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Planning

## **Pre-market engagement for the provision of specialist sponsorship services**

Belfast City Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-028866

Procurement identifier (OCID): ocids-h6vhtk-04996b

Published 10 September 2024, 7:58am

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

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

Belfast City Council

9 - 21 Adelaide Street

Belfast

BT2 8DJ

#### **Email**

[cps@belfastcity.gov.uk](mailto:cps@belfastcity.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKN06 - Belfast

**Internet address(es)**

Main address

<https://www.belfastcity.gov.uk/>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Pre-market engagement for the provision of specialist sponsorship services

Reference number

T2557

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

This Prior Information Notice is to inform the marketplace of Belfast City Council's intention to carry out research (via a pre-market engagement questionnaire) to help shape and inform the development of a tender for the provision of specialist sponsorship services.

The Council wishes to procure a 'sponsorship specialist' to:

- Review selected assets and sites that it owns and operates, along with selected events and festivals;
- Advise on the potential suitability of each for external advertising and/or sponsorship opportunities; and then potentially;
- Identify, approach, negotiate with and secure appropriate sponsor(s) and advertiser(s).

It is anticipated that there will be two phases to the above:

- Phase 1: The 'sponsorship specialist' will review the selected assets and sites the Council owns and operates, along with the selected events and festivals. They will then advise on the potential suitability of each asset or site or festival/event for external advertising and/or sponsorship opportunities.
- Phase 2: Depending on the outcome of Phase 1, the 'sponsorship specialist' may be

required to identify, approach, negotiate with and secure appropriate sponsor(s) and advertiser(s).

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

This contract is divided into lots: No

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

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

- 73000000 - Research and development services and related consultancy services

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

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Belfast, Northern Ireland.

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

As above.

The Council will send a pre-market engagement (PME) questionnaire to Contractors who register their interest.

#### **II.2.14) Additional information**

If you are interested in receiving and completing a PME questionnaire, please email [cps@belfastcity.gov.uk](mailto:cps@belfastcity.gov.uk) (FAO Rachel Crothers) by 5pm Friday 27th September 2024 - please provide your company's name and an email address. Interested Contractors will then receive a PME questionnaire w/c 30th September, and will have two weeks to complete and return to the Council.

### **II.3) Estimated date of publication of contract notice**

2 December 2024

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## **Section IV. Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

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