

**Ireland-Dublin: Advertising and marketing services**

OJ S 68/2023 05/04/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sport Ireland Facilities DAC

National registration number: 9580507E

Postal address: Sport Ireland Campus, Snugborough Road

Town: Dublin 15

NUTS code: IE Éire / Ireland

Postal code: Blanchardstown

Country: Ireland

Contact person: Fiona Nolan

E-mail: [fionanolan@sportirelandcampus.ie](mailto:fionanolan@sportirelandcampus.ie)

Telephone: +353 016464301

Fax: +353 016464369

**Internet address(es):**Main address: [www.sportirelandcampus.ie](http://www.sportirelandcampus.ie)Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/81432>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=238581&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238581&B=ETENDERS_SIMPLE)[PID=238581&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238581&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=238581&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238581&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Sports Facility

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Media Buying and Planning Services

**II.1.2.**

**Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Contracting Authority wishes to appoint a suitable party to supply Media buying and Planning services which will meet the needs of the organisation. We are seeking a supplier to provide a media buying service, which will ensure successful advertising campaigns for the key products outlined in the tender.

The tender submission should outline a brief 'Media Plan Proposal' outlining a proposed approach to reach the target markets outlined below for a sample 12 month period.

**II.1.5. Estimated total value**

Value excluding VAT: 750 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

**II.2.4. Description of the procurement**

The Contracting Authority wishes to appoint a suitable party to supply Media buying and Planning services which will meet the needs of the organisation. We are seeking a supplier to provide a media buying service, which will ensure successful advertising campaigns for the key products outlined in the tender.

The tender submission should outline a brief 'Media Plan Proposal' outlining a proposed approach to reach the target markets outlined below for a sample 12 month period.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 750 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Contract is for 2 years with the option to extend for an additional 12 months x 1

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

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

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 10/05/2023 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7. Conditions for opening of tenders**

Date: 10/05/2023 Local time: 12:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: yes  
Estimated timing for further notices to be published:  
24 months to 36 months

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Sport Ireland Facilities DAC  
Town: Dublin  
Country: Ireland

### **VI.5. Date of dispatch of this notice**

31/03/2023