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Tender

## **BFI London Film Festival Creative Refresh**

British Film Institute

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-015049

Procurement identifier (OCID): ocids-h6vhtk-0502b9

Published 14 April 2025, 3:49pm

### **Scope**

### **Reference**

2025/429

### **Description**

In 2026, the Festival turns 70 and we are taking this opportunity to refresh the look and feel of the BFI London Film Festival brand after several years iterating on our current visual identity. We continue to be excited by the potential of the current 'cascade' iconography, but we are not committed to retaining it as the core iconic reference point for the Festival and would like to explore other creative propositions. This identity will be the basis for all branding and promotional collateral produced for the Festival and will be used to engage the broadest possible B2C and B2B audiences in London, around the UK and internationally.

### **Total value (estimated)**

- £70,000 excluding VAT
- £84,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 30 June 2025 to 30 June 2028
- Possible extension to 29 June 2030
- 5 years

Description of possible extension:

2 year extension available

### **Main procurement category**

Services

### **CPV classifications**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

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## Submission

### Enquiry deadline

2 May 2025, 1:00pm

### Tender submission deadline

9 May 2025, 1:00pm

### Submission address and any special instructions

Please register at <https://www.in-tendhost.co.uk/bfi/aspx/Home> to see tender documents.

### Tenders may be submitted electronically

Yes

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## Procedure

### Procedure type

Below threshold - open competition

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## Documents

### Associated tender documents

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

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## Contracting authority

### British Film Institute

- Charity Commission (England and Wales): 287780

21 STEPHEN STREET

LONDON

W1T 1LN

United Kingdom

Email: [graham.bellas@bfi.org.uk](mailto:graham.bellas@bfi.org.uk)

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government