

# **Ireland: Advertising consultancy services**

## **Single Framework for the Provision of Provision of Creative Advertising Services**

Contract or concession notice – standard regime

### **1 Buyer**

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#### **1.1 Buyer**

*Official name:* Horse Racing Ireland (HRI)

*Legal type of the buyer:* Body governed by public law, controlled by a central government authority

*Activity of the contracting authority:* Recreation, culture and religion

### **2 Procedure**

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#### **2.1 Procedure**

*Title:* Single Framework for the Provision of Provision of Creative Advertising Services

*Description:* As HRI provide practical marketing support for each of Ireland's 26 racecourses to help them increase their attendances locally, from time-to-time other racecourses outside of HRI's subsidiaries may avail of this agreement. At HRI, our vision is to ensure Ireland will be the global leader in Horse Racing and Breeding, sustaining a vibrant and rural industry. Our mission is to develop and promote Ireland's Horse Racing and Breeding industries to administer and govern the sport of Horse Racing in Ireland, to cultivate and promote the highest standards of integrity and welfare.

*Procedure identifier:* f6753c8b-d2fe-4e35-b68e-0237bd74ff62

*Type of procedure:* Open

*The procedure is accelerated:* no

##### **2.1.1 Purpose**

*Main nature of the contract:* Services

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

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

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

##### **2.1.2 Place of performance**

*Country subdivision (NUTS):* Mid-East (IE062)

*Country:* Ireland

##### **2.1.3 Value**

*Estimated value excluding VAT:* 3 000 000 Euro

*Maximum value of the framework agreement:* 3 000 000 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**

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## **5.1 Lot: LOT-0001**

*Title:* Single Framework for the Provision of Provision of Creative Advertising Services

*Description:* As HRI provide practical marketing support for each of Ireland's 26 racecourses to help them increase their attendances locally, from time-to-time other racecourses outside of HRI's subsidiaries may avail of this agreement. At HRI, our vision is to ensure Ireland will be the global leader in Horse Racing and Breeding, sustaining a vibrant and rural industry. Our mission is to develop and promote Ireland's Horse Racing and Breeding industries to administer and govern the sport of Horse Racing in Ireland, to cultivate and promote the highest standards of integrity and welfare.

*Internal identifier:* 0

### **5.1.1 Purpose**

*Main nature of the contract:* Services

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

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

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

### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Mid-East (IE062)

*Country:* Ireland

*Additional information:*

### **5.1.3 Estimated duration**

*Duration:* 48 Month

### **5.1.5 Value**

*Estimated value excluding VAT:* 3 000 000 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:* 28/10/2026 12:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9211118>

### **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=9211118>

*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:* 05/11/2026 12:00 +01:00

*Duration during which the tender must remain valid:* 90 Day

*Information about public opening:*

*Opening date:* 05/11/2026 12:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=9211118>

*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:*

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:* Horse Racing Ireland (HRI)

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

*Organisation receiving requests to participate:* Horse Racing Ireland (HRI)

*Organisation processing tenders:* Horse Racing Ireland (HRI)

## **8 Organisations**

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### **8.1 ORG-0001**

*Official name:* Horse Racing Ireland (HRI)

*Registration number:* 9605282N

*Postal address:* Ballymany

*Town:* The Curragh

*Postcode:* R56 XE37

*Country subdivision (NUTS):* Mid-East (IE062)

*Country:* Ireland

*Email:* [procure@hri.ie](mailto:procure@hri.ie)

*Telephone:* 045 455 455

*Buyer profile:* <https://www.hri.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:* 7e34740d-df45-430e-ab1b-e80988d553e5 - 01

*Form type:* Competition

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

*Notice dispatch date:* 02/10/2026 16:13 +01:00

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