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Planning

TfGM Sponsorship Agency Services

Transport for Greater Manchester

UK3: Planned procurement notice - Procurement Act 2023 - <u>view information about notice</u> <u>types</u>

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