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**NORTH ATLANTIC TREATY
ORGANIZATION**
ORGANISATION DU TRAITÉ DE L'ATLANTIQUE NORD
HEADQUARTERS SUPREME ALLIED COMMANDER
TRANSFORMATION 7857 BLANDY ROAD, SUITE 100
NORFOLK, VIRGINIA, 23551-2490



TO: BC's Distribution List for Invitation for International Bidding (IFIB) Procedure

DATE: 17 March 2020

SUBJECT: Notification of Intent to issue an Invitation for International Bidding (IFIB) for Contractor Support for Innovation Branch Multimedia and Campaign Assistance

1. In accordance with the stipulations of the Bi-SC Procurement Directive 60-70, Annex B, and Procedures for International Competitive Bidding (2015 Edition) the following information is provided on an Invitation for International Bidding (IFIB) that this Headquarters has the intention to release:

IFIB REFERENCE: IFIB-ACT-SACT-20-24

TITLE OF IFIB: CONTRACTOR SUPPORT TO INNOVATION BRANCH MULTIMEDIA AND CAMPAIGN MANAGER

REQUIREMENT: ACT gives notice of the intent to issue an Invitation for international Bid (IFIB) for the provision of contracted services.

HQ SACT is seeking contract support to assist with the management and execution of specific and significant multi-media capabilities and ensure a sustained media presence not addressed by traditional NATO strategic communication assets. The IH's main task is to crowd-source support from a worldwide community of experts to develop solutions for NATO's issues. The priority of the IH communication and media activities is to attract and encourage participation in the IH activities, elicit problem owners and end users to collaborate with the IH. In addition, it is imperative to improve the overall awareness and reputation of the IH. Support is required to assist with developing solutions to target a very specific audience and engage with this audience through various and evolving social media channels. As well, all Innovation Hub activities welcome online participation and are broadcasted.

HQ SACT is seeking contractor support to assist with the development and execution of an annual multimedia plan, various multimedia campaigns, webcast and online conferencing technology support, graphics design, development of videos, posting on social media platforms and executing marketing strategies.

Type of Contract: Firm Fixed Price Deliverable Service Contract

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Period of Performance: Base Period: on or about 1 June 2020 – 31 December 2020 with one 12 month option period

Bidding Procedure: The intended procurement method will be International Competitive Bidding (Sealed Bidding) in accordance with Bi-SC Procurement Directive 60-70, Annex B, and Procedures for International Competitive Bidding (2015 Edition). The contract award will be determined based on the contractor that offers the Best Value to NATO.

Funding: €250K
Travel costs will not be a consideration for contract award.

Issue Date: Estimated 10 April 2020

Bid Closing Date: Estimated 22 May 2020

Eligibility: Companies which have performed similar tasking to the requirement described in the solicitation. Contractor personnel performing services under the contract must be citizens of a NATO nation, have appropriate professional training and experience in a related field (s).

Delivery location(s): The contract will cover services being accomplished in Norfolk, VA, USA or as approved at contractor facility.

Partial bidding: Not authorized.

Website: <http://www.act.nato.int/contracting>

Contractors will be able to view the IFIB on or about 10 April 2020 at the above website. You are hereby invited to nominate, by email or facsimile before 9 April 2020, the name, full address, Point of Contact, telephone, facsimile number and e-mail address, of other potential bidders established within your country. This and any other correspondence is to be addressed to:

Supreme Allied Commander Transformation BUDFIN
– Purchasing and Contracting Branch
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TONYA BONILLA
Contracting Officer
HQ SACT