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Tender

Provision of Specialist Sponsorship and Advertising Services

Belfast City Council

F02: Contract notice

Notice identifier: 2024/S 000-039344

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

Published 6 December 2024, 7:52am

The closing date and time has been changed to:

29 January 2025, 12:00pm

See the [change notice](#).

Section I: Contracting authority

I.1) Name and addresses

Belfast City Council

9 - 21 Adelaide Street

Belfast

BT2 8DJ

Email

cps@belfastcity.gov.uk

Country

United Kingdom

Region code

UKN06 - Belfast

Internet address(es)

Main address

www.belfastcity.gov.uk

I.3) Communication

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

www.e-sourcingni.bravosolution.co.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.e-sourcingni.bravosolution.co.uk

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

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Specialist Sponsorship and Advertising 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

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).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising 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

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.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

60

This contract is subject to renewal

Yes

Description of renewals

The contract shall be for an initial period of two years, with the option to extend for a further three periods of twelve months. Any extension may be subject to further approval by Council Committee, availability of funding and satisfactory performance of the Contractor.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Please see Schedule 1 of the tender documents for further details.

II.2.13) Information about European Union Funds

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

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

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-028866](#)

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

Originally published as:

Date

15 January 2025

Local time

12:00pm

Changed to:

Date

29 January 2025

Local time

12:00pm

See the [change notice](#).

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

15 January 2025

Local time

12:05pm

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

Royal Courts of Justice

Chichester Street

Belfast

BT1 3JF

Country

United Kingdom