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Tender

## **TfGM Sponsorship Agency Services Framework**

Transport for Greater Manchester

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

Notice identifier: 2025/S 000-035716

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

Published 27 June 2025, 11:56am

### **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.

This procurement covers the provision of a Sponsorship Agency Services Framework, covering 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

This contract will be tendered via TfGM's procurement portal, ProContract, under project reference DN767153.

Suppliers can register, free of charge using the following link: <https://procontract.due-north.com/Register>.

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £800,000 excluding VAT
- £960,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 1 September 2025 to 31 August 2028
- Possible extension to 31 August 2029
- 4 years

Description of possible extension:

The extension period is to be determined through contractual extension provisions and to be mutually agreed between both parties.

## **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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## **Framework**

### **Maximum number of suppliers**

6

### **Maximum percentage fee charged to suppliers**

0%

### **Framework operation description**

This Sponsorship Agency Services Framework will run for an initial term of 3 years, with the option for a further 1 year extension thereafter.

Capped pricing will be required through tender submissions to establish 'Framework pricing', which will remain fixed for the initial 3 year term and will be subject to review for any extension options, in accordance with the guidance set out in the tender information. Pricing is based on a Total Rate Card Price and the Maximum percentage commission rate that can be charged at any time.

Please note that all awards under this Framework will be subject to requirements and will be sourced through either a direct award or further competition, pursuant to the guidance set out in the Invitation to Tender documentation. Call-off Contracts awarded following a further competition will be subject to the Most Advantageous Tender (MAT) evaluation criteria.

### **Award method when using the framework**

Either with or without competition

### **Contracting authorities that may use the framework**

Establishing party only

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

## **Enquiry deadline**

21 July 2025, 4:00pm

## **Tender submission deadline**

4 August 2025, 4:00pm

## **Submission address and any special instructions**

This Tender 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 tender information (including tender documentation and submission instructions) can be found using the following project reference: DN767153.

Tender responses are required by no later than 4pm on Monday 4th August 2025, via the ProContract portal.

## **Tenders may be submitted electronically**

Yes

## **Languages that may be used for submission**

English

## **Award decision date (estimated)**

20 August 2025

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## Award criteria

| Name                 | Description  | Type    | Weighting |
|----------------------|--|---------|-----------|
| Technical Assessment | Technical (Quality) assessment includes a 5% weighting attributed to Social Value. | Quality | 70%       |
| Price                | Technical (Quality) assessment includes a 5% weighting attributed to Social Value. | Price   | 30%       |

## Other information

### Applicable trade agreements

- Government Procurement Agreement (GPA)

### Conflicts assessment prepared/revised

Yes

## Procedure

### Procedure type

Open procedure

## Contracting authority

### Transport for Greater Manchester

- Public Procurement Organisation Number: PNJQ-2746-NWYT

2 Piccadilly Place

Manchester

M1 3BG

United Kingdom

Email: [mark.mccue@tfgm.com](mailto:mark.mccue@tfgm.com)

Website: <https://tfgm.com/>

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government