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**AETIB**  
AGÈNCIA D'ESTRATÈGIA  
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**RESOLUTION BY THE CHAIRWOMAN OF THE AETIB ON 27 FEBRUARY 2019, APPROVING THE TERMS AND CONDITIONS OF THE PUBLIC CALL FOR PROPOSALS TO ESTABLISH COLLABORATION AGREEMENTS RELATING TO OUTDOOR STRATEGIC CO-MARKETING WITH THE STRATEGIC TOURISM AGENCY OF THE BALEARIC ISLANDS (AETIB) IN ACTIVITIES THAT WILL IMPROVE CONNECTIVITY WITH EXTERIOR MARKETS IN 2019.**

The Department of Innovation, Research and Tourism, through the Strategic Tourism Agency of the Balearic Islands (hereinafter, AETIB), presents a public call for proposals within a framework of public-private collaboration that enables efforts to be combined to improve the connectivity with the islands' issuing markets during the mid-low season. The purpose is to boost employment during this period by means of the outdoor strategic co-marketing tool.

Participation in this call for proposals for outdoor strategic co-marketing, subject to the principles of being public in nature, transparency, co-operation and efficiency in the use of public resources, implies acceptance of the terms and conditions established herein.

The period during which collaboration proposals may be submitted will be from the day after the terms and conditions for the call for proposals are published in the Balearic Islands Official Gazette (BOIB) until 30 November 2019, or until the assigned credit has expired.

The call for proposals is only open to airlines; no other companies may enter. The aim is to carry out a joint action between AETIB and airlines that will boost profitability in the management of both public and private resources. Additionally, the co-marketing strengthens the brand image of the companies taking part, by which their attributes drive demand.

Among the purposes of the AETIB, in accordance with article 5 of Decree 18/2018, of 22 June, reorganising, restructuring and regulating the Strategic Tourism Agency of the Balearic Islands (AETIB), it should be noted that the AETIB is the organisation entrusted with the general planning and promotion of economic activity in the Balearic Islands that affects the tourism sector, and that the scope of its intervention includes supporting the creation, organisation and marketing of the tourism products and services provided by the Balearic Islands.



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As a result of all of the above, approval is given to the terms and conditions attached to this Resolution of a new public call for proposals to enter into collaboration agreements with the AETIB for companies that meet the requirements established in the enclosed terms and conditions.

Palma, 27 February 2019

Chairwoman of the AETIB.

Isabel M. Busquets Hidalgo



## APPENDIX: TERMS AND CONDITIONS OF THE CALL FOR PROPOSALS

### 1. PURPOSE

The purpose of this public and open call for proposals is to offer national and international airlines the possibility of entering into collaboration agreements relating to outdoor strategic co-marketing in order to improve tourist connectivity during the low and mid seasons in the Balearic Islands.

Three courses of action for outdoor strategic co-marketing are established:

- A) Campaigns for pre-existing routes in issuing markets: intended to increase the number of passengers with any of the airports in the Balearic Islands. Although the campaigns may run throughout the year, only the low and mid season (April to May and/or October to December 2019, both inclusive) will be advertised.
- B) Campaigns for newly created long-haul routes with Palma airport: intended to boost the creation of new long-haul routes. Campaigns may be implemented and publicised all year round.
- C) Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports: intended to boost the creation of new medium-haul routes. Campaigns may be implemented and publicised all year round.

The routes described must be direct flights between the outbound and inbound airports.

This call for proposals to enter into collaboration agreements has a maximum total budget allocation of **€485,000** (taxes included), to be charged to the AETIB budgets for 2019. In the event of the allocation amount being insufficient, it may be extended if deemed appropriate by the management, depending on budgetary availability, up to a maximum of 25% (taxes included).

To comply with the territorialisation between islands, a minimum co-marketing percentage will be devoted to each airport, as indicated in the following table:

MALLORCA	50.92%
MENORCA	20.78%
IBIZA	28.30%

Additionally, if by 30 March 2019 applications for sufficient strategic co-marketing campaigns have not been submitted to meet the percentages per island, the remaining budget will be allocated to existing applications, irrespective of said territorialisation. The order of preference will be by AETIB entry record number.



## 2. MAXIMUM APPLICATION AMOUNTS

In order to optimise existing resources, maximum amounts per application are established as indicated in the following table:

<b>MAXIMUM APPLICATION AMOUNTS (taxes included)</b>
Maximum of 50% of the total budget submitted
<b>A) <u>Campaigns for pre-existing routes in issuing markets: €95,000.</u></b>
<b>B) <u>Campaigns for newly created long-haul routes with Palma airport: €145,000.</u></b>
<b>C) <u>Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports: €50,000.</u></b>

In this way, airlines interested in taking part in this call for proposals may request a collaboration with the AETIB which must not exceed 50% of the total budget submitted; nor must it exceed the maximum limits as set out and described in the previous table depending on the type of campaign chosen, and always inclusive of taxes.

In the event that 50% of the proposal submitted exceeds the established limits (taxes included), the maximum amount that the AETIB would contribute will be that defined in the table (taxes included).

## 3. REQUIREMENTS FOR COMPANIES APPLYING FOR COLLABORATION

Applications for collaboration with the AETIB in this call for proposals may only be submitted by private, State or international companies whose main activity is that of an airline.

## 4. MINIMUM REQUIREMENTS AND TYPES OF CO-MARKETING ACTIVITIES

The campaigns or activities proposed by the companies applying for collaboration must meet the following **requirements** depending on the courses of action for outdoor strategic co-marketing chosen.

### **A) Campaigns for pre-existing routes in issuing markets:**

- Statement of compliance indicating that for the route and period specified in the application form the airline expects an increase in places in 2019 with regard to the same period in 2018 (included in appendix A1)
- It should be implemented throughout 2019
- It should publicise the low and mid seasons, i.e. the period from April to May and/or October to December 2019.
- It should be implemented in priority or interest markets for the AETIB:
  - Spain
  - Germany



- United Kingdom
  - Italy
  - France
- The creative idea of the campaign should as a minimum be linked to one of the Strategic Tourism Segments:
- Sport
  - Culture
  - Gastronomy
  - Active Tourism
  - Eco-tourism
  - Luxury
  - Health
  - MICE

Under no circumstances must the marketing campaign be linked to the “coast/sun and beach” product.

- It should be implemented by means of any media or advertising platform (offline and online, street marketing, etc.) aimed at the markets of influence of this campaign type.

**B) Campaigns for newly created long-haul routes with Palma airport: €145,000**

- Statement of compliance indicating that for the route and period specified in the application form the airline had no routes of similar characteristics in 2018, meaning that it is newly created. (Included in appendix B1)
- It should be implemented throughout 2019
- To be advertised at any time in the season, i.e. from April to December 2019.
- It should be implemented in emerging markets for the AETIB:
  - Americas (North and South)
  - Asia
- The creative idea behind the campaign should be linked to any existing product in the Balearic Islands, including “coast/sun and beach”.
- It should be implemented by means of any media or advertising platform (offline and online, street marketing, etc.) aimed at the markets of influence of this campaign type.

**C) Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports: €50,000**

- Statement of compliance indicating that for the route and period specified in the application form the airline had no routes of similar characteristics in 2018, meaning that it is newly created. (Included in appendix B1)
- It should be implemented throughout 2019
- To be advertised at any time in the season, i.e. from April to December 2019.
- It should be implemented in the European markets defined in appendix C2
- The creative idea behind the campaign should be linked to any existing product in the Balearic Islands, including “coast/sun and beach”.
- It should be implemented by means of any media or advertising platform (offline and online, street marketing, etc.) aimed at the markets of influence of this campaign type.



Taking into account all these specific requirements depending on the courses of action chosen, applicants may propose outdoor strategic co-marketing campaigns to the AETIB according to the following **types of activities**:

- *Offline advertising*: general press, informative magazines, specialist magazines, radio, television, among others.
- *Online advertising*: banners, microsites, blogs, special activities, among others.
- *Outdoor advertising*: hoardings, lightboxes, sign boxes, taxis, metro, buses, among others.
- *Street marketing activities*: promotional activities to be implemented in urban areas.
- *Activities on social networks*: social media campaigns, prize draws, competitions, among others.
- *Public relations activities*: presentations for the press, influencers or the tourist sector, press releases, among others.

The **general requirements** for all courses of action are as follows:

- I. **Campaigns/activities proposed must have a minimum investment of 20% of the campaign total (taxes included) in external media not directly linked to the company submitting the proposal.**  
No consideration will be given to campaigns that solely propose using the applicant's own media (own websites, advertising in own facilities, inflight magazine, sales catalogue, points of sale of the applicant or the group it belongs to among others), and will therefore be excluded.
- II. **One application per route/airline may be submitted.**
- III. **Excluded from this call for proposals are any routes that have received a financial contribution** or a contribution in kind **from any of the Island Councils** if the amount **is €100,000 or more** (taxes included).

## **5. CREATIVE ELEMENTS AND CORPORATE IMAGE**

The campaigns or activities proposed by the companies applying for collaboration must meet the following **requirements relating to the creative elements and corporate image** for all the **outdoor strategic co-marketing** courses of action chosen:

- All the creative elements must integrate the tourist brand or brands of the Balearic Islands, as well as the logos specified by the AETIB as appropriate.
- The creative elements and activities must comply with the AETIB Corporate Identity Manual. This Manual will be provided upon the signing of the agreement.
- The creative elements of the activities are to be proposed by the applicants and must be approved by the image department of the AETIB before being published/broadcast.
- The costs of producing the creative elements and adapting them to any media must be met by the applicant company.

In the event of these requirements not being met, the AETIB reserves the right to cancel the collaboration and not pay the amount established in the agreement.

## **6. APPLICATION AND HOW TO SUBMIT THE DOCUMENTATION**

Only one application per route (outbound-inbound airport)/airline combination may be submitted.

Proposals must have an AETIB entry record dated **at least 4 weeks** before the campaign or activity gets under way.

Applicants must submit their applications and enclosed documentation according to the forms in the appendices enclosed with these terms and conditions, as described below:

- Outdoor strategic co-marketing application (appendix ABC1)
- Administrative documentation (envelope 1)
- Technical documentation (envelope 2)

### 1) Outdoor strategic co-marketing application (appendix ABC1)

The application should be addressed to the AETIB chair using the appendix ABC1 form (application form) included in these terms and conditions, which should explicitly indicate:

- Details of the applicant company.
- Type of outdoor strategic co-marketing for which collaboration is sought.
- Name of campaign/activity.
- Destination to which the campaign/activity is linked.
- Route to be advertised with the proposed campaign/activity.
- Dates of the proposed campaign/activity.
- Total amount of the proposed campaign/activity (taxes included). This does not include all the costs generated by the proposed campaign or activity (planning, output, creativity, etc.).
- Discount offered by the applicant, expressed as a percentage.
- Definitive amount for the campaign as a result of applying the discount offered by the applicant (taxes included).
- Amount requested from the AETIB to carry out the proposed campaign/activity (taxes included).

Applicants must indicate the amount following the maximums indicated in section 2 of the terms and conditions, and always taking into account that the amount of the campaign with the discount offered already applied should be taken as the point of reference.

The application submission will not in itself be assessed, and will only be considered as a formal document of application.

### 2) Administrative documentation (envelope 1)

#### *2.1. Spanish companies*

- a) Original or certified/attested photocopy of entry certificate on appropriate register (record of associations, companies registry or other, depending on the type of organisation).
- b) Original or certified/attested photocopy of the articles of association filed with the stated registry, or entered on the Companies Registry, as appropriate.
- c) Original or certified/attested photocopy of the documentation verifying the capacity of the applicant's legal representative to act on its behalf, as well as said person's national identity document.
- d) Original or certified/attested photocopy of the applicant's tax identification card.
- e) Original or certified photocopy of the census declaration, the start of operations, and business tax registration under the appropriate heading.
- f) Legal statement, administrative certificate or statement of compliance given before an administrative authority or professional qualified body, or by means of statements given before a notary public, that the company has not breached any of the prohibitions for entering into contracts with public administration according to article 71 of the Public Sector Contracts Act.  
This statement of compliance or other document must include the explicit statement that the company has not breached any of the instances referred to by Act 2/1996, of 19 November, concerning the incompatibility of Government members and high-ranking officials in the Autonomous Region of the Balearic Islands.
- g) Certification issued by the appropriate authorities verifying that all State and regional taxes and Social Security payments are up to date.
- h) Statement of compliance that the company is up to date with payments with the AETIB and is up to date in the verification of previous collaboration agreements with the AETIB. This statement will be officially checked by the AETIB accounts department. If any debts are outstanding, the company will be disqualified from taking part in the call for collaboration proposals.
- e) Statement of compliance indicating whether the company has received and/or requested aid or collaborations from public or private institutions to carry out the project on which the AETIB might collaborate.
- j) Applicants for the outdoor strategic co-marketing collaboration must submit a sworn statement by the company's representative that as the company or organisation is an airline, its main activity meets the specifications for this call for proposals.

The company must also submit a statement of compliance regarding the marketing activities carried out over the past two years of a similar nature to the purpose of this call for proposals.





## 2.2. *Non-Spanish companies with activity in Spain*

a) If the company belongs to an EU member State, its legal capacity must be accredited by submitting the company's founding document, in accordance with regulations for that particular country, and the articles of association together with corresponding accreditation, as well as a certified photocopy of the company tax code certificate, both translated by a sworn or official translator and bearing the apostille in accordance with the 1961 Hague Convention.

b) If the company belongs to a country that is not a member of the EU, the organisation's legal capacity must be accredited by means of documentation relating to the company's branch or subsidiary in Spain, which must be duly entered on the appropriate registry, with a certified photocopy of the company tax code certificate provided.

c) In either of the two cases above, accreditation is required of the legal capacity of the applicant company's legal representative to act on its behalf, as well as a certified copy of said person's passport/national identity document, translated by a sworn or official translator and bearing the apostille in accordance with the 1961 Hague Convention.

d) Non-Spanish companies from member States of the European Union and other foreign business owners must provide the following documentation:

- Legal statement, administrative certificate or statement of compliance made before an administrative authority or professional qualified body, or by means of statements made before a notary public, that the company in question has not breached any of the prohibitions for entering into contracts with public administration according to Spanish laws as well as the laws of the State to which it pertains.

This statement of compliance or other document must include the explicit statement that the company has not breached any of the instances referred to by Act 2/1996, of 19 November, concerning the incompatibility of Government members and high-ranking officials in the Autonomous Region of the Balearic Islands.

- Statement of compliance indicating whether the company has received and/or requested aid or collaborations from public or private institutions to carry out the project on which the AETIB might collaborate.

- Original or certified photocopy of the census declaration, the start of operations, and business tax registration, as appropriate.

- Sworn statement by the company's representative that the company's main activity meets the specifications for this call for proposals.

- Certification issued by the appropriate authorities verifying that the branch or subsidiary is up to date with all State and regional tax and Social Security payments. Agents authorised to act on behalf of the non-resident company operating from a representative

office must provide the appropriate certification issued by the appropriate authorities accrediting that all regional, State and Social Security payments are up to date.

- Statement of compliance that the company is up to date with payments with the AETIB and is up to date in the verification of previous collaboration agreements with the AETIB. This statement will be officially checked by the AETIB accounts department. If any debts are outstanding, the company will be disqualified from taking part in this call for collaboration proposals.

The company must also submit a statement of compliance regarding the marketing activities carried out over the past two years of a similar nature to the purpose of this call for proposals.

Envelope 1 for “administrative documentation” will be the same one used if the same organisation is submitting more than one technical proposal.

### 3) Technical documentation (envelope 2)

#### *a) Technical report:*

Applicant companies must submit a Technical Report on the proposal that contains a detailed description of the outdoor strategic co-marketing campaign/activity to be carried out. The document must contain at least the following information:

- Name of campaign/activity.
- Destination to which the campaign/activity is linked.
- Route to be advertised with the proposed campaign/activity.
- Market at which the campaign/activity is aimed.
- Month(s) during which the campaign/activity will be active.
- Month(s) advertised in the campaign/activity.
- The tourism product(s) linked to the campaign/activity must be indicated.
- Type of campaign proposed and detailed description of the campaign, listing the activities to be carried out.
- Optics for the campaign for advertising activities which indicate, as a minimum, the audience, print run and number of print appearances/listeners in the media proposed, as well as coverage data.
- For street marketing/events, the name of the town where the activity is to be carried out must be indicated, the number of inhabitants in said town and the locations, as accurately as possible, of the activities to be carried out.
- Total amount of the proposed campaign/activity\* (taxes included). This does not include all the costs generated by the proposed campaign or activity (planning, output, creativity, etc.).
- Discount offered by the applicant, expressed as a percentage (taxes included).
- Definitive amount for the campaign as a result of applying the discount offered by the applicant (taxes included).

If the amounts indicated in the technical report are different from those indicated in the application, the amounts indicated in application form appendix ABC1 will be considered.

For this reason, the applicant company should make the necessary clarifications in the technical report to correct this point.

*b) Objective criteria and statement of compliance:*

Airlines must submit the appendix relating to the objective assessment criteria, duly completed. Depending on the course of action chosen, one of the following appendices must be completed:

- **APPENDIX A1:** Campaigns for pre-existing routes in issuing markets.
- **APPENDIX B1:** Campaigns for newly created long-haul routes with Palma airport.
- **APPENDIX C1:** Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports.

Statement of compliance indicating that the documentation submitted is accurate and the intention to carry out the outdoor strategic co-marketing campaign/activity for which collaboration is requested in the time and form according to the information provided in the technical report, and in accordance with the objective criteria in the appropriate appendix (A1, B1, C1).

This document must be signed by the most senior manager of the company or organisation applying for collaboration.

## **7. WHERE TO SUBMIT THE DOCUMENTATION**

Collaboration applications must be submitted to the AETIB registry (C/ Rita Levi s/n (Parc Bit, edificio ATB) - 07121 Palma de Mallorca) or at the locations established in article 16 of Act 39/2015, of 1 October, on the Common Administrative Procedure of Public Administrations. In this latter case, an email should be sent (to [planificacion@aetib.caib.es](mailto:planificacion@aetib.caib.es)), specifying the date on which the application was sent.

Applications or documentation sent by email to any AETIB email address will not be accepted.

Furthermore, when documentation is sent by post, the company must provide proof of the date on which it was sent from the Post Office, and on the same day inform the AETIB by fax or email that the proposal has been sent.

## **8. WHEN TO SUBMIT THE DOCUMENTATION**

This call for proposals to enter into collaboration agreements will be open for submissions from the day after its announcement is published in the Balearic Islands Official Gazette (BOIB) and will close when the assigned credit has expired.

## **9. ADMINISTRATIVE PHASE: REVIEW OF THE ADMINISTRATIVE DOCUMENTATION.**

The General Services Department of the AETIB will examine the administrative documentation contained in envelope 1. If any administrative documents require amendments, the AETIB management will inform the party concerned in writing, by fax or by email of the administrative documentation needed, to be submitted in no later than ten

days, with the express warning that failure to do so will result in the application being dropped, and will be archived in accordance with the provisions set out in article 68 of Act 39/2015.

Notice regarding said documentation will be made by electronic means or by fax, with a record of said notice included in the application case file.

#### **10. TECHNICAL PHASE: REVIEW OF THE TECHNICAL DOCUMENTATION, PRIOR ASSESSMENT CRITERIA AND NEGOTIATION**

Once the company's administrative documentation has been reviewed, the Technical Committee appointed by the AETIB chair, by request of the AETIB management, will assess the technical proposals to determine compliance or otherwise of the necessary technical requirements, in accordance with the contents of these terms and conditions, and will then conduct the technical assessment.

To proceed with this assessment, the organisations or companies submitting applications to this call for proposals must complete the necessary technical documentation, depending on the outdoor strategic co-marketing course of action chosen.

The documentation in envelope 2 (technical documentation) will be assessed with the documentation provided with the application, and the AETIB may require it to be **amended in no later than ten days** from the date on which said requirement is received. Failure to provide said amendments will result in the application being archived by the AETIB. Additionally, the Technical Committee or Negotiating Committee may request further clarifications as deemed necessary. A record of these procedures will be included in the case file.

In order to proceed to the negotiation phase, the company submitting a collaboration request must obtain **a minimum score of 50 points on the objective criteria**. Companies that do not obtain at least this score will be turned down as their proposal fails to meet the minimum requirements for the strategic objectives of the AETIB.

The details indicated in the assessment appendix will be binding once the agreement has been signed, and under no circumstances may they be altered by the applicant, as they form part of their proposal, with the exception of any changes indicated by the AETIB in the negotiation phase.

#### **PROPOSAL ASSESSMENT CRITERIA**

##### **APPENDIX A1: Campaigns for pre-existing routes in issuing markets.**

Organisations or companies submitting applications must complete appendix A1 relating to the objective criteria.

**1. Discount offered:**

The applicant must indicate in appendix A1 the total discount offered to the AETIB, expressed as a percentage. The percentage offered may be up to two decimal points. The criterion score is as follows:

DISCOUNT OFFERED	SCORE
00.01% - 10.00%	2
10.01% - 20.00%	4
20.01% - 30.00%	6
30.01% - 40.00%	8
40.01% - 50.00%	10
50.01% - 60.00%	12
60.01% - 70.00%	14
70.01% - 80.00%	16
80.01% - 90.00%	18
90.01% -100%	20

The maximum score for this criterion is **20 points**.

**2. Market at which the campaign/activity is aimed:**

Indicate with an X in appendix A1 the market to which the outdoor strategic co-marketing campaign/activity is linked. At least one item must be indicated. The criterion score is as follows:

MARKET	SCORE
Spain	18
Germany	20
United Kingdom	20
Italy	16
France	16

The maximum score for this criterion is **20 points**.

**3. Number of products that will be advertised in the campaign/activity:**

Indicate with an X in appendix A1 the number of products that will be advertised in the outdoor strategic co-marketing campaign/activity. At least one item must be indicated. The criterion score is as follows:

NUMBER OF PRODUCTS	SCORE
1 product	6
2 products	8
3 products	10

The maximum score for this criterion is **10 points**.

#### 4. Type of activities that make up the campaign/activity:

Indicate with an X in appendix A1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows:

TYPE OF ACTIVITIES	SCORE
Offline advertising	5
Online advertising	3
Outdoor advertising	6
Street marketing	12
Public relations	4

The maximum score for this criterion is **30 points**.

#### 5. Chosen media:

Indicate with an X in appendix A1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows

MEDIUM	SCORE
TV	6
Radio*	3
Printed media*	3
Social networks	1
Web	1
Hoardings/lightboxes	4
Events	2

The maximum score for this criterion is **20 points**.

### **APPENDIX B1: Campaigns for newly created long-haul routes with Palma airport.**

Organisations or companies submitting applications must complete appendix B1 relating to the objective criteria.

#### 1. Discount offered:

The applicant must indicate in appendix B1 the total discount offered to the AETIB, expressed as a percentage. The percentage offered may be up to two decimal points. The criterion score is as follows:

DISCOUNT OFFERED	SCORE
00.01% - 10.00%	2
10.01% - 20.00%	4
20.01% - 30.00%	6
30.01% - 40.00%	8
40.01% - 50.00%	10

50.01% - 60.00%	12
60.01% - 70.00%	14
70.01% - 80.00%	16
80.01% - 90.00%	18
90.01% - 100%	20

The maximum score for this criterion is **20 points**.

**2. Market at which the campaign/activity is aimed:**

Indicate with an X in appendix B1 the market to which the outdoor strategic co-marketing campaign/activity is linked. At least one item must be indicated. The criterion score is as follows:

MARKET	SCORE
North America	20
South America	18
Asia	16

The maximum score for this criterion is **20 points**.

**3. Number of products that will be advertised in the campaign/activity:**

Indicate with an X in appendix B1 the number of products that will be advertised in the outdoor strategic co-marketing campaign/activity. At least one item must be indicated. The criterion score is as follows:

NUMBER OF PRODUCTS	SCORE
1 product	6
2 products	8
3 products	10

The maximum score for this criterion is **10 points**.

**4. Type of activities that make up the campaign/activity:**

Indicate with an X in appendix B1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows:

TYPE OF ACTIVITIES	SCORE
Offline advertising	5
Online advertising	3
Outdoor advertising	6
Street marketing	12
Public relations	4

The maximum score for this criterion is **30 points**.

### 5. Chosen media:

Indicate with an X in appendix B1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows:

MEDIUM	SCORE
TV	6
Radio*	3
Printed media*	3
Social networks	1
Web	1
Hoardings/lightboxes	4
Events	2

The maximum score for this criterion is **20 points**.

### APPENDIX C1: Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports.

Organisations or companies submitting applications must complete appendix C1 relating to the objective criteria.

#### 1. Discount offered:

The applicant must indicate in appendix C1 the total discount offered to the AETIB, expressed as a percentage. The percentage offered may be up to two decimal points. The criterion score is as follows:

DISCOUNT OFFERED	SCORE
00.01% - 10.00%	2
10.01% - 20.00%	4
20.01% - 30.00%	6
30.01% - 40.00%	8
40.01% - 50.00%	10
50.01% - 60.00%	12
60.01% - 70.00%	14
70.01% - 80.00%	16
80.01% - 90.00%	18
90.01% -100%	20

The maximum score for this criterion is **20 points**.

#### 2. Market at which the campaign/activity is aimed:

Indicate with an X in appendix C1 the market to which the outdoor strategic co-marketing campaign/activity is linked. At least one item must be indicated. The classification of the markets according to the items described here can be verified in appendix C2 of these terms and conditions. The criterion score is as follows:



MARKET	SCORE
Priority	20
Potential	18
Others	16

The maximum score for this criterion is **20 points**.

**3. Number of products that will be advertised in the campaign/activity:**

Indicate with an X in appendix C1 the number of products that will be advertised in the outdoor strategic co-marketing campaign/activity. At least one item must be indicated. The criterion score is as follows:

NUMBER OF PRODUCTS	SCORE
1 product	6
2 products	8
3 products	10

The maximum score for this criterion is **10 points**.

**4. Type of activities that make up the campaign/activity:**

Indicate with an X in appendix C1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows:

TYPE OF ACTIVITIES	SCORE
Offline advertising	5
Online advertising	3
Outdoor advertising	6
Street marketing	12
Public relations	4

The maximum score for this criterion is **30 points**.

**5. Chosen media:**

Indicate with an X in appendix C1 the type of outdoor strategic co-marketing activity proposed. The number of items necessary to describe the campaign/activity may be indicated. The criterion score is as follows

MEDIUM	SCORE
TV	6
Radio*	3
Printed media*	3
Social networks	1
Web	1
Hoardings/lightboxes	4
Events	2



The maximum score for this criterion is **20 points**.

Once the technical assessment has been carried out according to the criteria described in each course of action, the committee will inform the senior management of AETIB of the companies that have been rejected and those that have obtained the minimum required score for the appropriate resolution to be issued by the AETIB chair to approve or reject collaboration, as appropriate.

Companies whose proposals have obtained the minimum required score in the call for proposals to enter into collaboration agreements must submit to a **negotiation process before** formalising the collaboration agreements. The negotiation committee will be formed of technical officers from different AETIB departments and will be chaired by the managing director of the AETIB. The committee will agree on all the details of the proposed campaign/activity. This process may lead to the AETIB senior management asking for certain modifications in the form or in the price of the initial proposed activity to adapt it to the AETIB strategy.

In any event, the changes made following the negotiation phase must never be less than 50 points according to the assessment criteria established in the appendix relating to the chosen course of action.

#### **11. FORMALISING THE COLLABORATION AND CONTRIBUTION BY THE AETIB**

Upon conclusion of the negotiation phase between the AETIB and the company applying for collaboration, the co-ordination of the various activities, the specific terms of use of the destination brands, logos and symbols, liabilities, activity management and working methods will be established by mutual agreement between the parties through co-marketing collaboration agreements that will be entered into with the companies selected.

These agreements must be signed within 1 month from the end of the negotiation or from when notice of approval of the collaboration is received, as appropriate. Failure to do so may result in the AETIB choosing not to carry said agreements to term.

If for reasons of effectiveness, functionality, strategy or for budgetary reasons the AETIB decides not to carry out any of the agreements entered into with the applicant companies once the agreement has been signed, it will be terminated according to the conditions stipulated in said agreement.

The contribution by the AETIB will be made against invoice, to be issued once the proposed activity has come to an end. This invoice must be accompanied by a report justifying the campaign/activities carried out, the content of which will depend on the type of activity proposed in the collaboration agreement to be signed between the applicant company and the AETIB.

## 12. JUSTIFICATION OF THE COLLABORATION

Once the campaign/activity has been carried out, the airlines must provide their justification that it has been carried out according to the proposal set out in the appendices provided during the application phase.

In general terms, the content and way to submit the justification report will be specified for each collaboration agreement, adapted to the proposal submitted.

To assess the effectiveness of the campaign/activity and its real impact on employment, the justification report must include a certificate issued by AENA specifying:

- A) Campaigns for pre-existing routes in issuing markets: increase in passenger numbers in the period advertised by the campaign/activity in relation to the same period in 2018.
- B) Campaigns for newly created long-haul routes with Palma airport: passenger number in the period advertised by the campaign/activity.
- C) Campaigns for newly created medium-haul routes within Europe with Menorca and Ibiza airports: passenger numbers in the period advertised by the campaign/activity.

If for reasons beyond the airline's control this document cannot be obtained from AENA, the Committee must be informed so it can determine the appropriate justification.

In accordance with the terms and conditions, the justification must therefore meet the following requirements. Failure to do so will result in the collaboration amount established in the agreement not being paid.

- The justification report on the campaign carried out must be correctly submitted.
- At least 20% of the campaign/activity (total amount with taxes included) must have been carried out in external media not directly linked to the applicant company.
- The AENA certificate pertaining to the course of action carried out must be submitted.

## 13. DATA PROTECTION

In accordance with Organic Law 3/2018, of 5 December, on personal data protection and the guarantee of digital rights, applicants are informed of and accept the inclusion of the details that they provide on the file created by the AETIB.

Applicant companies are obliged to comply with the provisions of the Personal Data Protection Act in relation to any personal data that they have access to while the agreements entered into as part of this call for proposals are in effect.

## 14. CONFIDENTIALITY

Any confidential information revealed by the AETIB to the company with which co-marketing activities are entered into during the period in which the agreements are in effect must be classed as strictly confidential by the receiving party, which agrees to use this information solely for the purpose for which it was disclosed, unless required by law to do otherwise.



The recipient must protect the issuer's confidential information against any unauthorised use or disclosure to third parties, just as it protects its own confidential information. Access to this information must be restricted to only company employees who need to know to ensure the co-marketing activities are carried out.

#### **15. APPLICABLE LEGAL FRAMEWORK**

Any disputes arising between the parties relating to the effects, execution and termination of the agreement will be governed by legislation on administrative disputes. Before instituting proceedings, the appropriate appeal against the administrative decision must be filed, in accordance with Act 3/2003, of 26 March, on the legal framework of the public administration of the Autonomous Region of the Balearic Islands.

#### **16. LANGUAGES TO BE USED IN THIS PROCEDURE**

All administrative and technical documentation to be submitted in this call for proposals must be in one of the two official languages of the Autonomous Region of the Balearic Islands. The collaboration agreement drawn up subsequently will also be drawn up in Catalan or Spanish, as preferred by the collaborating party.

If said party wishes the agreement translated into any other languages, it must meet the translation costs and the resulting document will only be used as an appendix to the agreement, and the document written in the official language will prevail.