

# Ireland: Advertising and marketing services

## MC202507 Single Party Framework Agreement for Brand and Visual Identity

Contract or concession notice – standard regime

### 1 Buyer

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#### 1.1 Buyer

*Official name:* Fáilte Ireland-National Tourism Development Authority

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* General public services

### 2 Procedure

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#### 2.1 Procedure

*Title:* MC202507 Single Party Framework Agreement for Brand and Visual Identity

*Description:* Single Party Framework Agreement for Brand and Visual Identity

*Procedure identifier:* a8088beb-d4b5-44e3-905d-abf6a3566a50

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79340000 Advertising and marketing services

*Additional classification (cpv):* 79341100 Advertising consultancy services

*Additional classification (cpv):* 79341200 Advertising management services

##### 2.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

##### 2.1.3 Value

*Estimated value excluding VAT:* 700 000 Euro

*Maximum value of the framework agreement:* 700 000 Euro

##### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

### 5 Lot

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#### 5.1 Lot technical ID: LOT-0001

*Title:* MC202507 Single Party Framework Agreement for Brand and Visual Identity

*Description:* Single Party Framework Agreement for Brand and Visual Identity

*Internal identifier:* 0

##### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79340000 Advertising and marketing services  
*Additional classification (cpv):* 79341100 Advertising consultancy services  
*Additional classification (cpv):* 79341200 Advertising management services

### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Dublin (IE061)  
*Country:* Ireland  
*Additional information:*

### **5.1.3 Estimated duration**

*Duration:* 4 Year

### **5.1.5 Value**

*Estimated value excluding VAT:* 700 000 Euro

### **5.1.6 General information**

*Reserved participation:* Participation is not reserved.  
Procurement Project not financed with EU Funds.  
*The procurement is covered by the Government Procurement Agreement (GPA):* yes

### **5.1.7 Strategic procurement**

*Aim of strategic procurement:* Reduction of environmental impacts  
*Description:* As outlined in the ITT  
*Approach to reducing environmental impacts:* Climate change mitigation  
*Green Procurement Criteria:* Other Green Public Procurement criteria

### **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:* 13/08/2025 12:00 +01:00  
*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6233753>

### **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=6233753>  
*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:* 01/09/2025 12:00 +01:00  
*Deadline until which the tender must remain valid:* 12 Month  
*Information about public opening:*  
*Opening date:* 01/09/2025 12:30 +01:00  
*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6233753>  
*Terms of contract:*  
*The execution of the contract must be performed within the framework of sheltered employment programmes:* No  
*Electronic invoicing:* Required  
*Electronic ordering will be used:* yes  
*Electronic payment will be used:* yes

### **5.1.15 Techniques**

*Framework agreement:*

Framework agreement, partly without reopening and partly with 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:* Fáilte Ireland-National Tourism Development Authority

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

*Organisation receiving requests to participate:* Fáilte Ireland-National Tourism Development Authority

*Organisation processing tenders:* Fáilte Ireland-National Tourism Development Authority

**8 Organisations**

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**8.1 ORG-0001**

*Official name:* Fáilte Ireland-National Tourism Development Authority

*Registration number:* 236708

*Postal address:* 88-95 Amiens Street

*Town:* Dublin

*Postcode:* D01WR86

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [procurement@failteireland.ie](mailto:procurement@failteireland.ie)

*Telephone:* +3531 5741990

*Internet address:* <https://www.failteireland.ie>

*Buyer profile:* <https://www.failteireland.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 subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [HighCourtCentralOffice@courts.ie](mailto: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](mailto:eproc-esender@eurodyn.com)

*Telephone:* +30 2108094500

*Roles of this organisation:*

*TED eSender*

### *Notice information*

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*Notice identifier/version:* 75bf1c6c-3228-4b69-bcd4-4cba5516c086 - 01

*Form type:* Competition

*Notice type:* Contract or concession notice – standard regime

*Notice dispatch date:* 01/08/2025 10:07 +01:00

*Languages in which this notice is officially available:* English