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

#### **Country**

United Kingdom

**Region code**

UKN06 - Belfast

**Internet address(es)**

Main address

[www.belfastcity.gov.uk](http://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](http://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](http://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

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## **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

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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

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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: 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

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### **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