

K-Snack Promotion in Conjunction with Korean Cultural Festivals

1. Title : K-Snack Promotion in conjunction with Korean Cultural Festivals

2. Contract Period : From the date of contract execution to August 31, 2026

3. Project Overview

- Booth Operation: Manage a K-Snack booth at the Seattle Korean Cultural Festival
- Event Programming: Lead the planning and execution of interactive, experiential marketing activities.
- Promotion & PR: Execute pre/post-event campaigns via local media and social media platforms.
- Project Management: Coordinate with organizers and manage all aT-directed requirements.

4. Budget : USD 26,796

5. Selection Method: General Competitive Bid (Contract by Negotiation)

- Eligibility : Registered aT LA agencies or firms with proven event/installation experience.
- Highest aggregate scorers (Technical + Price) will be invited for negotiations.

6. Evaluation Criteria

- Scoring: Technical Evaluation (70%) + Price Evaluation (30%).
 - Technical Evaluation: A committee of internal and external experts will evaluate agencies through public presentations (PT).
 - Format : 30 minutes per agency (20-min. presentation, 10-min. Q&A).
 - * Subject to change based on the number of participating agencies. The presentation must be delivered by the manager in charge of the project.
 - Price Evaluation: Evaluated using the standard bidding price scoring formula.

- Negotiation Process: After excluding the highest and lowest scores, the arithmetic mean of the remaining three evaluators will be used to rank bidders for negotiation.
 - Only agencies that pass the Technical Evaluation with a score of 85% (60 points) or higher will proceed to the price opening.
 - If the total scores are tied, the agency with the higher Technical Evaluation score takes precedence. If the technical scores are also tied, the agency with the higher score in the highest-weighted evaluation category will be ranked first.
- Evaluation Matrix: See attached scoring table and categories.

7. Budget Reconciliation & Payment

- Project costs must be reconciled based on actual expenditures within the total contract budget.
- The agency must submit a Project Completion Report and final expense documentation within 15 days of the event.
- aT will issue payment upon the final audit and acceptance of all deliverables and financial reports.

8. 입찰 추진일정

Phase	Timeline	Remakrs
Bid Announcement	April 2026	
Proposal Submission Deadline	Late April 2026	○ Submit via email to jessiep@at.or.kr
Proposal Evaluation	Early May 2026	○ aT LA Office (Specific time TBD)
Negotiation & Contracting	Early May 2026	○ Subject to change based on negotiation progress
Project Execution	Execution Date – Aug 31	○ Final report and expense documentation due within 15 days of completion
Payment	September 2026	○ Payment issued upon final audit and acceptance of deliverables

9. Proposal Requirements (Scope of Services)

General Tasks

- Overall planning, production, onsite execution, and promotion.
- Budget execution, bookkeeping, and final reconciliation
- Liaison with relevant organizations and agencies, and fulfillment of other specific requests from aT.

Detailed Scope of Work

- **Participation in the Korean Cultural Festival in Seattle (Commemorating the North-Central America World Cup)**
 - Communication with hosts, organizers, and partner organizations for festival entry and operation.
 - Overall management of the K-Snack promotional booth and related events.
 - Handling all administrative procedures, including compliance with organizer regulations, safety standards, and obtaining necessary permits.
- **Creation and Management of the 'K-Snack Experience Zone'**
 - Operate a "K-Snack Curation" program with themed recommendation zones (e.g., matching snacks to concert themes) under the concept of "Enjoying K-Snacks Together.
 - Comprehensive management of related event planning, onsite activities, and operations.
- **Media Outreach and Public Relations**
 - Recruitment of local media, advertising, PR, and press support.
 - Continuous viral marketing through SNS, including pre/post-event promotion and leveraging a dedicated "Supporters" group.

- Uploading promotional content to aT LA official SNS accounts.
- **Reporting and Performance Measurement**
 - Submission of a final result report including quantitative performance metrics
 - Number of event participants, SNS engagement/virality index, and hashtag volume.
 - * Mandatory Hashtags (#KSnacksSeattle #KSnacks2026 #KSnacks)
 - Qualitative data including consumer surveys (tracking changes in brand perception) and local media coverage logs
- **Other matters as requested by aT related to this project**

10. Proposal Guidelines

- **General Instructions**
 - To ensure a blind evaluation, do not include any company names or logos on the cover or within the body of the proposal copies.
 - Company profiles and performance records are required only for agencies not currently registered with aT.
 - Proposals must align with the project objectives and include specific plans for Intellectual Property (IP) rights management and insurance coverage.
 - Failure to execute the contract or violations of key terms may result in being designated as an “unreliable/improper contractor,” leading to restrictions on future bidding.
 - Disclosure of any employees who are former aT staff (within 2 years of retirement) is mandatory. Failure to disclose may lead to disqualification, contract termination, or bidding restrictions.
- **Required Contents of the Proposal**
 - Company Profile, Execution Plan, Timeline & Analytics
 - Budget Breakdown: Itemized budget.
 - * General Administrative Costs (Overhead) must not exceed 6% of the total budget

Proposal Structure and Content

Category		Guidelines
I. Company Overview		<ul style="list-style-type: none"> ○ General Introduction of the Applicant ○ Project Staffing : Number of personnel and Professional biographies
II. Project Plan	1. Summary	<ul style="list-style-type: none"> ○ Project approach and definition of specific scope of work ○ Key strengths and differentiators (competitive advantages, management features, execution capabilities)
	2. Strategic	<ul style="list-style-type: none"> ○ Project goals and vision ○ Strategic direction and success strategies
	3. Detailed	<ul style="list-style-type: none"> ○ Detailed action plans for each task ○ Project timeline and milestone checklist
	4. Outcomes	<ul style="list-style-type: none"> ○ Anticipated impact and benefits of the project ○ Performance targets and post-event management methodology ○ Additional suggestions ○ Budget breakdown

※ The order of the contents may be adjusted if necessary.

[Appendix 2] Evaluation Criteria and Scoring Rubric

Evaluation Criteria and Scoring Rubric

category	Evaluation Items	Score Distribution					Detailed Evaluation Criteria
		A	B	C	D	E	
Technica Evaluation (70)	Project Execution Plan (30)	30	28	26	24	22	<ul style="list-style-type: none"> √ Understanding of the project objectives √ Feasibility, thoroughness, and appropriateness of the operational plan √ Adequacy of manpower mobilization and project management structure √ Systematic and efficient promotional strategies and operational capabilities √ Media influence/reach and frequency of the proposal's proposed channels
	Technical & Intellectual Capabilities (20)	20	18	16	14	12	<ul style="list-style-type: none"> √ Feasibility and thoroughness of PR planning and execution √ Practicality and usability of the promotional design √ Technicality, creativity, and safety of the proposed content √ Specialized promotion technologies aligned with the project's purpose
	Support Technology & Aftercare (20)	20	18	16	14	12	<ul style="list-style-type: none"> √ Post-event management plan to ensure sustainable promotion √ Understanding of the overall event and coordination with non-task stakeholders √ Collaboration plans with relevant organizations for a successful launch √ Efforts in exploring performance analysis methodologies √ Specificity of the performance measurement and analysis methods
Price Evaluation (30)	Bidding Price Evaluation (30)						<ul style="list-style-type: none"> √ Evaluation based on the standard bidding price formula: - $30 \times (\text{Lowest Bid Price} \div \text{Current Bid Price})$
Total	100						