

# Ireland: Marketing services

## Trocaire - RFT for Direct Marketing, Creative and Copywriting Services

Contract or concession notice – standard regime

1 Buyer

---

### 1.1 Buyer

*Official name:* Trócaire\_166765

*Legal type of the buyer:* International organisation

*Activity of the contracting authority:* Social protection

2 Procedure

---

### 2.1 Procedure

*Title:* Trocaire - RFT for Direct Marketing, Creative and Copywriting Services

*Description:* Trócaire requires creative and copywriting services for individual giving and direct marketing activities. Direct marketing is a key income stream for the organisation. In Trócaire, this includes four main direct mail appeals per year, three supporter newsletters, a thank-you mailing as well as creative services for donor acquisition, emergency response and Tax back campaigns.

*Procedure identifier:* cbeb23b4-8a0c-4d92-acdc-21f97e07c5ed

*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):* 79342100 Direct marketing services

#### 2.1.2 Place of performance

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

*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

#### 2.1.6 Grounds for exclusion

*Sources of grounds for exclusion:* Procurement Document

5 Lot

---

### 5.1 Lot: LOT-0001

*Title:* Trocaire - RFT for Direct Marketing, Creative and Copywriting Services

*Description:* Trócaire requires creative and copywriting services for individual giving and direct marketing activities. Direct marketing is a key income stream for the organisation. In Trócaire, this includes four main direct mail appeals per year, three supporter newsletters, a thank-you mailing as well as creative services for donor acquisition, emergency response and Tax back campaigns.

*Internal identifier:* 0

#### **5.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79342100 Direct marketing services

#### **5.1.2 Place of performance**

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

*Country:* Ireland

*Additional information:*

#### **5.1.3 Estimated duration**

*Duration:* 5 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 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

#### **5.1.9 Selection criteria**

*Sources of selection criteria:* Procurement Document

#### **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:* 05/06/2026 12:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8175656>

#### **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=8175656>

*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:* 01/07/2026 17:00 +01:00

*Duration during which the tender must remain valid:* 120 Day

*Information about public opening:*

*Opening date:* 01/07/2026 17:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8175656>

*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: 5*

*Justification for the duration of the framework agreement: this is our standard duration*

*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: Trócaire\_166765*

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

*Organisation receiving requests to participate: Trócaire\_166765*

*Organisation processing tenders: Trócaire\_166765*

**8 Organisations**

---

**8.1 ORG-0001**

*Official name: Trócaire\_166765*

*Registration number: 661147*

*Town: Maynooth*

*Postcode: w23 nx63*

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

*Country: Ireland*

*Email: [procurement@trocaire.org](mailto:procurement@trocaire.org)*

*Telephone: 01-6293333*

*Buyer profile: [www.trocaire.org](http://www.trocaire.org)*

*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

---

Notice identifier/version: 34673837-a84a-4e9a-badb-094991033d60 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 18/05/2026 14:41 +01:00

Languages in which this notice is officially available: English