

**Ireland-Dublin: Advertising and marketing services**  
**OJ S 235/2021 03/12/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Sport Ireland

National registration number: 3384037AH

Postal address: The Courtyard, Sport Ireland Campus, Snugborough Rd,

Town: Dublin 15

NUTS code: IE Éire / Ireland

Postal code: Co.Dublin

Country: Ireland

Contact person: Colin Murphy

E-mail: [cmurphy@sportireland.ie](mailto:cmurphy@sportireland.ie)

Telephone: +353 18608800

**Internet address(es):**

Main address: [www.sportireland.ie](http://www.sportireland.ie)

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/122778>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

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

Other type: Non Commercial Semi State

**I.5. Main activity**

Other activity: Development of Sport in Ireland

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**Section II: Object**

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

**II.1.1. Title**

Sport Ireland "Return to Sport Safely" Communications Campaign

Reference number: Sport Ireland 82

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The general public will require clear signals around returning to activity. Sport Ireland has an important role to reassure and encourage people in this regard. Sport Ireland has provided a broad range of support to the sector throughout the pandemic – Resilience Funding, Guidelines & Resources, Training & Education Courses, Access to the Expert Group etc. This campaign aims to further build on these supports. The campaign also compliments other successful Sport Ireland initiatives including Keep Well, Be Moved and Your Personal Best. Sport England have recently launched a Return to Play campaign available at <https://www.sportengland.org/how-we-can-help/coronavirus/return-play>

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 328 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79342100 Direct marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

#### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

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

The general public will require clear signals around returning to activity. Sport Ireland has an important role to reassure and encourage people in this regard. Sport Ireland has provided a broad range of support to the sector throughout the pandemic – Resilience Funding, Guidelines & Resources, Training & Education Courses, Access to the Expert Group etc. This campaign aims to further build on these supports. The campaign also compliments other successful Sport Ireland initiatives including Keep Well, Be Moved and Your Personal Best. Sport England have recently launched a Return to Play campaign available at <https://www.sportengland.org/how-we-can-help/coronavirus/return-play>

#### **II.2.5. Award criteria**

Price

#### **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: no

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

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 080-206162](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Sport Ireland "Return to Sport Safely" Communications Campaign

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

08/07/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Teneo Strategy Ireland Limited

Town: Donnybrook

NUTS code: IE Éire / Ireland

Country: Ireland

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Lowest offer: 328 000,00 EUR / Highest offer: 328 000,00 EUR taken into consideration

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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

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

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

Official name: Sport Ireland

Town: Blanchardstown

Country: Ireland

Internet address: [www.sportireland.ie](http://www.sportireland.ie)

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

29/11/2021