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Tender

## **Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens**

British Film Institute

F02: Contract notice

Notice identifier: 2022/S 000-024856

Procurement identifier (OCID): ocids-h6vhtk-0365f3

Published 5 September 2022, 4:54pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

British Film Institute

BFI, 21 Stephen Street

London

W1T 1LN

#### **Contact**

Stephen Adams

#### **Email**

[stephen.adams@bfi.org.uk](mailto:stephen.adams@bfi.org.uk)

#### **Telephone**

+44 2079574849

#### **Country**

United Kingdom

**NUTS code**

UKI - London

**Internet address(es)**

Main address

<http://www.bfi.org.uk/>

Buyer's address

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

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Agency to Sell and Deliver Screen Advertising and Sponsorship for BFI South Bank and BFI IMAX Screens

Reference number

2022/306

#### **II.1.2) Main CPV code**

- 79341200 - Advertising management services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

The BFI is seeking a third party Agency to commercialise a package of advertising and partnership at BFI Southbank and BFI IMAX. The successful partner will be offered advertising position(s) in the pre-screening reel at both BFI Southbank and BFI IMAX

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £1

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Initial contract period of three (3) years with an option to extend by up to a further two (2) periods of one (1) years subject to satisfactory performance of the Contractor and at the sole discretion of the BFI.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

5 October 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 4 December 2022

#### **IV.2.7) Conditions for opening of tenders**

Date

5 October 2022

Local time

12:15pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 60 months

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

BFI

21 Stephen Street

London

W1T 1LN

Country

United Kingdom

Internet address

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