

Her Moves – Event Activation, Management, and Logistics

Sport Ireland seeks an agency to provide end-to-end event activation, management, and logistics for the Her Moves initiative across a multi-year period. The agency will be responsible for delivering high-quality, consistent, safe, and engaging brand experiences at events nationwide. The agency will create opportunities for interactive storytelling that communicate the brands values, including games, competitions and collaborations that reflect Her Moves.

- Contract Period: Three years
(This will include two break clauses in the contract (at 12 and 24 months) to allow for an evaluation of the services provided before proceeding with the second and third year of the contract).
- Indicative Budget Range: €300,000 (excluding VAT).
- Tenders exceeding the specified maximum available budget will be eliminated from consideration as inadmissible submissions.
- Tenders should consider that the budget is €100,000 per 12 months of service.

1. Introduction

Sport Ireland is the authority tasked with the development of sport in Ireland. This includes participation in sport, high performance sport, anti-doping, coaching and the development of the Sport Ireland Campus.

2. Background and Overview

The [*Sport Ireland Policy on Women in Sport*](#) (WIS Policy), first launched in 2019 with a revised version launched in 2023, identifies four key target areas which present current gaps and future opportunities for women in sport. The area of Active Participation continues as a priority for Sport Ireland and the Government.

Women in Sport Policy Objective 4:

- Reduce the drop out in physical activity and sport in teenage girls.

Women in Sport Policy Action 13:

- Ensure the delivery of a sustained Sport Ireland strategic programme/campaign is consistently running at key times of the year, with the core objective of encouraging teenage girls to be more active and involved in sport.

Her Moves was created in response to the above objective and is a national Sport Ireland initiative focused on keeping girls engaged in sport and physical activity throughout their teenage years, supporting confidence, wellbeing, and lifelong participation.

The WIS Policy and the initiative align with the recently launched [*National Strategy for Women and Girls 2025 – 2030*](#) and the [*National Physical Activity Framework 2024 – 2040*](#).

Sport Ireland research conducted in 2020 produced the [*Adolescent Girls Get Active Report*](#). The research aimed to establish how to encourage teenage girls, particularly those currently disengaged with sport and exercise, to take part in regular physical activity and:

- identify girls' needs and desires and how to connect these with relevant sports and activities.
- identify communication strategies that could work to encourage participation in sport and physical activity programmes

The Adolescent Girls Get Active Research explored girls' attitudes to sport and identified challenges and barriers in teenage girls' experiences that result in lower levels of physical activity. This research highlighted that girls often label themselves as "not sporty", and state that they feel like they are not good enough, unfit, feel less skilful/talented than others.

By combining the exploration of girls' wider lives and what is important to them, with the understanding of their experiences and barriers in sport, the report contains eight important principles to engage and connect with teenage girls, to support them to embrace sport and physical activity into their lives. Local Sports Partnerships (LSPs) and National Governing Bodies (NGBs) have commenced using these principles as a guide when designing sport and/or physical activity programmes for this target group.

Other relevant sport Ireland work

Over the past number of years, Sport Ireland has developed numerous initiatives and campaigns supporting the implementation of Sport Ireland policies. These campaigns/initiatives can, at times, support the Her Moves initiative. The following provides a few examples.

- Women in Sport Week – taking place annually at the start of March to coincide with International Women's Day.
- European Week of Sport (EWOS) – taking place annually in September.

- Disability in Sport Week – first introduced in December 2025 and likely to take place annually at that time.

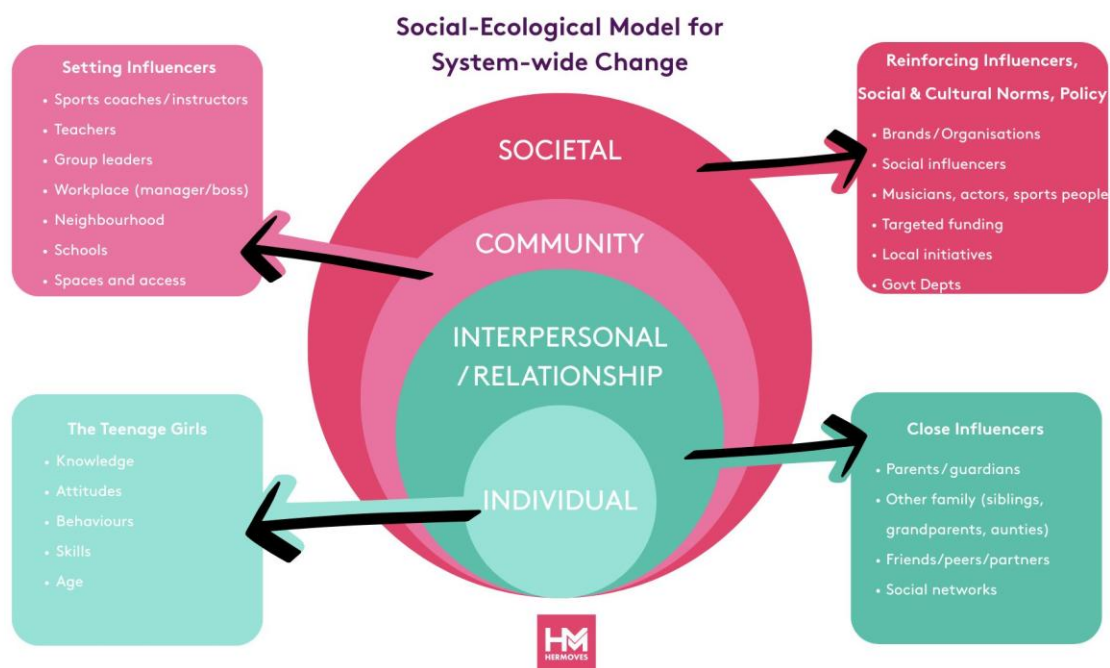
Her Moves Overview

Her Moves is in response to the Children's Sport Participation and Physical Activity report and grounded in the insights from Girls Get Active research, which highlighted that most teenage girls fall between "sporty" and "non-sporty," and lack a brand or language that truly represents them.

The initiative is founded on 8 Key Principles.

1. No judgement
2. Invoke excitement
3. Clear emotional reward
4. Open eyes to what's there
5. Build into existing habits
6. Give girls a voice and a choice
7. Champion what's in it for them
8. Expand image of what sport looks like

Increasing teenage girls' participation in sport/physical activity requires a systems wide approach. Girls don't drop out of sport through their own decision making only, but due to the environment and other factors around them. To date, Sport Ireland has tried to take a holistic approach to tackling the issue of drop out. The model below emphasises the various audiences involved and where positive changes made can influence girls at the centre.



The initiative to date has been structured via the following main avenues of delivery:

Programme Activation

Sport Ireland works in partnership with National Governing Bodies (NGBs), Local Sports Partnerships (LSPs) and other funded bodies who deliver innovative physical activity programmes that sit outside the traditional constructs of sport and are rooted in the '8 key principles for success', founded within the [Girls Get Active Report](#). It is essential for Sport Ireland that girls have programmes/initiatives to take part in when they see the Her Moves communication campaign.

225 Her Moves programmes have been rolled out since 2023 with over 25,000 girls taking part. The Her Moves campaign looks to help promote these activities across social media and hermoves.ie and uses them to inspire other girls to seek out similar activities.

Educate, Guide and Raise Awareness

A key focus of the Her Moves initiative is to design and disseminate resources that educate, guide or raise awareness on key issues that can support or impact girls' participation in sport and physical activity.

Marketing and Communication Strategy

Using targeted marketing and communication messaging to raise awareness of Her Moves and its ethos to influence the behaviours of the target groups. Sport Ireland will acquire the services of an agency to support with marketing and communications via a separate tender process. Any agency successful in this tender (event activation) will be expected to work closely with other agencies involved in the Her Moves campaign.

Event Activation

Event activation of the Her Moves brand and ethos has been a strategy since its launch in 2023. This involves pop-up stands and sport activations at key events and conferences such as the National Ploughing Championships, iWish, the Shine Festival and events/festivals/matches delivered by LSPs and NGBs. Sport Ireland, with the previous contracted agency, ran the first ever [Festival of Moves in May 2025](#). This event attracted interest from over 80 schools and had just under 1500 girls in attendance.

The following brand kit has been used and is currently available to activate at events.

- Double sided (3m width x 2m height) Her Moves lightbox
- Branded Spin the Wheel (activity wheel with prizes / challenges)
- PVC 'What Moves You?' Affirmation Banner (2.4m x 2.m)
- 7 x A0 [Period Positive Poster](#) prints
- Multiple pop out A Frame Her Moves Signs (mint green and pink)
- Multiple 'Her Moves' and 'FindSomethingThatMovesYou' corriboard signs (mint green and pink)
- 4 x Her Moves branded Deck Chairs
- Multiple Her Moves single sized pull up banners

Other Points

In addition, the following elements all come in under the work of the Her Moves initiative:

- An online information hub www.hermoves.ie with built-in log-in features for school/club engagement. (Currently managed by contracted agency).
- Supporting social media channels. In 2025, it was decided to focus on TikTok and Instagram. (Currently managed by contracted agency).
 - Instagram - <https://www.instagram.com/hermoves.ie/>
 - TikTok – <https://www.tiktok.com/@hermoves.ie>

- Facebook - <https://www.facebook.com/hermoves.ie/>
- Her Moves assets, including current campaign video – [It's Complicated](#).
- Her Moves Collective – a cohort of girls who support the campaign and act as local ambassadors.
- Coaching Teenage Girls Workshops – developed and run by Sport Ireland or stakeholders to educate coaches of teenage girls.
- Her Moves Schools (An online interactive platform to support schools in creating positive sporting environments for girls.

Purpose of the Contract

Sport Ireland wish to procure an agency for the event activation, management and logistic requirements for Her Moves. The purpose of this tender is to seek submissions from agencies to provide end-to-end event activation, management, and logistics for the Her Moves initiative across a multi-year period. The agency will be responsible for delivering high-quality, consistent, safe, and engaging brand experiences at events nationwide.

The successful agency for this tender will be expected to work collaboratively with any other agency who is successful in tendering for the marketing services or any other relevant work relating to Her Moves.

Objectives

- Ensure the Her Moves brand is activated consistently, professionally, and creatively at all designated events.
- Provide full operational support, including staffing, logistics, health and safety, liaison with venues, and equipment management.
- Reduce the operational burden on Sport Ireland by managing all behind-the-scenes processes.
- Enhance the public's understanding of the initiative through strong on-site presence and engagement.

Budget

Tenders should consider that the budget is €100,000 per 12 months of service. The below points present a basic breakdown.

- €100,000 ex VAT in 2026/27
- €100,000 ex VAT in 2027/28

- €100,000 ex VAT in 2028/29

Figures above should include all costs, for example, all agency fees, staff expenses, third-party costs and any production/branding costs, etc.

Budgets indicated are subject to an annual approval process based on project deliverables and work agreed as per contract.

Total contract value = €300,000 ex VAT.

Scope of work required

The successful agency will be required to activate at up to 10 key events per one year of service, including the following events. (Please note, these events are subject to change). **Note:** While the below events have been highlighted to align with existing and upcoming events/ programmes, tenderers are invited to suggest alternative brand activation opportunities, events and pop ups that actively engage the target audience.

Major Events

- Ireland Women's Guinness 6 Nations fixtures
- Women's National Football Team fixtures
- LGFA TG4 All-Ireland Senior Championship semi-finals and final
- Glen Dimplex All-Ireland Camogie Championship Finals
- The Shine Festival, venue TBC (likely Waterford), date(s) TBC October 2026 – please note Shine Festival is a 2-day activation. *
- iWish, RDS Arena, February 2027 ([see iWish 2026 activation visual here](#))*

**Sport Ireland will cover any additional partnership fees for events marked with an asterix*. In the event that a tenderer is proposing to activate at an alternative event not listed above, any participation/ activation/ partnership fees must be factored into the budget.*

School/Community Festivals

- Sligo Local Sports Partnership Her Moves Festival, February 2027 (TBC)
- Limerick Local Sports Partnership Her Moves Festival
- Cork Local Sports Partnership Her Moves Festival
- Fingal Local Sports Partnership Her Moves Festival, Sport Ireland Campus, Dublin, March 4th (TBC) 2027.
- Gymnastics Ireland, The Floor Event, Sport Ireland Campus, Dublin May 2027

Scope of Requirements

Sport Ireland proposes to appoint an event management agency in a competitive process for the provision of event management services for events, activations and experiential pop-ups across stadia, sporting facilities and venues nationwide to support the event activation strategy for Her Moves. Targeting teenage girls, and those in their circle of influence the successful agency will be responsible for creating safe, vibrant teen-led experiences to raise awareness of the Her Moves initiative.

The event activations are aimed at celebrating and promoting the Her Moves principles, build the Her Moves community and build cohesion and diversity. The successful agency will be required to deliver services in various locations and venue types including stadiums, sports facilities, clubs, civic centres and amenities, public open green spaces, private venues and local parks are examples of locations that may be used, depending on specification of event. Other locations could also be utilised.

The successful agency will be required to deliver all aspects of the event such as but not limited to the following:

- Creative direction/ theme - Devise an overall creative direction and theme for the event aligned to the Her Moves principles and wider brand and marketing campaign creative.
- Programming and sourcing of event content in conjunction with Sport Ireland's delivery partners (e.g. NGB, LSP, other partner agencies) in addition to recommending additional new production and programming.
- Liaise with the rights holder, venue or event organiser to co-ordinate all pre planning, event logistics and take down.
- Provide general event management production and co-ordination services for the necessary event, including all aspects of crowd management, public safety and comply with all relevant legislation and codes of practice in relation to the delivery of indoor and outdoor events.
- Provide key documentation including but not limited to: Event Management Plan / Health & Safety Plan/ Risk Assessment/ Child Protection/Insurance and any other logistical, technical and other requirements necessary to ensure the safe running of the event activation.
- Provision of all relevant personnel necessary to deliver the event safely including provision for First Aid/Emergency (note wider event medical will be provided by the event organiser).
- Provision of all appropriate and required infrastructure necessary to deliver the event. (Refer to Branded Kit Pack for reference).
- Liaise and attend meetings with Sport Ireland, event organisers (e.g. iWish/ Shine Festival, IRFU, Aviva, Croke Park, statutory agencies) and other key stakeholders who will be involved in the delivery of these events, as required.

- Ongoing liaison with all stakeholders, including NGBs, LSPs, venues and businesses.
- Collaborate with the Her Moves Marketing and Communications Agency to ensure sufficient promotion and marketing of event as appropriate to the size, scale, location and capacity of event site. (note it will be the responsibility of the Marketing and Communications agency to manage any content creation for promotional purposes).
- Appoint a dedicated Account Manager/ Event Manager to work as part of a team, to plan, manage and produce the events.
- Engage in post event evaluation with Sport Ireland and the event organisers post event.
- Any other related tasks as part of delivering effective event management services.

For the avoidance of doubt, the agency will be responsible for the following:

1. Brand activation delivery
2. Event logistics and operations
3. Event management and coordination
4. Photography and Videography

1. Brand Activation Delivery

The successful agency will:

- Develop and deliver proposed plans for how Her Moves could be activated at each event.
- Update or redesign current activation brand kit. (An inventory of current brand kit has already been listed in this document above).
- Activate Her Moves at events with high-quality brand presentation and audience engagement.
- Ensure all branding aligns with Sport Ireland's guidelines.
- Create interactive, welcoming, and inclusive spaces aligned with the initiative's tone and purpose.
- Provide experiential enhancements where appropriate (e.g., photo moments, activity stations, giveaways, digital engagement points).
- Provide recommendations for ongoing improvements to activation experience.

2. Event Logistics and Operations

The agency will be responsible for:

- Equipment and Storage
 - Secure storage of all Her Moves branding, promotional materials, and equipment.
 - Inventory tracking, maintenance, and replacement recommendations.
 - Ensuring all materials are event-ready (cleaned, functioning, complete).
- Transport
 - Transport of all relevant equipment, branding, and materials to and from event locations.
 - Managing vehicle logistics, loading/unloading, and appropriate insurance.
- Setup and Takedown
 - Full setup and installation of branding, signage, staging, experiential elements, and activation zones.
 - Full takedown after each event.
 - Ensuring safe and compliant installation in line with venue requirements and health and safety guidelines.

3. Event Management and Coordination

The following outlines the necessary responsibilities that may come into event management and coordination.

- Venue Liaison - engage directly with venue/event organisers to assess factors such as:
 - Available space
 - Technical requirements
 - Load-in/load-out times
 - Power access
 - Weather contingencies (if outdoors)
 - Safety compliance and permissions
 - Conduct site visits as needed.
 - Ensure all documentation and approvals are obtained before the event.
- Health and Safety – all agencies are expected to have their own appropriate health and safety policies, protocols, and risk assessment when it comes to event management and coordination.
- Staffing - Provide experienced, trained staff to:
 - Run and monitor the activation
 - Engage with the public
 - Troubleshoot technical or operational issues
 - Manage queues, sampling, or give-aways (if required)

- Ensure staff are briefed on Her Moves values, audience needs, and brand guidelines.

4. Photography and Videography

The successful agency will be required to:

- Capture images at each event for use across the Her Moves social channels. Imagery captured should showcase the activation on site and the engagement from those attendees.
- Ensure all permissions to capture imagery is sought and recorded from appropriate event managers and attendees.
- Liaise and share images to Sport Ireland and any other contracted agency involved with the Her Moves initiative (i.e. agency responsible for promoting and marketing Her Moves).
- Ensure protocols are in place that oversees the deletion of all images from all devices once shared.
- Videography – tenderers should outline their content creation capabilities within the agency and include a cost for the creation of a recap reel for the event activation to be used across Instagram and TikTok.

Team Assigned

Applicants must demonstrate access to the skill sets set out below and the minimum numbers of skilled personnel stated. Applicants are reminded that they may rely on the resources of other entities (3rd parties) on condition that they are fully described, and that applicants can prove that they will have these resources at their disposal when required. In addition, please note that the skills outlined may reside in the same person, e.g. the Health and Safety Specialist and Risk Specialist could be the same person.

Not all events will require all the skilled personnel or quantities listed and some events will require more. However, to ensure the scope of services can be met, the following have been identified as minimums expected. Applicants must guarantee that the personnel listed below shall be fully available.

Skillset Required	Minimum Number	Number Available In House	via 3 rd Party Supplier/ Partner
Account Manager: Responsible for managing all client communications, project plans and associated budgets	1		
Event Manager: Responsible for managing the event which includes planning and co-ordinating.	1		
Event Controller: Responsible for ensuring the event is executed on site as planned and agreed to the appropriate standards including Health and Safety	1		
Health & Safety Officer: Responsible for assessing and advising on matters of Health and Safety protection and compliance as part of event planning. This person can also act as the Health and Safety Officer on site.	1		
Transport & Logistics support: Responsible for providing the necessary transport, storage and support in event set up and takedown	1		
Steward: Responsible for ushering, directing attendees, crowd flow at the activation. (*TBC depending on the event/ venue)	1		
Brand Ambassadors/ Event Staff: Responsible for providing additional resourcing in support of the event activation	2		
Content Capture: Responsible for capturing imagery and videos (as outlined in tender) for use on social media and other platforms to promote the activation.	1		

Planning and Reporting Requirements

Pre-Event Planning

Develop event-by-event activation plans including:

- Staffing plan
- Logistics plan

- Timelines
- Technical/spec requirements
- Risk assessment

Provide Sport Ireland with pre-event documentation within agreed timelines.

Post-Event Reporting

Provide post-event reports including:

- Attendance and engagement insights
- Operational learnings
- Recommendations for future improvements
- Inventory updates (damaged/missing items)
- Photographic documentation (layout, set up, sample of other activations onsite if multi-activation partners onsite)

In addition, the agency will provide:

- A dedicated Account Manager/Event Manager as primary point of contact.
- A clear escalation process for operational issues.
- Regular check-ins or planning meetings (monthly or as required depending on events calendar).

Deliverables

At minimum, the agency must deliver:

- Safe, effective, and engaging Her Moves event activations.
- Reliable storage and maintenance of materials.
- Completed event plans and post-event reports.
- Professional staffing for all events.
- Full logistics management from storage to event and return.
- Photography and videography from each event activation.

KPIs and Success Measures

Sport Ireland may evaluate performance against:

- Brand consistency and presentation quality,
- Audience engagement measures,

- Smooth venue liaison and transitions,
- Reliability and timeliness of logistics,
- Professionalism and conduct of staff,
- Ability to identify improvements and innovate activations,
- Quality of reporting.

Evaluation Process

The methodology for evaluation of Tender Responses is outlined below:

Criteria for Award

Tenders will be evaluated using the criteria and associated weightings outlined below:

- Criteria 1: Weighting 10%, Marks 100
- Criteria 2: Weighting 15%, Marks 150
- Criteria 3: Weighting 20%, Marks 200
- Criteria 4: Weighting 15%, Marks 150
- Criteria 5: Weighting 10%, Marks 100
- Criteria 6: Weighting 5%, Marks 50
- Criteria 7: Weighting 10%, Marks 100
- Criteria 8: Weighting 15%, Marks 150

Tenderers are required to demonstrate how their Tender fulfils this criterion (incl. any sub criteria).

CRITERIA 1	Weighting	Marks
Understanding of Her Moves, Audience and Stakeholder Landscape	10%	100

Requirement:
Tenderers should consider the following within their response: • Clear understanding of Her Moves principles and Women in Sport policy. • Understanding of teenage girls' motivations and barriers to participation. • Demonstrate relationships with and understanding of key stakeholder ecosystem (LSPs, NGBs, schools, venues, event partners). • Ability to align activation approach with Her Moves values and objectives. <i>Note: there is no expectation for the Tenderer to commission research to inform their response.</i> Page limit –2XA4 pages
Tenderer's Response:

CRITERIA 2	Weighting	Marks
Activation Concept, Creativity and Engagement Strategy	15%	150
Requirement:		
Tenderers should consider the following within their response: • Quality and originality of activation proposals. • Ability to create engaging, youth-led, interactive experiences. • Incorporation of games, challenges, competitions and storytelling opportunities. • Inclusivity and accessibility of activations. • Ability to adapt activations across different event types and venues. <i>Creative references and/or mood board can be included but are not mandatory. More than one route based on your proposed proposition can be provided. Note: creative or creative mock-ups are not required and will not be evaluated.</i> • Page limit – 2 x A4 pages		
Tenderer's Response:		

CRITERIA 3	Weighting	Marks
Event Delivery Methodology and Operational Approach	20%	200
Requirement:		
Quality of event activation, management, and logistics approach; suitability for 3-year programme. Tenderers should note the following points. • Outline the rationale for your approach • Robust event planning methodology • Logistics, transport, storage and inventory management approach. • Setup/takedown procedures and operational efficiency. • Venue liaison and stakeholder management processes. • Scalability across multiple locations over three years. • Ability to bring Her Moves to life in an engaging, youth-friendly and inclusive way Page limit – 4 x A4 pages		
Tenderer's Response:		

CRITERIA 4	Weighting	Marks
Team, Capability and Experience	15%	150
Requirement:		
Tenderers should consider the following within their response: • Details of key staff with role/responsibilities on the project should be specified. • Proven experience in similar event activation programmes, youth-led work, public sector, or national initiatives. • Tenderers should outline the relevant skills and qualifications each team member can bring to this project. • Capacity to provide brand ambassadors, activation staff and specialist support when required. Please complete the Biographical Details Template in the response section below which summarises the relevant qualifications and experience of each team member. Page limit – 2 x A4 pages Plus 1 x ½ A4 page per team member		

Tenderer's Response:		
Biographical Details Template		
Name		
Position in Company		
Role in this Contract		
Number of Years in Industry		
Relevant Educational / Professional / Training Record		
Description	Year Obtained	Accreditation Body
Relevant Employment Record		
Employer	Period	Position and Key Expertise
Please Detail Experience to this Service Requirement		
Client	Period	Description of Role

CRITERIA 5	Weighting	Marks
Health, Safety, Safeguarding and Risk Management	10%	100
Requirement:		
Tenderers should consider the following within their response: • Event risk management framework. • Health & Safety expertise and procedures. • Child safeguarding and participant welfare measures. • Incident escalation procedures. • Demonstrated understanding of legislative and compliance requirements.		
Page limit – 1 x A4 pages		
Tenderer's Response:		

CRITERIA 6	Weighting	Marks
Programme Management, Reporting and Continuous Improvement	10%	100
Requirement:		
Tenderers are required to outline: • Account management structure. • Communication and governance processes. • Quality of reporting framework. • Methods for measuring audience engagement and activation effectiveness. • Approach to innovation and continuous improvement throughout the contract. Page limit – 1 x A4 pages		
Tenderer's Response:		

CRITERIA 7	Weighting	Marks
Environmental and social considerations	5%	50
Requirement:		
The tenderer should describe their approach to sustainability. • Environmental sustainability measures. • Reduction of waste and carbon footprint. • Reuse of event assets and materials. • Local sourcing and community engagement. • Promotion of inclusion, diversity and accessibility. <i>Note: No response or an unsatisfactory response shall score 0</i> <i>A satisfactory response shall score 50 marks</i> Page limit – 1 x A4 pages		
Tenderer's Response:		

Cost Award Criteria

CRITERIA 8	Weighting	Marks
Ultimate Cost	15%	150
Requirement:		
• Total contract cost. • Transparency of pricing. • Resource allocation versus deliverables. • Value-added services and efficiencies proposed. • Cost certainty and budget management approach. *Storage rates, transportation rates and all staff rates to be supplied in the form of a rate card		