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# 2026 K-Food Supporters in Mexico

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**1. Title : 2026 K-Food Supporters in Mexico**

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

## **3. Project Overview**

- Recruitment and Management of the 2nd K-Food Supporters in Mexico
- Producing promotional content in collaboration with influencers to amplify the activities of the K-Food Supporters.
- Developing and managing the official K-Food Supporters Mexico website.
- Executing local media promotions, supporting on-site press coverage, and managing media reports/clippings.
- Project Management and Performance Reporting

**4. Budget : USD 39,702**

## **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	May 2026	
Proposal Submission Deadline	Late May 2026	○ Submit via email to jessiep@at.or.kr
Proposal Evaluation	Late May 2026	○ aT LA Office (Specific time TBD)
Negotiation & Contracting	Early June 2026	○ Subject to change based on negotiation progress
Project Execution	Execution Date – October 31	○ Final report and expense documentation due within 15 days of completion
Payment	November 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**

#### **○ K-Food Supporters Lifecycle Management**

- End-to-end management of recruitment, selection, and active engagement of the 2nd K-Food Supporters to build a robust local community.

#### **○ Strategic Campaigning & Content Creation**

- Development of a unique campaign slogan and the execution of the ‘K-Food Challenge.’ This includes incentivizing supporters to generate high-quality, creative organic content through phased missions and reward systems.

#### **○ Influencer & Media Outreach**

- Partnering with micro and honorary influencers to leverage their fandoms, while executing a broad media strategy involving local press and professional food bloggers for maximum public exposure.

#### **○ Digital Ecosystem & Network Management**

- Design and maintenance of the official website and newsletter distribution, while facilitating smooth communication between local buyers and distribution channels.

- Performance Tracking & Reporting
  - Comprehensive data analysis (quantitative and qualitative) to measure the project's impact, including SNS engagement metrics and shifts in local consumer perception.
- 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"> <li>○ General Introduction of the Applicant</li> <li>○ Project Staffing : Number of personnel and Professional biographies</li> </ul>
II.  Project Plan	1. Summary	<ul style="list-style-type: none"> <li>○ Project approach and definition of specific scope of work</li> <li>○ Key strengths and differentiators (competitive advantages, management features, execution capabilities)</li> </ul>
	2. Strategic	<ul style="list-style-type: none"> <li>○ Project goals and vision</li> <li>○ Strategic direction and success strategies</li> </ul>
	3. Detailed	<ul style="list-style-type: none"> <li>○ Detailed action plans for each task</li> <li>○ Project timeline and milestone checklist</li> </ul>
	4. Outcomes	<ul style="list-style-type: none"> <li>○ Anticipated impact and benefits of the project</li> <li>○ Performance targets and post-event management methodology</li> <li>○ Additional suggestions</li> <li>○ Budget breakdown</li> </ul>

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