing in accordance with § 31 Para. 2 UVgO.
- c. A declaration of employees who will be made available for the realization of the contract, including information on their qualifications and professional experience.

13. Date for awarding contract:

The final date for validity of offers is 20 November 2018. Up to this point, the bidder will be bound by his offer. The contract will be awarded by the final date for the validity of offers at the latest.

14. Evaluation criteria:

German Films will award the contract to the most cost-effective tender. The cost-effectiveness of tenders will be judged according to the following award criteria with corresponding weightings:

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| a. Price: | 50% |
| b. Quality, nature of realization, experience in comparable projects and practicality of services: | 50% |