

687408-2026 - Competition

Ireland – Advertising consultancy services – Single Framework for the Provision of Provision of Creative Advertising Services

OJ S 193/2026 06/10/2026

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: Single Framework for the Provision of Provision of Creative Advertising Services

Description: As HRI provide practical marketing support for each of Ireland's 26 racecourses to help them increase their attendances locally, from time-to-time other racecourses outside of HRI's subsidiaries may avail of this agreement. At HRI, our vision is to ensure Ireland will be the global leader in Horse Racing and Breeding, sustaining a vibrant and rural industry. Our mission is to develop and promote Ireland's Horse Racing and Breeding industries to administer and govern the sport of Horse Racing in Ireland, to cultivate and promote the highest standards of integrity and welfare.

Procedure identifier: f6753c8b-d2fe-4e35-b68e-0237bd74ff62

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

Additional classification (cpv): 79340000 Advertising and marketing services, 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 3 000 000,00 EUR

Maximum value of the framework agreement: 3 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

5. Lot

5.1. Lot: LOT-0001

Title: Single Framework for the Provision of Provision of Creative Advertising Services

Description: As HRI provide practical marketing support for each of Ireland's 26 racecourses to help them increase their attendances locally, from time-to-time other racecourses outside of HRI's subsidiaries may avail of this agreement. At HRI, our vision is to ensure Ireland will be the global leader in Horse Racing and Breeding, sustaining a vibrant and rural industry. Our mission is to develop and promote Ireland's Horse Racing and Breeding industries to administer and govern the sport of Horse Racing in Ireland, to cultivate and promote the highest standards of integrity and welfare.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services, 79341200 Advertising management services

5.1.2. Place of performance

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 3 000 000,00 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

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 28/10/2026 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=9211118>

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=9211118>

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: 05/11/2026 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: 05/11/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=9211118>

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): Mid-East (IE062)

Country: Ireland

Email: procure@hri.ie

Telephone: 045 455 455

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: 7e34740d-df45-430e-ab1b-e80988d553e5 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 02/10/2026 16:13:44 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: English
Notice publication number: 687408-2026
OJ S issue number: 193/2026
Publication date: 06/10/2026