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Planning

## **TfGM Sponsorship Agency Services**

Transport for Greater Manchester

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-009017

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

Published 12 March 2025, 2:34pm

### **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.

TfGM's Commercial team has been successfully generating income through the use of TfGM's diverse assets over the last few years; identifying and delivering new and innovative commercial opportunities aligned to the strategic principles of the Commercialisation Strategy and the Greater Manchester Transport Strategy 2040.

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

Through this procurement process, TfGM is engaging with potential suppliers to participate in a preliminary market engagement exercise, to provide TfGM with an understanding of the current sponsorship marketplace, the optimum ways of working with agencies to maximise income and provide examples of the tools and skills agencies have, to support TfGM's in-house team.

This market engagement exercise will be conducted via the ProContract procurement portal. Suppliers can register for free using the following link: <https://procontract.due-north.com/Register>.

Upon registration, the market engagement information (including an RFI and details on how to submit responses) can be found using the following project reference: DN767153.

Market engagement responses are required by no later than 4pm on Monday 31st March 2025.

### **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

## **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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## **Engagement**

### **Engagement deadline**

31 March 2025

### **Engagement process description**

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participate in a preliminary market engagement exercise, to provide TfGM with an understanding of the current sponsorship marketplace, the optimum ways of working with agencies to maximise income and provide examples of the tools and skills agencies have, to support TfGM's in-house team.

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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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