

# **Korean Cultural Center New York**

## **Official Call for Proposal**

### **「New York Korea Center Opening Reception」**

#### **Marketing and Event Production Services**

#### **1. Overview**

- New York Korea Center Opening Reception Production and Marketing Campaigns
- Please refer to the Additional Guidelines for further details
- Date: Exact date confirmation to be provided at the completion of the New York Korea Center building
- Bidding Process: General Competitive Bidding (일반경쟁입찰; 국가를 당사자로 하는 계약에 관한 법률 제7조)
- Bidding Selection: Contract by Negotiation (협상에 의한 계약) as enforced by Article 43 of the Enforcement Decree of the Act on Contracts to which the State is a Party
- Project Budget Cap: \$50,000.00 USD

#### **2. Project Description**

Inaugurated in 1979, the Korean Cultural Center New York (KCCNY) is a branch of the Ministry of Culture, Sports and Tourism of the Republic of Korea. KCCNY works to promote cultural arts exchange and stimulate interest in Korean culture through diverse activities including gallery exhibitions, performing arts concerts, film festivals, and educational programs.

With a new beginning at the New York Korea Center, KCCNY will be able to provide a newly expanded platform to operate more comprehensively to serve the New York community and be a part of its vast cultural spread. It will serve as a multiplex cultural hub for audiences that provides a window into Korean art, music, film, history, language, literature, and cuisine. The Center will be located at 122 E. 32nd Street in New York City.

For the official grand opening of the New York Korea Center in Manhattan, the KCCNY seeks to hold a special event commemorating the occasion and seek proposals for the production and management of the Opening Reception as well as promotion and marketing ahead of the Event.

Scope of Work (Please refer to the Additional Guidelines for a detailed SOW)

1) New York Korea Center Opening Reception

- Ceremony stage production and installation (including equipment rental)

- Personnel support for event production and execution
- Korean cuisine food reception

## 2) New York Korea Center Pre-Opening Marketing/PR

- Create promotional content and execute marketing campaigns (including video content)

### 3. Application Timeline

- Application Period: November 29th, 2022 (Tue) - December 9th, 2022 (Fri)
- Application Deadline: Until December 9th, 2022 (Friday) 18:00 ET
- Notification of results: Individual notification to applicants (scheduled for December 2022)
- \* The above schedule is subject to change

### 4. Eligibility

- a. Businesses that registered for the Korean Cultural Center's open bid following the procedures set out below and meet the 「Enforcement Decree of the Act on Contracts to Which the state is a Party 12」
- b. Businesses not related to any legal disputes regarding the 「Act on Contracts to Which the state is a Party 27」 and the 「Enforcement Decree of the Act on Contracts to Which the state is a Party 76」
- c. Businesses holding an official and valid license in New York and/or New Jersey.

### 5. Bidding Process

- The method of determining the successful bidder will be “Contract by Negotiation” (협상에 의한 계약) as enforced by Article 43 of the Enforcement Decree of the Act on Contracts to which the State is a Party (국가를 당사자로 하는 계약에 관한 법률 시행령 제43조)  
*(Relevant regulations, such as the “Act on Contracts to which the State is a Party” and “Standards for Contract by Negotiations,” are to be applied in accordance with the local circumstances of the host country)*
- The order of selected applicants will be determined via the highest scores in the capabilities assessment criteria and project fee proposal as delineated below
- Negotiations are conducted according to the determined scoring of applicants, and when negotiations are established, further negotiations with other applicants will not be conducted.

### 6. Application Schedule

- Proposals are submitted to the email address: koreancultureny@gmail.com. Each applicant can submit only one proposal.
- Submitted documents must indicate “page number / total number of pages” on each page.
- Application proposals must be titled “New York Korea Center Opening Event Proposals (NAME OF COMPANY)”
- KCCNY may contact applicants for any additional information, questions, and may request an online meeting if deemed necessary for the selection process

### ***Documents to be submitted***

- 1) Bidding Registration Form (Appendix 1)
- 2) Proposal: Open Format
- 3) Project Fee Proposal (including itemized details)
- 4) Business Registration Certificate (Company Credit Report or Income Tax Return)
- 5) Company Introduction (up to 2 pages)
- 6) Relevant Experience and Expertise in the past 3 years

### **7. Evaluation Criteria**

Each proposal will be rated by the Evaluation Committee based on the following criteria

<b>Evaluation</b>	<b>Description</b>	<b>Points</b>
<b>Assessment of the technical capabilities of the proposal</b>	- In-depth knowledge of the project and its technical requirement	20
	- Specificity of the proposal	20
	- Relevance of the proposal and proposed schedule	20
<b>Assessment of the ability to execute the contents of the proposal</b>	- Demonstrated quantity and quality of successful relevant work	10
	- Demonstrated expertise in management of team and staff	10
<b>Evaluation of the price</b>	- Analysis of project fee proposal	20

### **8. Contract Process**

- Winning applicant will sign the Standard Contract of the Korean Cultural Center, Pledge to Implement Integrity Pact, and the Confidentiality Agreement.

### **9. Disclaimer**

- Applicants must be aware and address all aspects of the application requirements and any responsibility in the failure to do so lies with the applicant
- Applicants must confirm that all information submitted in the application and on the certified copies of business registration (representative, company name, etc.) must match identically
- Any difference in interpretation of the Call for Proposals follows the interpretation of the KCCNY
- Applicants agree that all contents of the application process and evaluation criteria, as well as negotiations will remain confidential. Any costs associated with the submission of the application is the sole responsibility of the applicant

**10. For any inquiries**, please contact the Korean Cultural Center New York (212-759-9550/[thhwang@koreanculture.org](mailto:thhwang@koreanculture.org))