

PUBLIC RELATIONS AGENCY BRIEFING

SPAIN AUDIOVISUAL CAMPAIGN 2024 **CANADA**



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PUBLIC RELATIONS AGENCY CAMPAIGN 2024 (ADMINISTRATIVE ADDRESSING)

Spain Trade and Investment, “ICEX”, represented by the Economic and Commercial Office of Spain in Toronto, invites all Public Relations Agencies to submit a proposal to develop and execute a Public Relations campaign to promote Spain Audiovisual Hub of Europe to enhance the profile of the Spanish cinematography in the general public and registered participants of festivals in Canada for documentary, animation and film as part of the 2024 Spanish Audiovisual Plan.

ICEX is a public business entity of the Spanish Ministry for Economy, Commerce and Business, represented in Canada by the Economic and Commercial Office. ICEX’s mission is to promote Spain’s exports and to support the internationalization of Spanish companies as a way to improve their competitiveness, attractiveness and promote foreign investment in Spain (www.icex.es).

1.	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. Q2891001F-
2.	Case Number:	X079-04-2023
3.	Scope of the contract:	To appoint an Public Relations Agency to submit a proposal to develop and execute a Public Relations campaign to promote Spain Audiovisual Hub of Europe to enhance the profile of the Spanish cinematography in the general public and registered participants of festivals in Canada for documentary, animation and film as part of the 2024 Spanish Audiovisual Plan.
4.	Submission of tenders:	The three separate documents that represent the proposal must be sent via email EXCLUSIVELY to tenders@icex.es by Friday, January 19, 2024. All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.



INTRODUCTION

AUDIOVISUAL MARKET CONDITIONS IN NORTH AMERICA

Due in part to the process of globalization, the audiovisual content markets in North America have been subject to radical and spectacular changes. Spectators coming out of the pandemic changed forever their viewing habits and the irruption of streaming platforms dislocated the conventional channels of distribution for all type of audiovisual content, feature films, documentaries, and animation.

Advances in technology such AI, threatening to displace human creativity, have provoked labor unrest and strikes. All these changes are creating a totally new plain field in the cinematographic industry untapping new dynamic segments and market niches.

One of the most important and fast-growing market segments in the US and Canada is the Spanish speaking viewers. It was not coincidence that the Oscars, awards consistently a greater number of movies from Spain and Latin America, depicted in the past as “foreign language films”. As of 2021, twenty Spanish films have been nominated for the Academy, four of which have been awarded: “Begin the Beguine” in 1982, “La Belle Époque” in 1993, “All About My Mother” in 1999 and “The Sea Inside” in 2004.

This interest in Hispanic speaking films has a reason: according to the U.S. Census Bureau’s 2021 American and Statistics Canada, there are 68+ million Spanish speaking persons living in the US and Canada.

Furthermore, according to UCLA (University of California at LA) the total economic output or gross domestic product (GDP) from the Spanish speaking community in the United States was of \$3.2 trillion in 2021. If this Spanish speaking population in the US were an independent country, would be the fifth largest in the world, outpacing even the United Kingdom, France, and India. Being only the 19% of the US population, Spanish speaking Latin Americans, were responsible for 39% of the US real GDP during 2020 and 2021.

These 68+ million (including Canadians) Spanish speaking viewers demand very specific film characteristics in their content. Not only the implicit recognition of the Spanish language as their sign of identity, but stories displaying family-oriented values, reflecting their lives and traditions in North America, with themes depicting triumph over adversity and the impact of social causes over the individuality of the protagonists.





This fast-emerging market segment represents a challenge and a unique opportunity for Spanish content producers. Spain produces already a significant volume of movies already present in the major streaming platforms, by targeting the Spanish-speaking population in North America not only because of the size of the population but also because of its purchasing power, Spanish content will become prevalent also in other channels of distribution.

Under this light, the Spain Audiovisual Hub of Europe (SAHE) initiative arrives to Canada hoping to become lead player in the Audiovisual industry and to spread the recognition established already in Europe.

THE SPANISH EXPERIENCE

Since the beginning of tiff in 1994, The likes of Antonio Banderas, Penélope Cruz and Javier Bardem have enchanted festival audiences and Canadian public in general and Spain has been present showcasing Spanish films under the auspices of ICAA. International celebrated Spanish producers such Pedro Almodovar to Alejandro Amenabar, Spanish films and coproductions have been awarded consistently by tiff throughout the years. This past September, Pedro Almodovar received the Jeff Skoll Award in Impact Media at the TIFF Tribute Awards.

<https://tiff.net/events/in-conversation-with-pedro-almodovar>

In 2022 and 2023 editions of tiff , Spanish content and industry events were highlighted at the Festival with a very successful participation strategy, targeting not only the promotion of Spanish content , but the international coproduction market for new , documentaries and animation, Furthermore, we organized several events promoting coproduction, film attraction events emphasizing the benefits of shooting in Spain based on tax intensives initiatives and attractiveness as well as tax rebate in the various location alternatives in Spain. Finally, each year the “Spanish Night Fiesta” has attracted a large number of professional delegates, specialized press and celebrities.

2023 Participation - Description:

Spotlight: *Do it the Spanish Way!* International Coproduction Forum.

Spanish producers presented 5 audiovisual projects (film, documentary, and animation) in the production phase, in search of financing, technical and creative collaboration. At the end of the presentations 52 B2B meetings were held with interested Canadian parties and international industry professionals (mainly producers, film directors and sales agents).

A buffet breakfast was offered at the beginning of the event. The event was held at Luma Restaurant, located in the TIFF Bell Lightbox on September 8th at 9am.



Spotlight: *Everything Under the Sun and... More!* Film Attraction Seminar.

In a “in conversation with...” format, the opportunities, and advantages of audiovisual production in Spain were presented, by government official explaining the legal framework with special emphasis on tax incentives, as well as the promotion of first-class locations for filming activities in Spain.

Other speakers introduced the audience on the benefits, location and talent availabilities offered by different regional government film commissions within Spain. The most appreciated part was the testimony of Canadian filmmakers, explaining their positive experiences while filming in Spain.

A buffet breakfast was offered at the beginning of the event. The event was held at Founders Lounge located in the TIFF Bell Lightbox. On September 11th at 11am.

Spanish Fiesta Night

As a celebration of Spain's official successful participation in the Toronto International Film Festival 2023, a reception was held for the Spanish delegation including the opening remarks of the Ambassador of Spain in Canada. It was also the opportunity to promote leading products of the Spanish gastronomy. The event was held at the Malaparte Rooftop, located in the TIFF Bell Lightbox. On September 9th at 9pm.

Spanish Pavilion at Industry Market Centre at Hyatt Regency Mezzanine

As part of the official participation of Spain at tiff (2022 and 2023), we staged a national pavilion Under the brand “Cinema from Spain” at the Industry Center at the Hyatt Hotel mezzanine. On a surface of 80mts Spanish entities such as mayor distributors of feature films and series offer their content to international buyers



TERMS AND CONDITIONS – EVENT- CAMPAIGNS 2024

The public relations campaign will include the following activities: Permanent media and public relations campaign (March - November 2024), planning and execution of the events included in the Audiovisual 2024 promotion plan on the occasion of Spain's participation in the Toronto International Film Festival (tiff), September 9-19, 2024. In addition, the campaign will include the management of an independent event promoting the Spanish Animation sector in Canada.

The selected agency will be responsible for two main components for the audiovisual promotional campaign of Spain in Canada for 2024 – 2025.

- Convocation, organization, and execution of those specific events, listed below and aimed to promote Spanish content, industry coproduction and film attraction in Canada during 2024-2025
- Permanent public relations and advertising campaign designed to impact print, digital and social media platforms. (March-November)

PROMOTIONAL OBJECTIVES FOR THE EVENTS AND CAMPAIGNS IN 2024

Generic

The goal of the selected public relations agency is to plan and execute activities and campaigns aimed to:

- Enhance the profile of the Spanish cinematography in the eyes of the Canadian and international audiovisual industry professionals.
- Increase the perception of Spain as a priority partner for coproduction projects in feature films, documentaries, and animation.
- Establish Spain as an excellent choice to shoot international films, taking advantage of a wide range of diverse and spectacular locations for movies and,
- Display the Spanish infrastructure for post-production projects with breakthrough technology in top-of-the-line film studios and post productions labs, all glued with highly competitive financial incentives.

Specific



Considering the terms of the collaboration agreement being negotiated between ICEX and tiff, the specific objectives of this campaign for the selected Canadian public relations agency will be established as follows in order of importance:

- The campaign main objective is to identify and outreach major Canadian and worldwide operators to attend our events, particularly the Coproduction Forum (60 guests) and the film attraction seminar (40 guests) and stablish strategic connections benefiting the main Spanish spotlight events taking place during the tiff, which will be held from September 9 to 19, 2024.
- The selected agency should identify a group of 15 to 20 major operators such as directives of streaming platforms major production companies in US and Canada (selected by activity in order of importance). Once this selection is completed the selected public relations agency will address personalized invitations to ensure these special invitations attendance to our events by any mean possible (telephone calls, personal contact, promotions, etc.).
- As part of the tasks for the selected public relations agency will be to attract and organize press conferences and media coverage for the Spanish speakers/panelists and participants.

An important task for the selected public relations agency will be to plan and follow through with logistics of each activity such as technical aids and requirements, welcoming of guests, tally of attending guest, etc.

Finally, any new suggestions from the participating agencies to improve, enhance and obtain Spain's promotional objectives included in their offers, will be highly considered during the evaluation process.

EVENTS, EXPECTED AUDIENCES AND AGENCY TASKS

1. TIFF 2024

1.1 Activity: Spotlight: "Do it the Spanish Way!". International Coproduction Forum.

The International Coproduction Breakfast Forum will be segmented into 3 sessions:

- **Welcoming Presentation** of participants and motives (5min.)
- **5 individual pitching** project presentations by each filmmaker (7 min. each).
- **B2B meetings.** Each Spanish filmmaker should have the opportunity to have up to 10 B2B meetings (of 5 minutes max.) with international and local film makers, producers, broadcasters, investors, and streaming platforms decision makers aiming for mutually beneficial meeting matches. (50 min)



- **Place:** Luma Restaurant Bell tiff Lightbox Building (Approx. capacity, 60 to 80 guests). Date to be determined according to the availability and suitability of the festival, the cost will be paid by ICEX.

Target audience

The task of the selected public relations agency will identify and attract potential coproduction partners and strategic industry decision makers from the following entities and audiences:

- Canada/ Motion Picture Association (MPA) registered delegates at tiff.
- Canadian Media Producers Association (CMPA) registered delegates at tiff
- Representatives from film financing Canadian or foreign entities.
- Streaming platforms project purchasing scouts.
- Canadian producers in search of new projects for coproduction.
- Specialized press and media representatives.
- Personal contacts from the selected agency.

Selected public relations agency tasks.

- Compile a list of potential invitees from the target audience conglomerates.
 - Design event invites according to the design guidelines of ICEX.
 - Forward invites to special guests.
 - Invites follow up.
 - Keep a close count of RSVPs by week and depending on confirmations number expand the number of invitees.
 - Welcoming and hosting special guests at the event.
 - Implement QR identity system for attendees.
 - Hiring and briefing of an MC (Master of Ceremonies) for the event. (cost should be estimated aside agency fee)
- Supervise the general progress and incidentals of the event.
- Provide additional staff to support the execution of the activities (Front desk registration desk, Graphic Designer, videographer, photographer, etc.)

*During the planning process of these events, the selected public relations agency should suggest alternative creative actions complementary to those indicated above to achieve the objectives of this activity.

1.2 Activity: “Everything Under the Sun and... More!”. Film Attraction Event

The purpose of this event is to highlight Spain’s enormous possibilities for attracting international filmmakers to come and shoot and finish their movies in the wonderful and diverse locations available in the many regions of Spain. Aswell is important to





display the exceptionally competitive legal framework of tax incentives for filmmakers and coproduction projects available in different regions of the Spanish geography.

“In conversation with...” a renown MC will interview 3 speakers divided in 10 min. describing the specific opportunities available, both fiscal and administrative on each region, providing information on tax incentives, the alluring benefits of shooting long-feature-films regulatory (30 min.)

There will be also, the participation of 2 cases studies by Canadian or international producers, relating to the audience their experience while filming their movies in Spain. (20 min.)

- **Venue:** The event will take place at the “Founders Lounge” of the 2 floor of Tiff Lightbox Building.
- **Capacity:** 40 guests including breakfast catering.

Target Audience

The task of the selected public relations agency will be to identify and send personalized invites to those qualified decision makers from the following entities and audiences:

- Canadian Media Producers Association (CMPA)
- Canada Motion Picture Association (MPA) delegates.
- Representatives from well know Canadian and foreign film production conglomerates.
- Canadian and world executive producers, directors, and filmmakers.
- Canadian and world location scouts and artistic directors.
- Canadian and world talent scouts.
- Canadian and internacional cinematographers.
- Specialized press and media representatives.

Selected public relations agency tasks:

- Compile a list of potential invitees from the target audience conglomerates.
- Design event invites according to the design guidelines of ICEX.
- Forward invites to special guests.
- Invites follow up.
- Keep a close count of RSVPs by week and depending on confirmations number expand the number of invitees.
- Welcoming and hosting special guests.
- Implement QR identity system for attendees.



- Hiring and briefing of an MC for the event. (cost should be estimated aside agency fee)
- Supervise the general progress and incidentals of the event.
- Provide additional staff to support the execution of the activities (Front desk/registration desk, Graphic Designer, videographer, photographer, etc.)

*During the planning process of these events, the selected public relations agency should suggest alternative creative actions complementary to those indicated above to achieve the objectives of this activity.

1.3 Activity: Spanish Night Fiesta

The purpose of this event is to welcome in a relaxed manner all Canadian and international contacts made during tiff in our different occasions as well as to provide the Spanish delegation the opportunity to network in person with all the visitors to the Spanish Pavilion at the Tiff Industry Centre and finally to give a sign of our appreciation to the dignitaries of tiff and all Canadian public and private entities for their collaboration for a successful Spanish participation at tiff

- **Venue:** Malaparte Lightbox's rooftop. With spectacular views of King Street and downtown Toronto. (depending on availability and suitability within the festival programming))
- **Capacity:** 300 guests including catering with Spanish beverages and gourmet specialties and music.

Target Audience

- Canadian Media Producers Association (CMPA) delegates.
- Canada Motion Picture Association (MPA) delegates.
- Embassy of Spain representatives.
- Tiff CEO and dignitaries
- Federal, Provincial and Municipal Government representatives.
- Spanish Delegation representatives.
- Representatives of Canadian and foreign film production conglomerates
- Representatives from film financing Canadian or foreign entities.
- Streaming platforms project purchasing scouts.
- Canadian producers in search of new projects for coproduction.
- Canadian and world executive producers, directors, and filmmakers.
- Canadian and world location scouts and artistic directors.
- Canadian and world talent scouts.
- Canadian and international cinematographers.
- Specialized press and media representatives.



Selected public relations agency tasks:

- Compile a list of potential invitees from the target audience conglomerates.
- Design event invites.
- Forward invites to special guests.
- Invites follow up.
- Welcoming and hosting special guests.
- Implement QR code identity system for attendees.
- Hiring and briefing of an MC for the event.
- Supervise the general progress and incidentals of the event.
- Subcontract additional staff to support the execution of the activities (Front desk/registration desk, Graphic Designer, videographer, photographer, etc.)

*During the planning process of these events, the selected public relations agency should suggest alternative creative actions complementary to those indicated above in order to achieve the objectives of this activity.

2. PR AND ADVERTISING CAMPAIGNS TASKS 2024 (March to November)

2.1 Activity: Specialized Magazine advertising

The main purpose of this advertising campaign is to support those efforts to attract qualified guests to our events taking place within tiff, Hot Docs and the event proposed to promote Spanish animation in Canada. Also, these insertions in Varsity, The Hollywood Reporter and Screen should enhance the awareness of important film events taking place in Spain, such as the Malaga Film Festival, the San Sebastian Film Festival and the Madrid Film Awards.

Target audience

- Film industry professionals in North America

Selected Agency task:

- The selected public relations agency will be responsible to determine and buy publishing space, under their own criteria and expertise, in the most appropriate media publications and ad formats to meet the campaign main objectives.

***The exact value for this insertions campaign should be suggested by the agency including cost and potential impact. The budget for these ads is a separate cost from the agency fees.**





Once the definitive campaign is approved, the PR agency will present a publication and payments schedule for this item. ICEX will disburse these payments as the PR agency presents the corresponding invoices according to the approved schedule.

Our estimated cost for this advertising insertions in publications is between \$ 100,000 and \$150.000 USD.

2.2 Activity: MONTHLY PRESS RELEASE

The selected public relations agency should create a monthly press release busting Spanish actions related to the audiovisual sector, not limited to major international film festivals, forums, conferences, and seminars taking place in Canada or highlighting international recognition to Spanish producers, film makers, celebrity visits, projects nominations at international industry festivals, shooting venues, tax incentive updates, and other relevant topics and events.

Target audience

- National and International film magazines.
- Canadian main newspapers
- International digital platforms
- Audiovisual specialized press
- Film bloggers
- Radio and TV
- Tiff and Hot Docs + other festivals subscribers

The selected agency should also recommend ideas and different ways and diverse methods of generating and form opinion in Canada under the premise of the generic objectives of the promotional campaigns.

The selected agency should prepare the contents of these ads using the graphic guidelines of Ices all the necessary identification logos.

3. THE ANIMATION PROGRAM

At this point and time ICEX is contemplating the participation in a Canadian event to promote Spanish animation content and coproduction possibilities. Tentatively, we are considering the OIAF - Ottawa International Animation Festival (September 25 – 29, 2024).

The selected PR Agency should prepare a specific proposal with the estimated budget including preparation, convocation of guests and execution of the event.



4. VIDEOGRAPHIC MATERIAL FROM SPANISH EVENTS

The selected agency will provide the digital taping of significant parts of the events scheduled within Hot Docs, tiff and Animation. For this task, it is possible only if necessary to subcontract a video-photographer and the material should be presented edited and ready for distribution- All distribution rights will belong to ICEX providing the current authorship credits.

Administrative Schedule

- Publication of breifing ●
- Offer Presentations ●
- Adjudication and Contract Signing ●

AUDIOVISUAL SCHEDULE 2024													
	Dec. 2023	January	February	March	April	May	June	July	August	September	October	November	December
PR Agency & Media Campaign				Campaign Duration									
Events					Hot Docs Festival 4/25 - 5/5					TIFF Sept. 9 - 19	OIAF Sept. 25 - 29		
Milestones	●	●	●	30 days → Campaign Definition			Execution of media campaign to date		Lists of Guests and Invites			Final Report	
PR Agency Payment Schedule			15%			15%			40%			30%	

Table 1: Timing of the Campaign y Chronology

5. BUDGET ESTIMATE

- The maximum disposable budget is **CAD\$ 90,000 (Canadian taxes should not be included)** for the public relations campaign (excluding taxes), inclusive of all expenses and agency fees. (cost of advertising campaign in specialized magazines and the cost of hiring master of ceremonies for tiff events are independent from agency fees)

The economic proposal will be evaluated based on the offered price, excluding taxes, which must be clearly indicated separately in the economic offer.

Proposals exceeding the maximum available budget of CAD\$90.000 excluding taxes, will not be considered.

ICEX is a Spanish institution based in Spain for all purposes.

The proposals should include a breakdown in which the price offered, and taxes must be clearly described and separated.

ICEX will evaluate the proposals on the basis of the offered prices, excluding taxes.





The signature of contract with the selected public relation agency will for the year 2024 nonetheless, the contract will include a possible extendable clause for 2025, depending on performance and merits.

The extension of the contract will be settled in an additional agreement, signed by both parties.

The general terms and conditions of the contract shall apply to its extension.

Estimated contract value for two years: The estimated total contract value of this event, i.e., value of the first contract and one possible extension, is **CAD\$ 180,000**, inclusive of agency fees and expenses of third parties and excluded of any applicable taxes.

Agencies must detail the breakdown of their proposed estimated cost in the excel document attached to this tender.

Once the process of evaluation of agency offers ends, publication of the awarded winner offer will be announced to all participating agencies.

All the invoices for the total amount of the expenditures must be billed to:

ICEX España Exportación e Inversiones.
Q2891001F - Consulate of Spain, Commercial Office
170 University Avenue. Suite 700
Toronto, Ontario - M5H 3B3 - Canada

In order to explain further these “Terms and Conditions” and to answer questions from the participating agencies, The Economic and Commercial Office of Spain in Toronto will celebrate a collective video conference to take place one week before the due date for submissions (Tuesday, January 09th, 2024).

6. SUBMISSION REQUIREMENTS

ICEX wishes to hire an agency that can develop and execute a Public Relations campaign to select and draw in Canadian and foreign tiff attendees identified as key operators and special guests. Such operators should include purchasing managers of TV and series, streaming platforms, major film distributors and Canadian and foreign producers interested in Spanish language contents. Also, the task of the selected agency should give some degree of assurance that the events describe above will be well managed and well attended.





The aforementioned agency must be versatile in both digital and traditional media campaigns, having proved an established track record in the field of film making and distribution, with capabilities of organizing and managing events. The technical solvency of the agency shall be demonstrated by submitting similar promotional projects carried out during the past three years.

The agency must detail the team assigned to the project, specifying the professional qualifications and previous projects of the members, as well as a description of the roles and tasks they will perform, so as to ensure that the team is sufficient and capable of carrying out the necessary tasks in the campaign. The Account Manager must have a minimum of 5 years of experience in similar projects.

As long as the campaign is in process, the agency/antenna should give assurances that there will be no conflict of interests with other clients.

All competing agencies will be required to provide a solvency report including financial accounts from the last three years. The minimum turnover requirement is an amount of \$CAD 100.000 or best from the past three years.

The selected agency must consent that all the activities and materials (invitations and press releases) developed within this public relations campaign will be subject to the contract and therefore will be fully and completely property of ICEX (including all the access codes that have resulted from the online material developed for this campaign).

All competing agencies will be required to provide in the proposal an acceptance letter, signed by a legal representative of the company, accepting each term and condition stipulated in the present briefing.

7. PROCEDURES

This briefing will be circulated to multiple agencies and will be published on the website of Economic & Commercial Office: canada.oficinascomerciales.es.

Please note that any expenditure incurred by candidate agencies in the preparation of the proposals presentation and quote will be at the expense of those companies involved. Submission of the offer will not generate any fees or reimbursement of any type of expenses.

Submission of an offer and participation in this tender implies the Agency's express acceptance of all the points contained in this briefing.

Proposal for this campaign should be sent to ICEX via email only and exclusively to: tenders@icex.es by Friday January 19th, 2024, no later than 2 pm (EST-Toronto time).





Files should not exceed 4MB in size if sent as attachment. A file transfer service should be used for larger files.

In order to answer questions regarding this briefing from the interested PR Agencies, there will be a collective video conference taking place on Tuesday, January 09th, 2024 at 10 am (EST-Toronto time).

The Economic and Commercial Office of Spain in Toronto will send an invitation to this videoconference within the publication of this briefing. Also, the interested agencies may contact ICEX with questions about this briefing at tenders@icex.es up to Tuesday, January 09th, 2024 at 3 pm (EST-Toronto time).

The proposal documents will need to be presented in PDF format.

All competing agencies submitting a proposal should be aware that ICEX will first review the documentation submitted by each agency to ensure compliance with the requirements of this brief.

After verifying their compliance with these prerequisites, the technical offer (work proposal) will be reviewed and evaluated. Once the evaluation scores have been assigned to the technical proposal, the economic offer will be opened and evaluated. The price contained in the economic offer will not be known until that moment.

A decision will be made as soon as possible from the published proposal due date. The decision will be officially notified via email and on the ICEX portal to enable the selected agency to begin work promptly.

Proposals not submitted within the deadline will be excluded.

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the Agency concerned.

Proposal submission must be divided into 3 (three) separate PDF documents (ANNEXES) detailed as follows:

DOCUMENT I. Economic and technical solvency. PDF file.

Acceptance letter. All competing agencies are required to provide an acceptance letter, signed by a legal representative of the company, accepting each term and conditions stipulated in the present briefing.

Agency solvency report. Provide PR projects of similar scope (CAD\$90.000) of 3 years to demonstrate ability to execute the requested work.

Financial accounts for the best of the last three years (2020; 2021; 2022) to meet taxation solvency criteria. The minimum turnover requirement is an amount of \$CAD 100.000 or best from the past three years.



It is required to provide: 1 Project Director (Minimum 5 years' experience) and 1 Assistant Project (Minimum 2 years' experience). Professional profile and background of the designated staff. Include a detailed description of the roles of the proposed team, and their respective detailed resumes in excel (**Annex A** – Excel file template).

Agencies not satisfying any of the stipulated solvency criteria, will be excluded from the tender and their offers will not be evaluated.

DOCUMENT II. Technical Proposal. PDF file.

Technical proposal: Detailed work proposal without any reference to prices, and work plan for the different elements considered in this brief, included creative concepts, strategic lines of communication, main types of actions (as outlined in clause 2-5 of this RFP) and if possible, present some specific samples.

The offers must include a proposed action plan with a detailed breakdown of the actions.

The agency will be responsible for carrying out whatever tasks are necessary for the correct execution of the events specified in this request.

If the proposal submitted simply states that the Agency can meet some or all the requirements but does not provide information or detail on how they will do so, technical proposal will be assigned a score of 0.

DOCUMENT III. Economic Proposal. PDF file.

Economic proposal (The Agency price for work requested and proposed stated in CAD\$). (**Annex B** – Excel file template)

Provide detail of the work covered by the price.

Proposals exceeding the maximum available budget (CAD\$ 90,000) will automatically be disqualified.

Financial proposal model will be attached to this tender and agencies must herein specify budgets for each area.

This briefing will be circulated to multiple bidders and will be published in the OFECOMES TORONTO website.

Queries regarding this tender must only be addressed in writing, by emailing ONLY to tenders@icex.es Queries submission deadline: Check exact date and time in OFECOMES website. In the interest of fairness, questions posed by participating companies, as well as the answers provided by ICEX, may be shared with all other



participating agencies. ICEX will not be able to answer questions formulated after the above deadline.

All documents must be submitted either in English or in Spanish. Interested companies or individuals should send their bids in electronic format ONLY to tenders@icex.es. Term for submission of offers: 30 calendar days from the day after publication. Check exact date and time in OFECOMES portal.

In case the bid is bigger than 4 Mb, please send it via WeTransfer or similar.

ICEX and OFECOMES Toronto may declare no winning bidder if the proposals do not meet the requirements.

All competing companies submitting a proposal should be aware that ICEX Legal Services will review the documentation submitted by each company in order to ensure that they comply with the requirements of this briefing. After verifying compliance with the prerequisites, the technical offer will be reviewed and evaluated. Once the scores have been assigned, the economic offer will be evaluated. The price will not be known until that moment.

Documentation evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan)

In addition to the documentation to be included in the bid, must be including the information regarding the ORDER HFP/55/2023, of 24 January, on systematic analysis of the risk associated with conflicts of interest in the procedures implementing the Recovery, Transformation and Resilience Plan (RTRP). (**Annex C and Annex C1** – Details of the legal entity and real ownership of the company that is submitted to the tender)

Failure on the part of the tendering companies to submit the documentation evidencing their beneficial ownership in the manner and by the deadline indicated in the request made by the contracting body before the tenders are evaluated will be grounds for exclusion from this procedure.

8. EVALUATION CRITERIA

EVALUATION CRITERIA	SCORES
ECONOMIC EVALUATION	30
Total budget and the agency's fees: taking into account the proportion of the agency fees in the total budget. ICEX will consider as "fees" not only those specified by the Agency but also any portion of the specified amounts for each activity that must be considered as so.	30



The agency with the lowest proportion of fees will receive the highest score and the rest will obtain the proportional score.	
EVALUATION OF CREATIVE STRATEGY	10
Creativity and innovation. Scores will be awarded according to the adaptation of the creativity provided by ICEX to the promotional campaign needs (Specified in clauses 2 and 3 of this tender), making use of innovative formulas for the promotion in media platforms, actions and events proposed.	10
EVALUATION OF COMMUNICATION STRATEGY. This score (*) refers to the content and merits of the communication and public relations program presented in relation to the specified objectives.	60
Event plan. Presentation of a detailed Public Relations plan and a timeline of events for the promotion of Spanish Audiovisual Plan Hub of Europe should explain how the tasks will be organized and how the Agency staff and resources will be employed. <i>It should also indicate which tasks will be fulfilled by third party providers.</i>	60

(*) Scores in the evaluation of the communication strategy will be assigned depending on the quality of the proposed audience, the engagement initiatives, the tools and methodology employed and their scope, whilst trying to maximize program objectives.

PROCUREMENT BOARD

Appointed members of the Procurement Board:

President	Pilar Randolph	Director Foods, Beverages and Gastronomy from Spain, Canada
Substitute	Jose Luis Atristain	Senior Trade Analyst
Member	Teresa Martin	Head Audiovisual Sector, ICEX
Substitute	Ana Ibañez	Hiring Manager Audiovisual Sector, ICEX
Secretary	Pedro Patiño	Deputy Director of Procurement
Substitute	Carlos García-Andrade	Member of the Procurement Department

AGENCY STAFFING



We expect that the key personnel of the agency selected and that have been assigned at the beginning of the campaign, should remain as part of the team for the entire duration of the campaign. Any changes of key personnel could affect the potential renewal of the contact in subsequent years.

The team assigned to the project should be detailed in the proposal along with an indication of each person’s role.

ADMINISTRATION AND LEGAL ISSUES

ICEX will provide a **contract**. This contract will contain copyright issues, activities to be carried out, payment terms and conditions as well as other elements. A contract between the awardee and OFECOMES Toronto will be signed as soon as possible after the bidding process is over and a decision is made. The contract is subject to be extended for up to **one more period** in 2025 if both contracting parties expressly agree in writing. In case of no extension, it must be communicated before the end of the first campaign.

Payment schedule: payments will be disbursed according to the table below (see also Table 1: Timing of the Campaign y Chronology). The agency shall deliver to ICEX proof of fulfilment of the corresponding milestone before each disbursement.

Approximate Date	Milestones	Proof of Completion	% of PR Agency Budget Disbursed
February 2024	Signature of the contract	Contract	15%
May 6/2024	Execution of media campaign according to plan	Report with published adds and impact assessment. Weekly reports to date	15%
July 1/2024	Detailed plan for execution of events	Report with lists of invitees per event and list of adds to be published through TIFF portal, with indication of dates	40%
November 2024	Completion of the project	Final report	30%

Table 2: Payment Schedule



The **copyright** for all work created by the agency and all the information gathered by it on behalf of the client relating to this agreement letter will be assigned to the client at no extra cost upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via the internet. Said rights will be on a global basis and throughout the maximum period copyright protection, for all the file types, in any format or language and with all the effects determined by the law.

- All materials produced are the property of the client, including any intellectual property, printed materials, photography, website, videos and posts.
- The agency will ensure all vector files of materials produced, in any medium or format, are delivered to the client. This includes all original and edited photography, video and social media files, which the agency guarantees have been produced for the client and are not owned by third parties.
- The agency will send in real time photos and videos so that they may be used in the global accounts of the client (ICEX and FWFS)
- The event catalogue will follow the design specified by the client, both internally and externally, and will be produced in digital format, in line with ICEX's sustainability principles, notwithstanding that a simplified version could be printed should the client consider it necessary.

The agency shall at its own expense defend any claim or threatened claim brought by third parties against ICEX. Insofar as the mentioned claim is based on the allegation that the work carried out by the agency within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes and undue appropriation of trade or industrial secrets belonging to third parties.

The agency will provide written **weekly reports** and occasionally meet with personnel of the Economic and Commercial Office of Spain in Toronto to oversee the progress of the activities carried out by the agency. In these reports the agency will also provide a detailed update of the running budget and financial position of the company, including expenditures and commitments. Likewise, at the end of the campaign the agency shall





submit a full and detailed report covering all the activities carried out and the funds spent in the campaign's performance. All communications must be channeled through the Economic and Commercial Office of Spain in Toronto.

CLIENT ORGANIZATIONS

ECONOMIC AND COMMERCIAL OFFICE OF SPAIN IN TORONTO

The Economic and Commercial Office of Spain in Toronto is responsible for the promotion of the "Spain Audiovisual Hub of Europe" from Spain in Canada.

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES E.P.E.

ICEX (ICEX Spanish Trade and Investment) is a public business entity of the Spanish Ministry for Economy, Commerce and Business, represented in Canada by the Economic and Commercial Office. ICEX's mission is to promote Spain's exports and to support the international expansion of its export companies to improve their competitiveness and attract and promote foreign investment in Spain (www.icex.es).

THE RECOVERY AND RESILIENCE MECHANISM

The purpose of this contract is based on the file presented by ICEX, which responds to the priorities of Component 25 of the Recovery, Transformation and Resilience Plan (PRTR), including a reform and a line of investment to turn Spain into the audiovisual hub of Europe (Spain AVS Hub). Specifically, the contract is part of the "Spain European Audiovisual Hub" plan, aimed at promoting the audiovisual sector which, in turn, is an important asset for the transmission of cultural values and image.

The actions to be carried out by ICEX to promote the audiovisual sector in Spain are included in Action Programme 2 and 3 for Investment 1 in Component 25 of the PRTR. Investment 1 in Component 25 of the PRTR has three Action Programme relating to





promotion, internationalization and attracting filming and foreign investment to the audiovisual sector. Of these, Programme 2 aims to promote the internalization of the audiovisual sector through participation in business forums, platforms, fairs, and development laboratories for audiovisual projects; and Programme 3 aims to attract foreign direct investment in the audiovisual sector by establishing an attractive investment environment, reducing administrative burdens and streamlining administrative procedures.

This contract falls under Programme 2 of Component 25.

The activity is to be financed by transfers of funds from budget application 27.50.490A.740.14 of the SECRETARIAT OF STATE FOR TELECOMMUNICATIONS AND DIGITAL INFRASTRUCTURES (SETELECO), where there is adequate and sufficient allocation to fund the activities to be subsequently financed by the European Union's Recovery and Resilience Fund.

ICEX Board of Directors

By Delegation (Resolution of September 30th, 2021,
BOE [Official State Gazette] October 11th, 2021).

Mr. Jose Luis Echániz Cobas.

Economic and Commercial Counsellor

Toronto, December 14th, 2023

