

Request for Tender (RFT)

Single-Supplier Framework Agreement for the Media Buying of Flagship Public-Awareness Campaigns, 2026 to 2028

First call-off: Signs of Hope, Wave 3

Introduction

Dublin Rape Crisis Centre is inviting tenders from suitably qualified agencies or consultants to establish a single-supplier framework agreement for the media planning, buying, optimisation and reporting of its flagship public-awareness advertising campaigns over a period of up to three years, dependent on funding (2026 to 2028).

This is a single competitive process that establishes the framework agreement, and awards the first call-off under that framework. The first call-off, to be awarded and commenced on conclusion of this competition, is the media buying for a third wave of our [Signs of Hope](#) advertising campaign, to run during 2026-27. There is no separate later procurement for the first call-off: the successful tenderer is appointed to the framework and to deliver the Wave 3 media buying through this single process.

The purpose of the Signs of Hope campaign is to encourage more people to contact the National Helpline through authentic, personal messages of hope and encouragement. A special feature of the campaign is that it is centred around the real voices and messages of survivors. These messages resonate in a compelling way with other survivors who have not yet spoken about or sought support following an experience of sexual violence.

To date, the campaign has used out-of-home (OOH), social media messaging and assets, national radio advertising and video on demand (VOD), as well as a campaign video on social media. It has had real impact, including a 20% increase in calls to the National Helpline in 2024 and a 23.3% rise in first-time callers in 2025. The campaign won a Silver Effie in 2025 and two Media Awards in 2026.

Creative design and production for the campaign is procured separately, under a parallel competition. The successful media buying agency will be required to liaise closely with the appointed creative agency.

Dublin Rape Crisis Centre is an Irish registered charity (RCN: 20021078, CHY: 8529) governed by a voluntary Board of Trustees and regulated by the Charities Regulator under the Charities Act 2009. We are a national organisation with a specific local focus for some of our services in Dublin and surrounding counties.

Organisational background

Since its foundation in 1979, as the oldest of 16 such centres in Ireland, Dublin Rape Crisis Centre has had as its mission to prevent the harm and heal the trauma of rape and other forms of sexual violence.

We provide a range of healing services, from operating the 24-hour National Rape Crisis Helpline to offering therapy and counselling to victims and survivors, to supporting people as they receive specialised medical treatment, report sexual violence to police, and throughout their court journey. We also support friends and family members of survivors, and we offer training and outreach to

people working to support survivors. To raise awareness of this grave issue and to centre the voices and experience of victims and survivors in Irish society, we campaign, advocate and engage in policy and research work.

Our vision is of an Ireland in which sexual violence is not tolerated but in which, when it does occur, survivors are provided with information and care that supports their empowerment and resilience.

The values that guide us in our work are:

Trustworthy	We are a trusted brand, informed by evidence and our understanding of the trauma of sexual violence, committed to speaking out and seeking supports and justice for all victims and survivors.
Respectful	We are respectful of the lived experience of victims and survivors of sexual violence and listen in a careful and non-judgemental manner, providing an empathetic and empowering response, while also ensuring that our engagement with our staff, volunteers and board is respectful and empowering.
Professional	Our services and interactions with clients, partners and staff are of a high standard, targeted at meeting the needs of all those who seek support and engagement with the organisation.
Informed	Our work is informed on an ongoing basis by the voices and lived experiences of the callers and clients with whom we work, as well as international and sectoral best practice.
Inclusive and diverse	We work to ensure our services and supports are accessible to all who need them and are provided by a diverse and inclusive staff and Board.
Action learning	We are an action learning organisation that learns from our successes and our challenges, taking action to develop creative, flexible solutions and strategies to pressing problems.

Dublin Rape Crisis Centre has a website at drcc.ie, which is to be fully updated by September 2026. We have social media accounts on Instagram, Facebook, LinkedIn and TikTok. We run a long-term campaign, We-Consent, which has its own branding and website at weconsent.ie. We also maintain an online guide for victims and survivors considering their options in the aftermath of sexual violence, called Finding Your Way After Sexual Violence, held at drcc.ie/fyw, which will shortly be updated to include three further language versions in French, Brazilian Portuguese and Polish.

Dublin Rape Crisis Centre is funded through a mixture of state support, primarily through the Cuan agency, and other sources such as philanthropic and corporate donors and public donations.

Organisational priorities

Goal 1. High quality protection, through timely services and supports focused on supporting recovery, building resilience and attaining justice for those harmed by rape and other forms of sexual violence.

Goal 2. Effective prevention, informed by the lived experiences of victims and survivors of sexual violence (through advocacy, education, and legal, policy and research work).

Goal 3. A sustainable organisation, which effectively manages risk and proactively supports its people towards excellence in meeting the needs of victims/survivors.

Structure of this procurement

This procurement establishes a single-supplier framework agreement and awards the first call-off under it through one open competition. The terms below govern the framework.

Nature and term

The framework is a single-supplier arrangement for a term of one year from the date of award with an option to extend for two further one-year periods (up to a combined three years). For the avoidance of doubt, it should be stated that the period for delivery of any subsequent contracts entered into under the framework may extend beyond the date of expiry of the framework. It does not commit Dublin Rape Crisis Centre to any minimum volume or value of work beyond the first call-off. It establishes the supplier, the scope, the terms and the pricing against which Dublin Rape Crisis Centre may place further call-offs at its discretion during the term.

Scope

The framework covers the media strategy, planning, buying, optimisation, reconciliation and reporting for Dublin Rape Crisis Centre's flagship public-awareness and behaviour-change advertising campaigns. This includes, but is not limited to, the Signs of Hope campaign and any successor flagship campaign that replaces or develops it.

Creative design and production is procured separately and Dublin Rape Crisis Centre shall be under no obligation to purchase a minimum amount of services under the framework.

First call-off and future call-offs

First call-off

The media buying for Signs of Hope, Wave 3, specified in full below, is awarded and commenced as part of this process.

Future call-offs

Further campaigns within scope (for example, a future wave of Signs of Hope, or a successor campaign) may be placed as call-offs at the sole discretion of Dublin Rape Crisis Centre, subject to available budget, satisfactory performance and any required approval. There is no guarantee that any future call-off will be placed.

Placing a call-off

At the discretion of the buyer, future call-offs are awarded directly to the supplier under the framework terms, within the agreed scope, ceiling and rate card. Where a future brief requires detail not fixed by this tender, Dublin Rape Crisis Centre may consult the supplier in writing to supplement their tender before the call-off is placed. No new advertised competition is required for a call-off that falls within scope. The buyer reserves the right to call a new competition at any point.

First call-off specification: Signs of Hope, Wave 3

Context for the campaign

Sexual violence is at epidemic levels in Irish society. As the CSO has revealed, more than half of women and almost a third of men have experienced sexual violence in their lifetimes, so the need for our services is enormous. However, the same CSO survey shows that only about one in five of those affected will consult a support service. Reasons for this lack of engagement include general victim-blaming attitudes, self-blame and shame. Many others are simply not aware of the supports available, or believe that the supports are not intended for them or, as voiced by the largest group of people who do not seek support, that their experience 'was not serious enough'. It is this cohort we wish to target with the campaign.

Signs of Hope centres the voices and experiences of survivors of sexual violence. We ran it in 2024 and 2025, using OOH, social media messaging and assets, national radio advertising and VOD, and a campaign video on social media. It met a number of success indicators across that period, including a 20% increase in calls to the National Helpline in 2024 and a 23.3% rise in first-time callers in 2025. Our radio advertising had a strong impact, with a rise in older male callers directly corresponding to a burst on RTE Radio 1 Liveline over a two-week period. The campaign won a Silver Effie in 2025 and two Media Awards in 2026.

Target audience

- Survivors of sexual violence who have not previously sought support.
- Harder-to-reach sub-groups, including: men over 18, who are traditionally less likely to reach out to support organisations or disclose their experience; minority ethnicities, who may face language or cultural barriers in seeking support; and LGBTQI+ survivors, who may find it difficult to seek support or may believe the service is not for them.

Messages

The campaign should ensure people understand that:

- Specialised, non-judgmental support is there for them 24/7, for free and in confidence;
- Survivors of all forms of sexual violence, not only rape, can seek support. This includes online abuse, street harassment and workplace sexual harassment;
- They are not alone, and support is available; and
- Others have walked this path before them and healing is possible.

Targets

- Increase in calls to the National Rape Crisis Helpline during and after the campaign period, particularly from lesser-heard groups.
- Wider recognition and awareness of the National Helpline and our wider supports.
- Increased national and local media coverage and social media traction.

Scope of work for the first call-off

- Assessment of campaign placement to date, based on the 2024 and 2025 campaigns, considering any new or refreshed approaches and channels.
- A media strategy that maximises reach, frequency and impact and meets the campaign objectives. It should cover:
 - audience targeting and segmentation;
 - channel recommendations, including mapping;
 - budget allocation across channels;
 - regional weighting considerations where applicable; and
 - integration with owned and earned media where relevant.
- A media placement plan that secures best value, including non-profit discounts, optimises placements during the campaign and manages any bonus inventory.
- Liaison with the creative agency delivering campaign collateral and with the Dublin Rape Crisis Centre team as required.

Timeline

In 2024 and 2025 we launched and ran the campaign over Q4. In Q4 of 2026 and through the first half of 2027 we envisage a longer-term approach, closer to an always-on campaign delivered in bursts. This means potentially exploring placements in different locations and channels, and at different times, to those used in 2024 and 2025, offering best value for maximum coverage and impact.

We envisage the campaign commencing in December 2026 and running into mid-2027, with the possibility of further bursts.

The deadline for queries is 17:00 Irish time on Friday 14 August 2026.

The deadline for receipt of tender submissions is 17:00 Irish time on Friday 28 August 2026.

Shortlisted tenderers may be invited to present to the evaluation panel during the week of 31 August 2026.

We expect to notify the outcome and award the framework and first call-off by Monday 14 September 2026, subject to Board approval.

The contract will commence on 21 September 2026, with the campaign delivered to launch no later than December 2026.

The above timelines are indicative only. Dublin Rape Crisis Centre reserves the right, at its sole discretion, to extend the deadline for receipt of tenders by giving notice in writing to tenderers before the original deadline date.

Other considerations

The tender should make clear how the proposed work will:

- align with Dublin Rape Crisis Centre's charitable purpose and strategic objectives;
- ensure brand safety, ethical placement and compliance with our values;
- address methodology and approach, including any safeguarding considerations;

- optimise media to improve outcomes, including budget reallocation and responsiveness to campaign performance and external factors;
- factor in equality, diversity and inclusion;
- meet accessibility standards (language, design and digital accessibility);
- offer any pro bono or non-profit discount elements; and
- demonstrate understanding of, and respect for, the lived experience and dignity of victims and survivors.

Deliverables for the first call-off

- A report reviewing campaign placement and performance to date, with recommendations for an updated placement campaign that preserves the core aims and reaches the core audiences.
- A media strategy and plan.
- A clear statement of work, delivery plan and timeline with key milestones.
- Budget reconciliation and proof of placement.
- Mid-campaign and post-campaign analysis and reporting on results and impact.

Budget and pricing

Framework ceiling

The total value of all call-offs under this framework, across its full term, will not exceed the framework ceiling of €487,804.89 exclusive of VAT (up to a maximum of €600,000 VAT inclusive). This ceiling is the maximum aggregate value of the framework, inclusive of media spend and all agency fees and charges. It is not a commitment to spend and does not guarantee any work beyond the first call-off.

First call-off (Signs of Hope, Wave 3)

We can invest €162,601.63 excluding VAT (up to a maximum of €200,000 VAT inclusive) and all charges in the first call-off. Creative design and production is procured separately.

VAT

Tenderers must state all fees exclusive of VAT, with VAT and any other charges shown separately, and a clear statement of VAT treatment. The VAT-inclusive cost of any individual call-off must not exceed the available budget for that call-off.

Rate card and agency remuneration

Tenderers must submit a rate card that will govern the pricing of future call-offs. It should set out, at a minimum:

- the basis of agency remuneration, whether a fixed fee, a commission expressed as a percentage of media spend, or a combination, stated clearly for each;
- planning and buying fees, and day rates for any additional strategic work;
- any charges for optimisation, reconciliation, reporting and post-campaign analysis; and

- confirmation that negotiated media rates, non-profit discounts, rebates and bonus inventory are passed through to Dublin Rape Crisis Centre in full, and how this is evidenced.

Rates must be held for the first 12 months of the framework and may be subject to annual indexation thereafter, to be proposed by the tenderer and agreed by Dublin Rape Crisis Centre.

Tenderers should also set out how the proposed budget for the first call-off would be allocated across media spend, agency fees and any other charges.

Cost efficiencies

Our budget is limited, but given our ambition to reach more survivors than ever and to maintain a year-round presence for the campaign, we are hopeful that tenderers will be particularly creative in their approaches. We are very grateful for any pro bono elements that tendering agencies are able to offer, and for any cost efficiencies available to the tenderer. We will also consider partnerships and sponsorship that fall within our ethical guidelines, and encourage the use of innovative or emerging channels.

Tenderers should identify any non-profit discounts, negotiated rates, bonus inventory, pro bono support or other cost efficiencies included in the proposal. Tenders exceeding the framework ceiling, or exceeding the available budget for the first call-off, will be deemed non-compliant and excluded from further evaluation.

Tender process

Procedure

This is running as an open procedure advertised on eTenders. All interested and eligible providers are welcome to submit a proposal. The framework and the first call-off will be awarded to the most economically advantageous tender that meets the evaluation criteria below, assessed against the full value of the framework (the rate card and the first call-off proposal), not the first call-off alone.

Approval and decision-making

Final decisions are subject to Board approval. Key milestones may require sign-off from senior staff and, where appropriate, the Board. The arrangement must comply with good governance and value-for-money principles.

Confidentiality and Publicity

All information provided will be treated confidentially.

No publicity regarding the services or the award of any contract will be permitted unless and until Dublin Rape Crisis Centre has given express written consent to the relevant communication.

Conflicts of Interest, Interference and Inducement to Purchase

Conflicts of interest must be declared in line with Dublin Rape Crisis Centre policies, including any conflict involving the tenderer and Dublin Rape Crisis Centre or employees of Dublin Rape Crisis Centre or their relatives.

Any effort by the tenderer to unduly influence Dublin Rape Crisis Centre, its employees, volunteers or agents or any other relevant person or bodies in the process of examination, clarification,

evaluation, and comparison of tenders and in decisions concerning this contract shall have their tender rejected.

Dublin Rape Crisis Centre shall be entitled to disqualify a tenderer if:

- a) that tenderer has offered or given or agreed to give to any person any gift or consideration of any kind as an inducement or reward for doing or forbearing to do, or for having done or forborne to do, any action in relation to the obtaining or execution of this contract award procedure or showing or forbearing to show favour or disfavour to any person in relation to this contract award procedure or any other contract award procedure with Dublin Rape Crisis Centre, or
- b) if like acts have been done by any other person employed by the tenderer or acting on its behalf (whether with or without the knowledge of the tenderer).

Collusion

Tenderers attention is drawn to the Competition Act 2002-2017 (the "2002 Act"). The 2002 Act makes it a criminal offence for tenderers to collude on prices or terms in a public procurement competition.

Intellectual property

All final deliverables will be owned by Dublin Rape Crisis Centre. Tenderers should specify any licensing arrangements for third-party assets.

Validity period

Tenderers are asked to indicate the validity period of their tender, which must be a minimum of 90 days from the submission deadline, and to flag any exceptions or concerns clearly.

Cost of Preparation of Tender

Dublin Rape Crisis Centre will not be liable for any costs incurred by tenderers in the preparation of tenders or any associated work effort relating to the procedure.

Award information

Award information will be published as required, including in respect of any call-off placed under the framework.

Notification of Tender Evaluations

All tenderers will be informed of the outcome of their tenders following tender evaluation and any necessary clarifications.

Potential outcomes can be:

- a) Establishment of framework/award of contract
- b) Letter of regret
- c) Decision not to proceed with the establishment of the framework

Award Notices

Following the award of contract, an award notice will be despatched to eTenders announcing the results of the competition.

Nothing in these Instructions is, nor shall be relied upon as, a promise or representation as to Dublin Rape Crisis Centre's ultimate decision in relation to the award of a framework or any award of contract under the framework. However, Dublin Rape Crisis Centre reserves the right to take such steps as it considers appropriate, including (but not limited to):

- changing the basis of, or the procedures (including the timetable) relating to, the tender process;
- rejecting any, or all, of the tenders;
- not inviting a tenderer to proceed further;
- not furnishing a tenderer with additional information; or
- abandoning the competition.

This Request for Tender is issued in good faith; however, Dublin Rape Crisis Centre at its sole discretion shall not be obliged to award a contract or proceed to further stages in the procurement process and reserves the right to cancel the procurement process at any time.

Relationship

No legal relationship or other obligation shall arise between any tenderer and the Dublin Rape Crisis Centre (except for the tenderer's irrevocable offer to be bound by its tender for the period stated) unless and until the framework agreement has been entered into with the successful tenderer and any conditions precedent to its effectiveness have been fulfilled.

Errors and Omissions

Tenderers shall immediately notify Dublin Rape Crisis Centre should they become aware of any ambiguity, discrepancy, error, or omission in the tender documents. Dublin Rape Crisis Centre shall, upon receipt of such notification, notify all tenderers of its ruling in respect of any such ambiguity, discrepancy, error, or omission. Such ruling shall be issued in writing and shall form part of the tender document.

Law

Both Dublin Rape Crisis Centre and the successful tenderer shall comply with Irish law and the jurisdiction of the Irish courts, which will govern the framework agreement and any call-off contract.

Note: Dublin Rape Crisis Centre is not obliged to accept the lowest priced or any tender and reserves the right to discontinue the process at any stage.

Evaluation criteria

Proposals will be assessed on the following criteria and weightings.

	Criterion	Weighting
A	Understanding of the brief and charity context	15%
B	Media planning and buying capability	20%
C	Optimisation, measurement and reporting	20%
D	Team capability and experience	20%

	Criterion	Weighting
E	Value for money, assessed across the first call-off proposal and the framework rate card	25%

	Criterion A	Weighting	Maximum Marks	Minimum Marks
Title	Understanding of the brief and charity context	15%	150	80
Description	The written submission explaining the Tenderer's appreciation and understanding of the scope of the project and the specific issues they deem most relevant to the successful delivery of that scope.			

	Criterion B	Weighting	Maximum Marks	Minimum Marks
Title	Media planning and buying capability	20%	200	130
Description	Tenderers shall provide an execution methodology describing how they intend to organise and perform the services, for which they are responsible. This should cover audience targeting and segmentation, channel recommendations and mapping, budget allocation across channels, regional weighting where applicable, and integration with owned and earned media where relevant. Higher marks will be awarded to proposals that maximise effective reach, frequency and placement quality among the target audiences, and that demonstrate strong use of the available budget across appropriate channels.			

	Criterion C	Weighting	Maximum Marks	Minimum Marks
Title	Optimisation, measurement and reporting	20%	200	70
Description	Tenderers should set out their approach to optimising media during the campaign, including budget reallocation and responsiveness to campaign performance and external factors. Higher marks will be awarded to proposals that include clear plans for optimisation and budget reallocation during the campaign, and that provide transparent reporting, reconciliation and proof of placement.			

	Criterion D	Weighting	Maximum Marks	Minimum Marks
Title	Team capability and experience	20%	200	70
Description	Tenderers should provide an organisational chart of the key personnel who will be assigned to the project and their key skills, qualifications and experience. Tenderers should outline relevant experience of 2 to 3 comparable projects in the past five years; non-profit or accessibility-focused experience is desirable. Any subcontracting must be declared, with the lead tenderer remaining fully responsible for delivery.			

	Criterion E	Weighting	Maximum Marks	Minimum Marks
Title	Value for money, assessed across the first call-off proposal and the framework rate card	25%	250	90
Description	Tenderers are required to provide details of their pricing for the framework, including the rate card and the basis of agency remuneration, and for the first call-off, setting out how the proposed budget would be allocated across media spend, agency fees and any other charges. The value for money criterion assesses the value and campaign impact delivered within the available budget, rather than lowest cost alone. Tenderers should identify any non-profit discounts, negotiated rates, bonus inventory, pro bono support or other cost efficiencies included in the proposal. Additional value will be credited where it meaningfully increases campaign reach, impact, flexibility or measurability.			

Tenderers that fail to meet the minimum marks in any of the above criteria will be eliminated from the competition.

Eligibility requirements

Tenderers must be legally capable of contracting in Ireland and provide evidence of legal status (for example, a company registration number and VAT number).

The successful tenderer must demonstrate tax compliance prior to contract award. Irish-based suppliers must provide a valid Tax Clearance Certificate or ROS Tax Clearance Access Number; non-

Irish suppliers must provide equivalent documentation from their tax authority. Tax documentation is not required at submission, but tenderers must confirm that they are tax compliant and will provide evidence promptly if successful.

Submission details

The deadline for receipt of tender submissions is 17:00 Irish time on Friday 28 August 2026. Late submissions will not be accepted. Tenderers must comply with the submission format and page limits set out below. Material submitted in excess of these page limits may not be assessed.

Please submit two PDFs. The first, **strictly limited to a maximum of 10 pages (Calibri font sized 11)**, should contain the following sections:

- Understanding of the brief and charity context.
- Media planning and buying capability, including the proposed media strategy and plan.
- Optimisation, measurement and reporting.
- Value for money, including the first call-off cost breakdown across media spend, agency fees and any other charges, and the framework rate card.

Tenderers exceeding the maximum page limit may be disqualified. For the team capability and experience criterion, please submit a separate PDF containing team CVs or bios and case studies.

Tenders must be submitted via the 'electronic tenderbox' available on www.etenders.gov.ie. Only tenders submitted to the electronic tenderbox will be accepted. Tenders submitted by any other means (including but not limited to, by email, fax, post, hand delivery, etc.) will NOT be accepted.

Tenderers must ensure that they give themselves sufficient time to upload and submit all required tender documentation before the deadline for receipt of tenders. Tenderers should take into account the fact that upload speeds vary.

It is the responsibility of the tenderer to ensure that their response is uploaded and submitted correctly before the deadline for receipt of tenders. For any technical difficulties with www.etenders.gov.ie please contact the eTenders helpdesk.

Contact

Submissions and queries should be made exclusively through the eTenders portal.