

Ireland: Marketing services

Provision of Collective Marketing Campaign for Carlow Tourism: Single-Party Framework Agreement

Contract or concession notice – standard regime - Change

1 Buyer

1.1 Buyer

Official name: Carlow Tourism_147893

Legal type of the buyer: Organisation awarding a contract subsidised by a local authority

Activity of the contracting authority: Recreation, culture and religion

2 Procedure

2.1 Procedure

Title: Provision of Collective Marketing Campaign for Carlow Tourism: Single-Party Framework Agreement

Description: As the county tourism marketing and development company, Carlow Tourism is responsible for the delivery of an annual marketing programme that includes digital marketing, print assets, radio advertising, PR and trade and consumer fair attendance. In this regard, Carlow Tourism is seeking a competent service provider for the preparation, design and implementation of a digital marketing and radio advertising campaign for Carlow Tourism. This RFT has been prepared for the purpose of providing certain information to economic operators interested in participating in this public procurement competition for the Services described herein to be provided to Carlow Tourism. Carlow Tourism intends to establish a single party framework for the provision of the Collective Marketing Campaign and invites tenders from economic operators for the provision of the services more particularly described in this RFT.

Procedure identifier: db862390-8eba-4c7a-bdf6-afc623644771

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2 Place of performance

Town: College Street Carlow

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 400 000 Euro

Maximum value of the framework agreement: 400 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5.1 Lot technical ID: LOT-0001

Title: Provision of Collective Marketing Campaign for Carlow Tourism: Single-Party Framework Agreement

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

5.1.2 Place of performance

Postal address: College Street

Town: Carlow

Postcode: R93 H738

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 4 Year

5.1.5 Value

Estimated value excluding VAT: 400 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds

EU funds programme: European Agricultural Fund for Rural Development (EAFRD) (2021/2027)

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

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 22/08/2025 17:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6125386>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6125386>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 29/08/2025 12:00 +01:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 29/08/2025 00:00 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCftWS.do?resourceId=6125386>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Carlow Tourism_147893

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Carlow Tourism_147893

Organisation processing tenders: Carlow Tourism_147893

8 Organisations

8.1 ORG-0001

Official name: Carlow Tourism_147893

Registration number: 349028

Postal address: Carlow Tourism

Town: Carlow

Postcode: R93 H738

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Contact point: Eileen O'Rourke

Email: eorourke@carlowtourism.com

Telephone: +353599130411

Internet address: www.carlowtourism.com

Buyer profile: www.carlowtourism.com

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 subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

10 Change

Version of the previous notice to be changed: 7f5481fe-6a71-44b2-b5e5-bb15d82ff0d4-02

Main reason for change: Information updated

Description: Extended timeline for clarification and submissions, due to volume of queries: - Closing date for Queries: 22/08/2025 at 5 p.m. - Closing date for Receipt of Tender: 29/08/2025 at 12 p.m.

Notice information

Notice identifier/version: c3970c69-d793-4647-b9bc-3a72a84dd93d - 03

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 13/08/2025 10:25 +01:00

Languages in which this notice is officially available: English