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Contract

## **Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens**

British Film Institute

F03: Contract award notice

Notice identifier: 2023/S 000-002111

Procurement identifier (OCID): ocds-h6vhtk-0365f3

Published 24 January 2023, 10:34am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

#### **Contact**

Stephen Adams

#### **Email**

[stephen.adams@bfi.org.uk](mailto:stephen.adams@bfi.org.uk)

#### **Telephone**

+44 2079574849

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

<http://www.bfi.org.uk/>

Buyer's address

<https://in-tendhost.co.uk/bfi/asp/Home>

**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**

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

Reference number

2022/306

#### **II.1.2) Main CPV code**

- 79341200 - Advertising management services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1

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

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

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

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

NUTS codes

- UKI - London

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

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

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

Quality criterion - Name: Quality / Weighting: 50%

Cost criterion - Name: Revenue / Weighting: 50%

#### **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: Yes

Identification of the project

2022/306

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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: [2022/S 000-024856](#)

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## **Section V. Award of contract**

### **Contract No**

2022/306

### **Title**

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

A contract/lot is awarded: Yes

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

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

24 January 2023

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

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

Pearl and Dean Cinemas Limited

2nd Floor, Corinthian House, 279 Tottenham Court Road

London

W1T 7RJ

Country

United Kingdom

NUTS code

- UKI - London

National registration number

00614063

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £1

Total value of the contract/lot: £1

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## **Section VI. Complementary information**

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

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

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

<https://in-tendhost.co.uk/bfi.aspx/Home>

