

IRELAND - PUBLIC RELATIONS SERVICES - SINGLE PARTY FRAMEWORK FOR THE PROVISION OF PR SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES LOT 1: CONSUMER / B2B PR LOT 2: PUBLIC / CORPORATE AFFAIRS

Contract or concession notice – standard regime

1. Buyer

1.1 Buyer

Official name: Horse Racing Ireland (HRI)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1 Procedure

Title: SINGLE PARTY FRAMEWORK FOR THE PROVISION OF PR SERVICES TO HORSE RACING IRELAND AND SUBSIDIARIES LOT 1: CONSUMER / B2B PR LOT 2: PUBLIC / CORPORATE AFFAIRS

Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at <http://www.hri.ie> HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.

Procedure identifier: 0f090c1c-b9c1-4263-8d8c-64351e223b9b

Internal identifier: PR Services

Type of procedure: Open

The procedure is accelerated: No

2.1.1 Purpose

Nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 600,000 EUR

Maximum value of the framework agreement: 600,000 EUR

2.1.4 General information

Legal basis:

Directive 2014/24/EU

2.1.5 Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

The tenderer must submit tenders for all lots

2.1.6 Grounds for exclusion

Purely national exclusion grounds: Please refer to the associated Invitation to Tender document

5. Lot

5.1 Lot: LOT-0001

Title: LOT 1: CONSUMER / B2B PR

Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at <http://www.hri.ie> HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.

Internal identifier: 1

5.1.1 Purpose

Nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 Value

Estimated value excluding VAT: 600,000 EUR

Maximum value of the framework agreement: 600,000 EUR

5.1.6 General information

This is a recurrent procurement

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA)

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Criterion:

Type: Economic and financial standing

5.1.11 Procurement documents

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=2721981>,

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/eawarding/showTenderList.do?resourceId=2721981>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 2023-12-21Z 12:00:00Z

Information about public opening:

Date/time: 2023-12-21Z 12:30:00Z

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCFTWS.do?resourceId=2721981>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

A non-disclosure agreement is required

Additional information about the non-disclosure agreement : As per associated Invitation to Tender Document

Electronic invoicing: Required

5.1.15 Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Information about the dynamic purchasing system

No dynamic purchase system

Electronic auction:

5.1.16 *Further information, mediation and review*

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Horse Racing Ireland (HRI)

Organisation receiving requests to participate: Horse Racing Ireland (HRI)

Organisation processing tenders: Horse Racing Ireland (HRI)

5.1 *Lot:* LOT-0002

Title: LOT 2: PUBLIC / CORPORATE AFFAIRS

Description: Horse Racing Ireland (HRI) was formally established by the Horse and Greyhound Racing Act 2001. It is a commercial semi-state body that took over the functions previously carried out by the Irish Horse Racing Authority. HRI is responsible for the administration, promotion and development of horse racing in Ireland. HRI subsidiaries include Irish Thoroughbred Marketing Ltd (ITM) – established to promote Ireland worldwide as a premier source of thoroughbred horses. Tote Ireland Ltd – is responsible for the operation of a totalisator on 24 racecourses in the Republic of Ireland. They offer a wide variety of betting options for all racegoers. HRI Racecourses Ltd own and operate Leopardstown Fairyhouse, Navan, Tipperary and Cork Racecourses and Leopardstown Golf Centre. Our Ownership Department, which promotes all forms of racehorse ownership also, has a requirement for communications support. Further information regarding HRI and subsidiaries is available online at <http://www.hri.ie> HRI is now seeking tenders for the provision of Consumer / B2B PR services (Lot 1) and Public / Corporate Affairs services (Lot 2). The services will be supplied to the various marketing and communication departments within the organisation in support of their various communications requirements of horse racing in Ireland and development of the public image of horse racing both nationally and internationally. Please refer to the attached Invitation to Tender document for a detailed specification.

Internal identifier: 2

5.1.1 *Purpose*

Nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Additional classification (cpv): 79416200 Public relations consultancy services

5.1.2 *Place of performance*

Country: Ireland

Anywhere in the given country

Additional information:

5.1.5 *Value*

Estimated value excluding VAT: 600,000 EUR

Maximum value of the framework agreement: 600,000 EUR

5.1.6 *General information*

This is a recurrent procurement

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA)

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9 Selection criteria

Criterion:

Type: Economic and financial standing

5.1.11 Procurement documents

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=2721981>,

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/eawarding/showTenderList.do?resourceId=2721981>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 2023-12-21Z 12:00:00Z

Information about public opening:

Date/time: 2023-12-21Z 12:30:00Z

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=2721981>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

A non-disclosure agreement is required

Additional information about the non-disclosure agreement : As per associated Invitation to Tender Document

Electronic invoicing: Required

5.1.15 Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Information about the dynamic purchasing system

No dynamic purchase system

Electronic auction:

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Horse Racing Ireland (HRI)

Organisation receiving requests to participate: Horse Racing Ireland (HRI)

Organisation processing tenders: Horse Racing Ireland (HRI)

8. Organisations

8.1 ORG-0001

Official name: Horse Racing Ireland (HRI)
Registration number: IE9605282N
Department: Horse Racing Ireland
Postal address: Ballymany The Curragh Co Kildare
Town: The Curragh
Postcode: R56XE37
Country: Ireland
Email: procure@hri.ie
Telephone: 045455455
Buyer profile: <https://www.hri-ras.ie/>
Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
Review organisation

8.1 ORG-0003

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
TED eSender

11. Notice information

11.1 Notice information

Notice identifier/version: 27609d30-4b38-4b26-86f5-be31c033f96c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 2023-11-17Z 13:25:43Z

Languages in which this notice is officially available: English

11.2 *Publication information*