

Ireland-Galway: Graphic design services

OJ S 149/2021 04/08/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Galway-Mayo Institute of Technology (GMIT)

National registration number: N/A

Postal address: Dublin Road

Town: Galway

NUTS code: IE042 West

Postal code: H91 T8NW

Country: Ireland

Contact person: Ann Healy, Greenville

E-mail: ann.healy@greenville.ie

Telephone: +353 876294518

Internet address(es):

Main address: <https://www.gmit.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1160>

I.1. Name and addresses

Official name: Institute of Technology, Sligo

Postal address: Ash Ln, Ballytivnan,

Town: Sligo

NUTS code: IE042 West

Postal code: F91 YW50

Country: Ireland

Contact person: Mary Feighney

E-mail: admissions@itsligo.ie

Internet address(es):

Main address: <https://www.itsligo.ie>

I.1. Name and addresses

Official name: Letterkenny Institute of Technology

Postal address: Port Road

Town: Letterkenny

NUTS code: IE041 Border

Postal code: F92 FC93

Country: Ireland

Contact person: Lorraine Kessack

E-mail: reception@lyit.ie

Internet address(es):

Main address: <https://www.lyit.ie/>

I.2. Information about joint procurement

The contract involves joint procurement

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=194281&B=ETENDERS_SIMPLE

[PID=194281&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=194281&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=194281&B=ETENDERS_SIMPLE

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

I.4. Type of the contracting authority

Other type: Education

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

The provision of graphic design and digital services to GMIT

II.1.2. Main CPV code

79822500 Graphic design services

II.1.3. Type of contract

Services

II.1.4. Short description

The Contracting Authority wishes to establish a multiparty framework agreement for the provision of graphic design and digital services (the 'Services'). The aim of the framework is to supply the Contracting Authority with graphic design services for multiple media purposes. The Contracting Authority's requirements relate to:

- Graphic Design
 - Digital Services
 - Brand and Marketing Services
- as more fully described in the RFT.

II.1.5. Estimated total value

Value excluding VAT: 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: IE042 West

Main site or place of performance: Galway

II.2.4. Description of the procurement

The Contracting Authority wishes to establish a multiparty framework agreement for the provision of graphic design and digital services (the 'Services'). The aim of the framework is to supply the Contracting Authority with graphic design services for multiple media purposes. The Contracting Authority's requirements are outlined as follows:

Graphic Design

- Design of printed marketing and communications materials
- Brand design, development, and management
- Design of signage, display, and interior/exterior graphics

Digital Services

- Digital marketing campaign planning, set-up, management, and analysis
- Creation of digital advertisements using video, animation, and/or imagery
- Creation of complementary images for use on website and on organic social media posts
- Creation of templates for videos (intros, outros, text, transitions)
- The Contracting Authority may require the framework members to place digital advertisements and/or provide digital advertisement buying services

Brand and Marketing Services

This framework is predominantly for graphic design and digital services. However, the Contracting Authority expects that the successful tenderer will work in partnership with its Marketing Officer throughout the year and act as a brand guardian to ensure the Contracting Authority's branding is followed at all times.

From time to time, the Contracting Authority may require assistance with brand and marketing activities such as:

- Marketing campaign strategy and development (approx. twice per year)
- Market research (for example focus groups and online questionnaires) on specific projects
- Art direction of photo shoots as required
- Copywriting/proofing on larger projects

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: 900 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The Contracting Authority has the option to extend the duration by further periods of one (1) year subject to a maximum of four (4) years.

For the avoidance of doubt, the Contracting Authority confirms that the period of any contracts awarded under the framework agreement may extend beyond the date of expiry of the agreements.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement
Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

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: 06/09/2021 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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 12 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 06/09/2021 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Prior to the end of the Framework Agreement established under this competition

VI.3. Additional information

The Contracting Authority anticipates that the value of the Framework Agreement will be within the range of €300,000 to €900,000 (excluding VAT).

VI.4. Procedures for review**VI.4.1. Review body**

Official name: High Court

Town: Dublin

Country: Ireland

Internet address: www.courts.ie

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

As set out at section 7 of the European Communities (Public Authorities' Contracts) (Review Procedures) Regulations SI 130/2010, as amended

VI.5. Date of dispatch of this notice

30/07/2021