

323310-2026 - Competition

Ireland – Advertising consultancy services – Provision of Media Planning and Buying Services
OJ S 91/2026 12/05/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Horse Racing Ireland (HRI)

Email: procure@hri.ie

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Provision of Media Planning and Buying Services

Description: Horse Racing Ireland is seeking a service provider with expertise in the provision of Strategic Media Planning and Buying services across the Republic of Ireland and Northern Ireland.

Procedure identifier: 916b79b3-9853-4ccf-8267-7c001f5e4f6d

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 EUR

Maximum value of the framework agreement: 5 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Media Planning and Buying Services

Description: Horse Racing Ireland is seeking a service provider with expertise in the provision of Strategic Media Planning and Buying services across the Republic of Ireland and Northern Ireland.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 29/05/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8100570>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=8100570>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 11/06/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 11/06/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8100570>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Horse Racing Ireland (HRI)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Horse Racing Ireland (HRI)

Organisation processing tenders: Horse Racing Ireland (HRI)

8. Organisations

8.1. ORG-0001

Official name: Horse Racing Ireland (HRI)

Registration number: 9605282N

Postal address: Ballymany

Town: The Curragh

Postcode: R56 XE37

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Procure@hri.ie

Email: procure@hri.ie

Telephone: 045 455457

Buyer profile: <https://www.hri.ie/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: fe2fa4f7-9ca1-476b-aab6-89873e22290c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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