

Ireland-Dublin: Advertising and marketing services

OJ S 83/2015 29/04/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Irish Rugby Football Union

Postal address: 10/12 Lansdowne Road

Town: Dublin

Postal code: 4

Country: Ireland

For the attention of: Martin Valentine

E-mail: procurement@irfu.ie**Internet address(es):**General address of the contracting authority: <http://www.irfu.ie>Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/114829>Electronic access to information: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87645&B=ETENDERS_SIMPLEElectronic submission of tenders and requests to participate: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=87645&B=ETENDERS_SIMPLE**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Recreation, culture and religion

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Provision of Bid Branding, Production and Marketing Services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Dublin 4.
NUTS code IE Éire / Ireland

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

The IRFU has identified that they will require the services of a Bid Branding, Production and Marketing service provider to work with the IRFU Bid team. The Bid Branding, Production and Marketing service provider will assist the IRFU in developing its Bid Documentation and a marketing campaign strategy to win support for the IRFU bid.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79342100 Direct marketing services, 79342200 Promotional services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Services as described in the RTF document.

Estimated value excluding VAT:

Range: between 200 000 and 300 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.9.2015. Completion 30.4.2017

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

N/a.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

N/a.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

Economic entity.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: As RFT document.

III.2.2. Economic and financial ability

List and brief description of conditions: As RFT document.

Minimum level(s) of standards possibly required: As RFT document.

III.2.3. Technical and professional ability

List and brief description of conditions:

As RFT document.

Minimum level(s) of standards possibly required:

As RFT document.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

5.6.2015 - 16:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

24.4.2015