

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/066265-2025>

Award

CFI005-GEN Denver Camp Waste Not Campaign

WRAP (Waste and Resources Action Programme)

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-066265

Procurement identifier (OCID): ocds-h6vhtk-05ceb5

Published 17 October 2025, 12:05pm

Scope

Reference

PRC065

Description

A city-wide waste analysis is being conducted using the intervention assets developed for the Denver Waste Not campaign. The retailer, Sprouts Grocery, has agreed to extend the campaign in their stores to test scaling nationally. Additional campaign assets are being reordered to support this extended phase.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Marketing-services./6449AP5CJK>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/6449AP5CJK>

Contract 1

Supplier

- Yellow Dog Denver

Contract value

- 7868.34 USD including VAT

Below the relevant threshold

Earliest date the contract will be signed

29 October 2025

Contract dates (estimated)

- 30 October 2025 to 10 November 2025
- Possible extension to 31 December 2025
- 2 months, 2 days

Description of possible extension:

The optional extension includes an additional period to allow sufficient time to complete the work. However, it might also be required to make further purchases of campaign assets to support the Denver Waste Not campaign.

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

The optional extension includes an additional period to allow sufficient time to complete the work. However, it might also be required to make further purchases of campaign assets to support the Denver Waste Not campaign.

CPV classifications

- 79342000 - Marketing services

Contract locations

- US - United States

Procedure

Procedure type

Direct award

Direct award justification

- Additional or repeat goods, services or works - extension or partial replacement
- Additional or repeat goods, services or works - further goods, services or works following a competitive procedure
- Extreme and unavoidable urgency

Yellow Dog, a US-based company in Denver, previously produced the initial batch of campaign assets, which our retail partner, Sprouts Grocery, adopted due to their high quality. For the second phase of the campaign, Sprouts requires additional magnets of the same design and standard, with delivery required by the first week of November. Directly awarding to Yellow Dog ensures consistency of assets and allows delivery within the fixed campaign timeline.

Supplier

Yellow Dog Denver

3881 Steele St, Ste 1242, Denver

Denver

80205

United States

Contact name: Tina Cairns

Email: accounting@yellowdogdenver.com

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

Contracting authority

WRAP (Waste and Resources Action Programme)

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement

Telephone: 01295584100

Email: Procurement@wrap.ngo

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)