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Planning

TfGM Sponsorship Agency Services

Transport for Greater Manchester

UK3: Planned procurement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-009005

Procurement identifier (OCID): ocds-h6vhtk-04ec2f ([view related notices](#))

Published 12 March 2025, 2:18pm

Scope

Reference

DN767153

Description

TfGM has an ongoing requirement to grow incremental non-fare revenue streams to reduce the burden on the public purse and re-invest into the transport network.

This procurement covers the provision of a Sponsorship Agency who can provide a range of services related to sponsorship acquisition, including;

- objective, evidence-based, robust evaluation and valuation of assets and benchmarking of opportunities within the market
- identification of potential sponsorship assets within TfGM's portfolio and ad-hoc assessment of any in-coming enquiries from brands/agencies
- the relevant brand relationships to help inform and support their strategic planning and

get opportunities out to the market

- Sales resource to lead and support on negotiations to secure sales
- Contract management and potential account management support for sponsorships on an on-going basis

This contract will be tendered via TfGM's procurement portal, ProContract, under project reference DN767153.

Suppliers can register, free of charge using the following link: <https://procontract.due-north.com/Register>.

Total value (estimated)

- £800,000 excluding VAT
- £960,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 September 2025 to 1 September 2028
- Possible extension to 1 September 2029
- 4 years, 1 day

Description of possible extension:

Extension period is to be determined through contractual extension provisions and to be mutually agreed between both parties.

Main procurement category

Services

CPV classifications

- 79310000 - Market research services
- 79340000 - Advertising and marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services

Contract locations

- UKD3 - Greater Manchester

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

21 April 2025

Tender submission deadline

21 May 2025, 4:00pm

Submission address and any special instructions

Tenders should be submitted via the ProContract procurement portal. Suppliers can register for free using the following link: <https://procontract.due-north.com/Register>.

Upon registration, Suppliers can access the opportunity via the following project reference: DN767153.

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

16 June 2025

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Procedure

Procedure type

Open procedure

Contracting authority

Transport for Greater Manchester

- Public Procurement Organisation Number: PNJQ-2746-NWYT

2 Piccadilly Place

Manchester

M1 3BG

United Kingdom

Contact name: Mark McCue

Email: mark.mccue@tfgm.com

Website: <https://tfgm.com/>

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government