**“INPUGLIA365” STRATEGIC TOURISM PLAN, IMPLEMENTATION OF THE DESTINATION GOVERNANCE PROJECT – PUBLIC CALL FOR A LIST OF SERVICES AIMED AT THE *WORLD-WIDE PROMOTION OF DESTINATION PUGLIA,* FOR ACTIVITIES TO BE ASSIGNED PURSUANT TO ARTICLE 56 OF ITALIAN LEGISLATIVE DECREE D.Lgs. OF 3 JULY, 2017, N. 117 and further supplements, targeting the “*PUGLIESI NEL MONDO” associations, as incorporated in Puglia Regional Law N. 23/2000.* CUP-UNIFIED PROJECT CODE: B39I18000080009.**

## TECHNICAL PROPOSAL AND FINANCIAL OFFER

Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Registered address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PEC-certified e-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fiscal/VAT Code/SSN:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Location/s where this application takes place: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time slot of activities (please write A or B) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **AREAS OF OPERATIONS** (please tick with just one X) |  |
| a) promotion and/or production of food & wine products (i.e.: food preparation and cooking, tastings of typical Apulian cuisine and wines, cooking shows); | **⎕** |
| b) cultural and artistic promotion (i.e.: live shows); | **⎕** |
| c) communication and dissemination of *brand Puglia* and the identity of the Apulian territory; | **⎕** |
| d) hospitality and accommodation of participants. | **⎕** |

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| **TYPE OF ACTIVITIES** as a reference(please check with one X) |  |
| 1. Panels, talk shows or conferences; | **⎕** |
| 1. Cooking shows, theme-oriented tastings; | **⎕** |
| 1. Exhibits and art performances; | **⎕** |
| 1. Live shows and animation activities; | **⎕** |
| 1. Retrospectives or theme-oriented festivals. | **⎕** |
| 1. Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **⎕** |

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| **DESCRIPTION OF INITIATIVES , please show specific sector and activities to be carried out for each sector;**  **DETAILED DESCRIPTION OF ACTIVITIES “DISSEMINATION AND DIFFUSION OF THE BRAND PUGLIA”**  *(summary: max 3000 characters including spaces)* |
|  |
| **DESCRIPTION OF INITIATIVES**  *(max 3000 characters including spaces)*  In particular, please specify:   1. Consistency with the Notice purposes 2. Type of activities, locations, time schedule/GANNT 3. Type of interaction with users/recipients of activities 4. Environmental sustainability of initiatives |
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| **NETWORK DESCRIPTION (NETWORK)**  In particular, please specify involved subjects (i.e.: city administrations, tourism hospitality operators, restaurants, tourism services, foreign Chambers of Commerce, foundations, etc.) |
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| **IMPLEMENTATION OF COORDINATED VISUAL BRAND**  Please specify type and quantity of promotional material to be used to carry out activities (i.e.: totes, vests/bibs, flyers, roll-ups, stickers, block notes, etc.), consistent with ARET Pugliapromozione institutional logos. |
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**FINANCIAL OFFER**

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| **Cost items** | **Measurement units** | **Allocated units  (n.)** | **Cost per unit**  (in €uro, VAT included)  Please show the daily cost of staff |
| Human resources | Person/days |  |  |
| Promotional material (IE, t-shirts, sweatshirts, lapel pins, totes) | Number |  |  |
| Promotion activities (sponsorships, Facebook, Instagram and other social networks ) | Per piece |  |  |
| Communication activities (i.e.: flyers, roll-ups, stickers, block notes) | Number |  |  |
| Commodities (i.e.: typical food products) | Per piece |  |  |
| Rental of equipment, outfitting | Per piece |  |  |
| Other (please specify) |  |  |  |
| **Total** |  |  |  |

Place, date Signature of Legal Representative