

Norway-Bergen: Sales or marketing software package

OJ S 196/2021 08/10/2021

Contract notice

Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Festspillene i Bergen

National registration number: 955 599 535

Postal address: Vaskerelvsmauet 6

Town: Bergen

NUTS code: NO Norge

Postal code: 5014

Country: Norway

Contact person: Helene Skoge

E-mail: helene@fib.no

Telephone: +47 45735920

Internet address(es):

Main address: <https://fib.no/>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/2865>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/167106>

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Other type: Charity

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ticketing and CRM system

Reference number: 202104

II.1.2. Main CPV code

48481000 Sales or marketing software package

II.1.3. Type of contract

Supplies

II.1.4. Short description

Festspillene i Bergen/Bergen International Festival is looking for a ticketing and CRM-system. The festival presents 300 productions in more than 20 venues across Bergen and its surrounding areas – both paid events and free outdoor events. The festival also sells tickets and subscriptions for 30 digital productions (both live stream and on-demand).

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

48480000 Sales, marketing and business intelligence software package, 63512000 Sale of travel tickets and package tours services

II.2.3. Place of performance

NUTS code: NO0A2 Vestland

NUTS code: NO0A Vestlandet

NUTS code: NO Norge

II.2.4. Description of the procurement

Festspillene i Bergen (FIB)/Bergen International Festival, established in 1953, is the oldest and most substantial festival for music and theatre in Norway. The organisation consists of 18 permanent staff, as well as a large pool of temporary festival staff and crew.

For 15 days during May/June, the festival presents 300 productions in more than 20 venues across Bergen and its surrounding areas – both paid events and free outdoor events.

In 2021, the festival also sold tickets and subscriptions for 30 digital productions (both live stream and on-demand).

In 2022, Bergen International Festival will take place from the 25th of May to the 8th of June.

Volume of Business:

- A total of 300 productions a year (a mixture of paid/free as well as digital)
- 150 ticketed performances
- Average tickets sold: 28,000
- Average free tickets (including complimentary sponsor tickets): 7,000
- Average digital tickets sold: 500
- Average unique users on site for digital streaming: 1,500
- Average annual income: 7-9 million NOK (approx. 700,000 GBP / 900,000 USD)

The festival sells tickets through its website all year (single tickets and group tickets), and the box office team will also manage tickets for sponsors, volunteers, press, artists and VIPs. As well as the online box office, the festival also has a physical presence in Bergen city centre a week before the festival, and during the festival dates. On some occasions, the box office team will sell tickets at smaller venues from an hour before each performance.

Bergen International Festival works closely with a local organisation (Revy & Teaterservice in Grieghallen), which requires access to the ticketing system as a third party.

The festival would like to expand its digital offering, and it is desirable that the ticketing system also offers a solution to purchasing and viewing digital content.

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

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:

3 years contract with option for 1 + 1 years

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

3 years contract with option for 1 + 1 years

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

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: no

IV.2. Administrative information

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

Date: 05/11/2021 Local time: 23:30

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: 08/11/2021 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

5 years

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Festspillene i Bergen

Postal address: Pb 183

Town: Bergen

Postal code: 5804

Country: Norway

VI.5. Date of dispatch of this notice

04/10/2021