

Ireland: Marketing services

SI-2526 - Development and Implementation of a Communications and Marketing Plan for Get Ireland Active

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Sport Ireland

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: SI-2526 - Development and Implementation of a Communications and Marketing Plan for Get Ireland Active

Description: Sport Ireland is looking to appoint an agency to develop and implement a Communications and Marketing Plan to support the public awareness campaign of Get Ireland Active including the launch of Get Ireland Active Mobile App. Get Ireland Active, the national digital database of sport and recreation amenities, requires extensive promotion to support public engagement in this unique and impressive resource. Get Ireland Active will be launching a new app to the public. This tender will manage the development and implementation of communications and marketing plan

Procedure identifier: 2fc54462-d90f-4467-be06-fe1f260f2826

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): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 150 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: SI-2526 - Development and Implementation of a Communications and Marketing Plan for Get Ireland Active

Description: Sport Ireland is looking to appoint an agency to develop and implement a Communications and Marketing Plan to support the public awareness campaign of Get Ireland Active including the launch of Get Ireland Active Mobile App. Get Ireland Active, the national digital database of sport and recreation amenities, requires extensive promotion to support public engagement in this unique and impressive resource. Get Ireland Active will be launching a new app to the public. This tender will manage the development and implementation of communications and marketing plan
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): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 24 Month

5.1.5 Value

Estimated value excluding VAT: 150 000 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: No strategic procurement

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: 09/09/2025 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6403637>

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=6403637>

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: 18/09/2025 12:00 +01:00

Deadline until which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 18/09/2025 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6403637>

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15 Techniques

Framework agreement:

No framework agreement

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: Sport Ireland

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

Organisation receiving requests to participate: Sport Ireland

Organisation processing tenders: Sport Ireland

8 Organisations

8.1 ORG-0001

Official name: Sport Ireland

Registration number: Sport Ireland

Town: Blanchardstown

Postcode: D15 PN0N

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: nburke@sportireland.ie

Telephone: 0877095985

Buyer profile: www.sportireland.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

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

Notice information

Notice identifier/version: 1ef0edc6-def2-4dbc-9987-83cb1eedf03 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 28/08/2025 16:47 +01:00

Languages in which this notice is officially available: English