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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

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **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

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## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

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## Procedure

### Procedure type

Open procedure

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## 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](mailto:mark.mccue@tfgm.com)

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

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government