

Ireland: Marketing services

SI-2605 Single Supplier Framework for Brand and Communications Management for European Week of Sport 2026-2029

Contract or concession award 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-2605 Single Supplier Framework for Brand and Communications Management for European Week of Sport 2026-2029

Description: In summary, the Services comprise: To develop and deliver a cohesive national and regional marketing and communications campaign for European Week of Sport over a four-year period (2026 - 2029), driving nationwide awareness, visibility, and participation in physical activity. It is Sport Ireland's intention to develop a Single-Supplier Framework covering a 4-year period, with the initial contract covering the 2026 European Week of Sport. Additional contracts may be drawn down under the framework subject to performance and budget availability.

Procedure identifier: 102d3694-6950-4ceb-adeb-20e02edba3f5

Previous notice: 65d3f7c4-bd4d-411a-b684-c2a3fcb61962-01

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: 200 000 Euro

Maximum value of the framework agreement: 200 000 Euro

2.1.4 General information

Legal basis:

Other

5 Lot

5.1 Lot: LOT-0001

Title: SI-2605 Single Supplier Framework for Brand and Communications Management for European Week of Sport 2026-2029

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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: 48 Month

5.1.5 Value

Estimated value excluding VAT: 200 000 Euro

5.1.6 General information

Procurement Project not financed with EU Funds.

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

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

6 Results

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: bigO

Tender:

Tender identifier: 000163405

Identifier of lot or group of lots: LOT-0001

Contract information:

Identifier of the contract: 453844

Date on which the winner was chosen: 31/03/2026

Date of the conclusion of the contract: 02/06/2026

The contract is awarded within a framework agreement: yes

8 Organisations

8.1 ORG-0001

Official name: Sport Ireland

Registration number: Sport Ireland

Town: Blanchardstown

Postcode: D15PN0N

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: lrotaru@sportireland.ie

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

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: bigO

Size of the economic operator: Small

Registration number: 447314

Postal address: 9 Mount Street Crescent

Town: Dublin

Postcode: D02 X326

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: ricky@bigo.ie

Telephone: 0868339858

Internet address: www.bigo.ie

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1 ORG-0003

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-0004

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: 32e68322-9024-4de0-88de-dbf6431ff16d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 30/06/2026 14:02 +01:00

Languages in which this notice is officially available: English