Application Guidelines
Request for Proposals for the "Management of the Kyoto City Overseas Representatives"

1. Commissioned Work

Management of the Kyoto City Overseas Representatives.

2. Scope of Commissioned Work

As specified in the attached "Specifications." This work is commissioned by Kyoto City.

3. Eligibility Requirements

Applicants must meet the following criteria:

1. Have a thorough understanding of the objectives of this project and participate with the intent to contribute to the public good.
2. Possess extensive experience in public relations, including information dissemination and collection.
3. If permits or licenses are required for the execution of the commissioned work, the applicant must possess or be in the process of obtaining such permits or licenses.
4. Must not be an organization whose primary purpose is religious or political activities.
5. Must not be a criminal organization, a member of such an organization, or an entity affiliated with such organizations.
6. Have a stable management foundation and sufficient financial management capacity to execute the proposed plans and operations.
7. Operate in compliance with personal information protection regulations required by Japan and the applicant's country/region, and agree to enter a contract that adheres to these regulations.

4. Application Period

From March 13, 2026 (Friday) to March 25, 2026 (Wednesday) at noon (Japan time).

5. Contract Terms

1. **Contract Type**: Outsourcing contract.
2. **Planned Locations of Overseas Representatives (9 locations)**:
    - New York, Los Angeles, London, Paris, Sydney, Taipei, Shanghai, Milan, Singapore
      Note: Each hub will be recruited separately.
3. **Maximum Commissioned Amount**:
    - New York, London: Up to 6.9 million yen

- Paris, Sydney, Taipei, Shanghai: Up to 6.5 million yen
- Los Angeles: Up to 5.4 million yen
- Milan, Singapore: Up to 4.5 million yen

Payments will be made in Japanese yen. The remittance fee will be borne by the client.

4. **Contract Period**: April 1, 2026 (Wednesday) – March 31, 2027 (Wednesday)
5. **Payment Terms**:
    - Payments will generally be made biannually upon completion of the respective work phase and submission of an invoice.
6. **Other Conditions**:
    - The contractor must collaborate with the previous and next year's contractors to ensure a smooth transition.
    - The estimated cost in the proposal may not be altered unless there is a valid reason.
    - The selected contractor cannot transfer its position or rights and may not subcontract the entire commissioned work. Partial subcontracting requires prior approval from Kyoto City.
    - If Kyoto City's 2026 budget for this project is not approved or is reduced, the contract terms may change, or the contract may not be concluded.
    - If the contractor fails to fulfill its obligations, Kyoto City may impose penalties, withhold payment, or terminate the contract.

6. Application Procedures

Applicants must submit the required documents as follows:

1. **Submission Office**:
   Kyoto City Tourism Association, Promotion Division
   (Address: Yasaka Kawaramachi Building 8F, 384 Ichino Funairicho, Kawaramachi Nijo, Nakagyo-ku, Kyoto, 604-0924, Japan)
   Phone: +81-75-213-0071
   Email: promotion@kyokanko.or.jp
2. **Required Documents**:
    - **Proof of eligibility** (Company profile, financial statements, work experience, etc.) – 1 copy
    - **Proposal document** (Free format) – 1 copy
      Must include the following:
        1. Activity plan
        2. List of media and agents in the applicant's network
        3. Past media clipping performance

        4. Media exposure proposals
        5. Personal information protection management system
    - **Quotation (Specified format: Appendix 1)** – 1 copy

    Must specify cost breakdown for all proposed activities. Any additional budget proposals should be included.
3. **Submission Deadline**: March 25, 2026 (Wednesday) at noon (Japan time)
4. **Submission Method**: By Email (to the address listed above)

Important Notes:

- Documents must be submitted in Japanese or English. The currency should be in Japanese yen.
- Proposals that do not meet submission deadlines, formats, or requirements may be disqualified.
- The applicant bears all costs related to the preparation and submission of documents.
- Submitted proposals will not be returned.

7. Evaluation and Selection

1. **Evaluation Method**: Document screening.
2. **Evaluation Criteria**:
    - Understanding of the project objectives and effectiveness of the proposal.
    - Ability to manage the project smoothly.
    - Reasonableness of estimated costs.
    - Additional proposals beyond the requirements that contribute effectively.
    - Ability to provide consulting services when needed.
    - Sufficient experience in similar projects.
    - Compliance with relevant laws in Japan and the applicant's country/region.
3. **Notification**: All applicants will be notified of the selection results via email.
4. **Contract Negotiation**: The selected contractor will negotiate within the commission limit. If negotiations fail, the next highest-ranked candidate will be considered.

8. Tentative Schedule

- March 13, 2026 (Friday) : Call for proposals begins
- March 25, 2026 (Wednesday) Noon: Proposal submission deadline
- March 25, 2026 (Wednesday) – March 31, 2026 (Monday): Evaluation process
- March 31, 2026 (Tuesday): Selection notification

9. Other Provisions

- Regular communication with Kyoto City Tourism Association is required for smooth

project execution.

- Cooperation is required in case of financial audits related to this project.
- Any intellectual property rights generated during the project will belong to Kyoto City tourism Association.

***This sentence was translated by a generative AI.**

Requirements Specification

1. Name of the Entrusted Assignment

Management of the Kyoto City Overseas Representatives

2. Objective of the Assignment

To enhance continuous PR activities for Kyoto tourism overseas and expand information gathering on travel trends, aiming to maintain and improve Kyoto's global recognition as a travel destination. The project also seeks to encourage visitation and enhance the quality of Kyoto tourism.

Additionally, by leveraging the influence of leading overseas media and influencers, the project will effectively communicate Kyoto's tourism policies, including visitor dispersion strategies, etiquette awareness, and Kyoto Tourism Morals. This aims to promote sustainable tourism in harmony with local residents.

3. Assignment Duration

April 1, 2026 – March 31, 2027

4. Locations of Overseas Representatives (9 locations)

New York, Los Angeles, London, Paris, Sydney, Taipei, Shanghai, Milan and Singapore

5. Scope of Work

(1) Management of Kyoto City Overseas Representatives

A. Information Collection Activities

1. Identify key media and establish relationships.
2. Swiftly collect and analyze information in response to sudden socioeconomic changes.

B. Information Dissemination Activities

1. Regularly distribute Kyoto tourism information to key media using effective tools such as industry publications and newsletters.
2. Encourage key media and travel agencies to cover Kyoto and promote the development and sales of travel packages to Kyoto by proactively providing information.

C. Kyoto Tourism Office Functions

1. Liaise with key media representatives and conduct necessary coordination tasks.
2. Arrange remote email interviews with Kyoto City representatives.

(2) Strengthening Information Dissemination to Key General Media Outlets

To ensure effective coverage of Kyoto's tourism policies (e.g., etiquette awareness, visitor dispersion strategies), the following activities will be conducted. The target is at least one published article per fiscal year, except for the Los Angeles office, which is excluded from this task.

A. Creation of a List of Key General Media Outlets

B. Development and Distribution of Media Materials

- Prepare and distribute information materials summarizing Kyoto City's key tourism policies.
- Most materials will primarily be provided in Japanese, with adjustments made in coordination with the Kyoto City Tourism Association.

C. Media Outreach and Support

- Actively reach out to media to arrange interviews and coverage.
- Provide logistical support for interviews, including scheduling, coordination, interpretation, and transportation arrangements.

D. Monitoring and Clipping of Media Coverage

- Collect and document media coverage results, including a summary report.

(3) Information Dissemination via Influencers

Influencers with strong social media reach will be engaged to promote Kyoto.

This task does not apply to the Milan and Singapore offices.

A. Selection of Influencers

1. One to two influencers per target region will be selected in consultation with the Kyoto City Tourism Association.
2. Past promotional experience with JNTO or other cities may be considered.

B. Influencer Hosting and Support

1. Respond to influencer inquiries.
2. Provide relevant images and information.
3. Arrange transportation, accommodation, meals, and cultural experiences.
4. Provide guidance and coordination as needed.

C. Content Coordination

1. Pre-approve content and destinations with the Kyoto City Tourism Association.
2. Include official Kyoto City tourism website URLs and designated hashtags to indicate sponsored content.

6. Reporting Requirements

The contractor must submit reports as follows:

1. Periodic Report (tentative plan April–September: due October 31, 2026; October–

March: due March 31, 2027)

2. Yearly Report (Due March 31, 2027)
3. Relevant financial statements (Due March 31, 2027)
4. A form confirming the completion
5. Reports should include:

- Details of media exposure and advertising value.
- Number of media-supported interviews.
- Key accomplishments, with clippings of key coverage where applicable.

7. Other Provisions

1. Protection of Personal Information

- Confidential information obtained through this project must not be used outside its intended purpose, even after the contract ends.

2. Liability for Damages

- The contractor is responsible for any damages caused to third parties, except where the fault lies with Kyoto City.

3. Intellectual Property

- Copyrights arising from this contract shall belong to Kyoto City to ensure smooth implementation and dissemination of results.

4. Dispute Resolution

- Any ambiguities or disputes regarding this specification will be resolved through consultation between Kyoto City and the contractor. If no agreement is reached, Kyoto City's decision shall prevail.

***This sentence was translated by a generative AI.**