

**Ireland-Kildare: Marketing services**  
**OJ S 208/2023 27/10/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Horse Racing Ireland (HRI)

National registration number: N/A

Postal address: Ballymany

Town: Co Kildare

NUTS code: IE Éire / Ireland

Postal code: The Curragh

Country: Ireland

Contact person: Sarah Barthel

E-mail: [sbarthel@hri.ie](mailto:sbarthel@hri.ie)

Telephone: +353 45455662

**Internet address(es):**

Main address: <http://www.hri-ras.ie/>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/330>

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

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

---

**Section II: Object**

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

**II.1.1. Title**

SINGLE PARTY FRAMEWORK FOR THE PROVISION OF MARKETING COMMUNICATIONS SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES

Reference number: Marketing Communications

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Horse Racing Ireland (HRI) was established by the Irish Government under the Horse and Greyhound Racing Act 2001 and the Irish Horseracing Industry Act 1994. It is a commercial semi-state body that is responsible for the administration, promotion and development of

Horse Racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM), Tote Ireland Ltd and HRI Racecourse Division, as well as a holding interest in Cork Racecourse.

The Contracting Authority reserves the right to use this framework for any other business venture or industry body in which it is involved.

Horse Racing Ireland and Subsidiaries (HRI) are seeking to appoint an advertising agency to provide strategic, creative and marketing communications services to support the achievement of HRI's commercial goals along with the growth of the Horse Racing Ireland brand. Please refer to the attached ITT for detailed specification.

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

This contract is divided into lots: no

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

Value excluding VAT: 2 000 000,00 EUR

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

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

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

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

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

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

Horse Racing Ireland (HRI) was established by the Irish Government under the Horse and Greyhound Racing Act 2001 and the Irish Horseracing Industry Act 1994. It is a commercial semi-state body that is responsible for the administration, promotion and development of Horse Racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM), Tote Ireland Ltd and HRI Racecourse Division consisting of Leopardstown Racecourse, Fairyhouse Racecourse, Navan Racecourse, Tipperary Racecourse and Leopardstown Golf Centre, as well as a holding interest in Cork Racecourse. HRI Headquarters are located in Ballymany, Newbridge, Co Kildare.

Cork Racecourse Mallow and Curragh Racecourse Limited while not subsidiaries of Horse Racing Ireland, are closely affiliated with HRI. The Contracting Authority reserves the right to use this framework for any other business venture or industry body in which it is involved.

Horse Racing Ireland and Subsidiaries (HRI) are seeking to appoint an advertising agency to provide strategic, creative and marketing communications services to support the achievement of HRI's commercial goals along with the growth of the Horse Racing Ireland brand. Please refer to the attached ITT for detailed specification.

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

Quality criterion - Name: Strategic Planning Creative Strategy i. Strategic Response Brief 1 / Weighting: 20

Quality criterion - Name: Strategic Planning Creative Strategy ii. Strategic Response Brief 2 / Weighting: 20

Quality criterion - Name: Strategic Planning Creative Strategy iii. Proposed Intra-Agency Ways of Working / Weighting: 5

Quality criterion - Name: Strategic Planning Creative Strategy iv. iii. Innovation Value Add / Weighting: 5

Quality criterion - Name: Team, Operations, Logistics and Sustainability / Weighting: 20

Quality criterion - Name: Agency Reporting / Weighting: 5

Price - Weighting: 25

#### **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**

---

#### **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

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

Notice number in the OJ S: [2022/S 248-720493](#)

##### **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**

---

**Contract No:** 1

**Title:**

SINGLE PARTY FRAMEWORK FOR THE PROVISION OF MARKETING COMMUNICATIONS SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES

A contract/lot is awarded: yes

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

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

01/05/2023

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

Number of tenders received: 8

Number of tenders received from SMEs: 5  
Number of tenders received from tenderers from non-EU Member States: 1  
Number of tenders received by electronic means: 8  
The contract has been awarded to a group of economic operators: no

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

Official name: Folk Wunderman Thompson  
National registration number: N/A  
Postal address: 18-20 Northumberland Road  
Town: Dublin  
NUTS code: IE Éire / Ireland  
Postal code: Dublin 4  
Country: Ireland  
E-mail: [louise.smith@folkwt.ie](mailto:louise.smith@folkwt.ie)  
Telephone: +353 6651900  
The contractor is an SME: no

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

Total value of the contract/lot: 2 000 000,00 EUR

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

## **Section VI: Complementary information**

---

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

- 1) Interested parties must register their interest on the eTenders website ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. The contracting authority will not accept responsibility for information relayed (or not relayed) via third parties;
- 2) This is the sole call for competition for this service;
- 3) The contracting authority will not be responsible for any costs, charges or expenses incurred by tenderers;
- 4) Establishment of the framework will be subject to the approval of the competent authorities;
- 5) It will be a condition of establishment that candidates and all subcontractors are fully tax compliant as part of their application for participation in the competition;
- 6) If for any reason it is not possible for the successful tenderer to deliver the contract following the conclusion of this competitive process, the contracting authority reserves the right to invite the next highest scoring tenderer to join the contract as appropriate. This shall be without prejudice to the right of the contracting authority to cancel this competitive process and/or initiate a new contract award procedure at its sole discretion;
- 7) At its absolute discretion, the contracting authority may elect to terminate this procurement process or the contract any time;
- 8) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words 'or equivalent' will always be appended;
- 9) Without prejudice to the principle of equal treatment, the contracting authority is not obliged to engage in a clarification process in respect of tender submissions with missing or

incomplete information. Therefore, tenderers are advised to ensure that they return fully completed submissions in order to avoid the risk of elimination from the competition.

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

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

Official name: The High Court  
Postal address: Four Court, Inns Quay  
Town: Dublin  
Country: Ireland  
E-mail: [highcourtcentraloffice@courts.ie](mailto:highcourtcentraloffice@courts.ie)  
Telephone: +353 18886000  
Internet address: <http://www.courts.ie>

##### **VI.4.2. Body responsible for mediation procedures**

Official name: Please consult your legal advisor  
Town: ireland  
Country: Ireland

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:  
Statutory Instrument No 130 of 2010 (the Irish Remedies Regulations) provides that review procedures are available in the High Court to a person who has or has had an interest in obtaining the contract (including the reviewable public contract) and alleges that he or she has been harmed or is at risk of being harmed by an infringement of the law in relation to the reviewable public contract.

##### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Please consult your legal advisor  
Town: Ireland  
Country: Ireland

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

24/10/2023