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Tender

Culture Liverpool - Sponsorship & Brand Partnerships Agency

Liverpool City Council

F02: Contract notice

Notice identifier: 2021/S 000-032368

Procurement identifier (OCID): ocds-h6vhtk-0305e7

Published 27 December 2021, 1:15pm

Section I: Contracting authority

I.1) Name and addresses

Liverpool City Council

Cunard Building, Water Street

Liverpool

L31DS

Contact

Shayan Raja

Email

shayan.raja@liverpool.gov.uk

Telephone

+44 7706537974

Country

United Kingdom

NUTS code

UKD72 - Liverpool

Internet address(es)

Main address

www.liverpool.gov.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Advert?advertId=38f1965c-cd17-ec11-810e-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert?advertId=38f1965c-cd17-ec11-810e-005056b64545>

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

Recreation, culture and religion

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Culture Liverpool - Sponsorship & Brand Partnerships Agency

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Open Request for Quotation

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Liverpool's extraordinary story and its emergence as a great world city was based on one simple fact - it was a place that people came to. People came to Liverpool to trade, to work, to start a new life and explore new opportunities. Liverpool was one of the world's greatest ports and one of the world's most cosmopolitan melting pots, a genuine global city. It continues to be a place that people come to - a place to visit, invest, live, study and work and Culture Liverpool's role is to redefine and reposition Liverpool nationally and internationally, fundamentally to drive and accelerate growth. In the last twelve years Liverpool has experienced a remarkable cultural and economic renaissance. Our city centre and waterfront have been transformed by unprecedented levels of public and private investment. Liverpool

has regained its status as a leading retail centre. We have delivered new cultural assets and venues, a City renowned for sporting success, and is now established as one the UK's top five city destinations. An integral element in the UK's tourism brand, Liverpool is an exceptional place with a distinctive offer that will enhance the appeal of the UK as an international visitor destination. A core strand of our work is staging award-winning and international acclaimed events attracting hundreds of thousands of visitors. From the Royal de Luxe Giants attracting 1.2million visitors; the largest event ever staged in Liverpool, to being awarded the UK host of Bordeaux's famous Fete du Vin. Liverpool is a blank canvas; the ultimate city playground for people and brands to showcase, engage and create experiences that live longer than a moment. We are a city that can create global brand partnership activations and a 360 degree creative solution for brands and creative agencies to lay down their annual media spend across multiple consumer touchpoints 365 days a year - a competitive, non-comparable offer to any other UK city. Our aim is to capitalise on the transformative power of brand equity alignment with the global brand of Liverpool, supporting our ambitions to be the most exciting city in the UK whilst aligning with our inward investment objectives in the city's Inclusive Growth Plan. You will become an extension of our team - part of our family of vibrant, sparky creatives with bags of energy and where the art of the possible has no limit. We want to push boundaries with new and big ideas. We want to sell spaces for activations utilising the land, river and sky for maximum impact, marketing Liverpool as the ultimate core city for brand experiential activation, non-comparable to any other UK core city - the no1 city of choice. Whilst the Covid-19 pandemic put a pause on our plans, our ambitions are greater than ever to open up to the biggest brands in the world. We are looking for an ambitious, creative agency with incredible connections and who understand the world of strategic brand partnerships to help us bring this to life in 2022 and beyond. The appointed agency will be responsible for:

- Attracting and securing cash sponsors and partners to support the city's annual major events and cultural programme across sport, maritime, music and culture themes working closely with Culture Liverpool's commercial team and major events teams.
- Attracting and securing brand experiential activations, product launches, brand designation takeovers and other brand partnership activations exclusively across fifteen city centre sites of high footfall. Sites include the city centre highway and parks and greenspaces utilising Culture Liverpool's new rate card.
- Developing strong relationships with brands direct, creative agencies, talent and promoters across the UK and overseas, upselling opportunities across multiple consumer touch points and assets.
- Delivering PR opportunities and press coverage across trade media to promote and grow Liverpool's commercial brand partnerships and experiential activation activities.
- Support the team in identifying and implementing new, innovative ideas to generate commercial revenue across our suite of assets, securing brand partners and sponsors to support new areas of work.
- Providing the Culture Liverpool with lists of prospective sponsors at least every 14 days.

II.2.5) Award criteria

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

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

Duration in months

24

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.14) Additional information

There will be an opportunity to extend the contract.

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

10 January 2022

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

10 January 2022

Local time

12:01pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Liverpool City Council

Liverpool

Country

United Kingdom