

Ireland: Advertising campaign services

SI-2616 Creative Agency for Campaign Management for National Outdoor Recreation Strategy

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-2616 Creative Agency for Campaign Management for National Outdoor Recreation Strategy

Description: Sport Ireland is looking to appoint a Creative Agency for Campaign Management for National Outdoor Recreation Strategy Under the National Outdoor Recreation Strategy, Sport Ireland is the lead partner for Action 3.7: "Develop and implement a communications plan for all users of the outdoors, including a public awareness campaign: to increase awareness of outdoor recreation opportunities for all; to increase awareness and care for the fragile and precious environment where outdoor recreation takes place; to encourage responsible enjoyment of the outdoors. Secure resources and buy in from relevant agencies and delivery partners, and measure the impact of the plan implementation."

Procedure identifier: 9430c452-7b84-4dfa-9fa1-b8911ad23fc6

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79822500 Graphic design services

Additional classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

2.1.2 Place of performance

Town: Blanchardstown

Postcode: D15PN0N

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 650 000 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: SI-2616 Creative Agency for Campaign Management for National Outdoor Recreation Strategy

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Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

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5.1.2 Place of performance

Town: Blanchardstown

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 36 Month

5.1.5 Value

Estimated value excluding VAT: 650 000 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: 15/09/2026 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8939932>, www.etenders.gov.ie

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=8939932>

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: 28/09/2026 12:00 +01:00

Duration during which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 28/09/2026 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8939932>

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: yes

Electronic payment will be used: yes

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: <https://www.sportireland.ie/>

Postal address: The Courtyard, Sport Ireland Campus, Snugborough Road, Blanchardstown,

Town: Dublin

Postcode: D15PN0N

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Contact point: Loredana Rotaru

Email: procurement@sportireland.ie

Telephone: 000000

Internet address: <https://www.sportireland.ie/>

Buyer profile: <https://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: d4b7092c-1ff2-4d19-9f51-466ad7298ef5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 28/08/2026 12:39 +01:00

Languages in which this notice is officially available: English