

THIS AGREEMENT is dated 27 April 2018

**ROYAL DUBLIN SOCIETY of
Ballsbridge, Dublin 4**

TENDER FOR: Marketing Campaign &
Media Buying Services to the Dublin Horse
Show 2019-2021

REFERENCE NUMBER: Marita Connors

TENDER RETURN DATE AND TIME
(**DEADLINE**): Friday 11 May at 5pm

1. INTRODUCTION AND BACKGROUND

The RDS is issuing this invitation to tender (**ITT**) to interested suppliers in connection with the procurement of the goods and/or services (**Services**) described in the specification set out in *Schedule 1 (Specification)*.

Each tender (**Tender**) submitted by each supplier who responds to this ITT (**Tenderer**) should be detailed enough to allow the RDS to make an informed selection of the most appropriate solution.

Subject to the terms of this ITT, the RDS proposes to enter into a contract (**Contract**) with the successful Tenderer (**Service Provider**).

1.1 Introduction to the Royal Dublin Society

The RDS is Ireland's Philanthropic Society. Since its inception in 1731 it has worked to see Ireland thrive culturally and economically by working across a number of key disciplines: agriculture, the arts, science, enterprise and equestrianism.

In practice this manifests itself in the RDS Primary Science Fair, the RDS Visual Art Awards, the RDS Irish Forestry Awards, etc. The Dublin Horse Show is also a philanthropic venture, run as a non-profit event to make it the best showcase opportunity for the Irish bred and produced horse.

The RDS is primarily self-funded via our commercial operations for which we are very well known.

1.2 Introduction to Dublin Horse Show (DHS)

As a celebration of Ireland's affinity with the horse, from the best show horses to the best international show jumpers, the DHS is one of Ireland's largest events; a highlight of the summer, each year welcoming over 100,000 people from Ireland and all over the world.

2018 will be the 145th Show which started in 1864, when it began on the lawns of Leinster House. During the five days of the Horse Show over 1,500 horses and ponies compete in a total of 133 competitions and classes and 59 championships, and a prize fund of close to €1 million.

The Show is renowned for being an effortless mix of sport, style and socialising, but the fundamental underlying purpose is to showcase the finest of Ireland's sport horses.

The Dublin Horse Show is a household name - 92% prompted awareness (according to the Business Information Group's Research). It is a unique event, hosted in a unique setting, attracting people for a variety of reasons, in particular: sporting, social and family.

- 2018 will be 145th DHS with the Show taking place August 8-12
- It is one of the largest, and regarded as one of the top international showjumping events in the world.
- It offers one of the largest prize funds for any showjumping & showing events (approximately €1m).
- Ireland ranks among the top showjumping nations in the world
- The Show is unique in that it has a very broad appeal amalgamating international and national equestrian competitions, exhibitions and entertainment.
- Each day it attracts tens of thousands of people each year from every county in Ireland, with visitors also attending from the UK, America and further afield.

The general annual programme is broad and covers five fantastic days that will appeal to both equestrian and non-equestrian visitors alike. It provides a great mix of show jumping, live entertainment, and high-quality hospitality. The running order of the main events are Opening Day (Wednesday), Ladies Day (Thursday), Longines FEI Jumping Nations Cup™ of Ireland (Friday), Land Rover Puissance (Saturday) and Longines Grand Prix (Sunday). Daily highlights include Exhibitions, Kids Zone, Shopping Village with 300 stands, Restaurants, Bars, Snack Bars, Live Music, Band Lawn entertainment stage and Roving entertainment. The Show is a staple in the annual summer calendar, a great place to meet up with friends and a 'place to be seen'.

Who comes to the Show?

- Approximately 100,000 people attend the Show each year
- 63% Leinster; 28% Rest of Ireland (of which 8% Northern Ireland)
- 71% ABC1
- 71% Female
- 61% between 25 & 54 years
- 43% of visitors attend for a ‘day out’; this percentage includes the important demographics of ‘family’ day trippers and ‘social’ day trippers.

1.3 Scope of the Services – Full details can be found in Schedule 1 – Specifications

- It is imperative that the successful tenderer can provide both creative design and media buying/planning services to the RDS for the Dublin Horse Show 2019-2021
- Develop an overall corporate identity and logo for DHS which can work across multiple marketing campaigns for the next three years at least. The corporate identity and logo should be adaptable for use if a title sponsor presence is to be incorporated (currently no visible title sponsor used).
- Develop a creative concept and design for the 2019, 2020 & 2021 DHS for all mediums print, outdoor, online/social & radio etc. The campaign should build each year - to add something a little different to the previous without losing the overall look of the 3-year campaign assuming the initial identity has had a successful outing.
- Develop and execute a full media plan to promote the Show to target audiences nationally and internationally across relevant media platforms and within budget.
- Objective assessment of success/failure of campaign using KPI (ticket sales, market research, click thru rates, verbal feedback, industry feedback etc.)

1.4 Contract term

The RDS:

- (a) proposes to enter into one or more Contracts for a maximum period of 3 years with the successful Service Provider;
- (b) anticipates that the commencement date of the Services will be June 2018.

1.5 Purpose and scope of this ITT

This ITT:

- (a) asks Tenderers to submit their Tenders in accordance with the instructions set out in the remainder of this ITT;
- (b) sets out the overall timetable and process for the procurement to Tenderers;
- (c) provides Tenderers with sufficient information to enable them to provide a compliant Tender;
- (d) sets out the evaluation criteria that will be used to evaluate the Tenders; and
- (e) explains the administrative arrangements for the receipt of Tenders.

1.6 Regarding requests for clarifications any enquiries or requests for clarification of any matters arising from this ITT should be sought from Karen Muldowney at the RDS and must be made in writing by post or email as follows:

- Contact name: Karen Muldowney, Marketing Executive
- Address: RDS, Ballsbridge, Dublin 4 D04 AK83
- Email: Karen.Muldowney@rds.ie

Tenderers are advised not to rely on communications from the RDS in respect of the Services or ITT unless they are made in accordance with these instructions. The deadline for requests for clarification is set out in clause 2.

1.7 Clarifications about the contents of the Tenders

The RDS reserves the right (but shall not be obliged) to seek clarification of any aspect of a Tenderer's Tender or request for information during the evaluation phase. Tenderers are asked to respond to these requests promptly and to avoid vague or ambiguous answers.

2. TENDER TIMETABLE

2.1 Key dates

The guideline timetable is currently anticipated to be as follows:

Event	Date
ITT issued.	27 April 2018
Suppliers confirm that they will respond to ITT.	By Wednesday 2 May 2018 at 5pm
Deadline for receipt of Tenders.	Friday 11 May 2018 at 5pm
Shortlisted companies will be invited to pitch and meet some/all of Marketing Manager, Commercial Director, CEO and DHS Director	w/c 21 May 2018
Notification of contract award decision.	w/c 28 May 2018
Contract start	early June 2018
Target commencement date of the Services.	early June 2018

RDS may, at its sole discretion, vary the above Timetable and shall notify all Tenderers as soon as possible.

2.2 Deadline for receipt of Tenders

The respondent is required to confirm whether or not it will be submitting a response to this ITT by email or post by no later than the date set out in the Timetable.

Responses to this ITT must arrive at the address and in the manner prescribed under *section 3.1* no later than the Deadline.

Any Tender received after the Deadline shall not be opened or considered. The RDS may, however, in its own absolute discretion extend the Deadline and in these circumstances the RDS will notify all Tenderers of any change.

2.3 Contract award

Contract award is subject to the formal approval process of the RDS. Until all necessary approvals are obtained, no Contract(s) will be entered into.

2.4 **Contract award notification**

Once the RDS has reached a decision in respect of contract award, it will notify all Tenderers of that decision. The RDS will not be obliged to discuss reasons for declining any response.

3. **TENDER COMPLETION INFORMATION**

3.1 **Formalities**

The envelope, packing or postmark must be sealed and must not indicate the identity of the Tenderer. Tenders with external identification may not be opened or considered. It must be clearly labelled "DHS Marketing Agency Procurement". It must be addressed as follows:

The Finance Department
DHS Marketing Agency Procurement
RDS Main Office
Ballsbridge
Dublin 4
D04 AK83

The following requirements must be adhered to when submitting Tenders:

- (a) the Tender must be in English and drafted in accordance with the drafting guidance set out in this ITT;
- (b) each Tender must be uniquely named or referenced;
- (c) each page must be single sided;
- (d) a table of contents must be provided;
- (e) the Tender must be fully cross-referenced;
- (f) a list of supporting material must be supplied;
- (g) pages must be A4 in size or, where necessary, A3 folded in half;
- (h) It is recommended the tender submission be delivered by registered post to The Finance Department at RDS Main

Office reception. RDS will not accept responsibility for items delivered without registered post.

The Tender must be clear, concise and complete. The RDS reserves the right to mark a Tenderer down or exclude it from the procurement if its Tender contains any ambiguities or lacks clarity.

Where the Tenderer is a company, the Tender must be signed by a duly authorised representative of that company. In the case of a partnership, all the partners should sign or, alternatively, only one may sign, in which case he must have and should state that he has authority to sign on behalf of the other partner(s). The names of all the partners should be given in full together with the trading name of the partnership. In the case of the sole trader, he should sign and give his name in full together with the name under which he is trading. The authority document included in Schedule 4 must be fully completed and returned with any Tender.

Please supply details of the person at your organisation who can be contacted by the RDS in relation to your response. Please give details of any other people within your organisation who should be contacted to answer queries in relation to specific areas of your response. For each person please give their:

- name;
- title;
- address and location;
- telephone number; and
- email address.

3.2 **Documents forming the Contract**

The following documents shall form part of the Contract between the RDS and the successful Tenderer(s):

- (a) the Contract and its Schedules;
- (b) the Specification;
- (c) responses to requirements in the form required by the Customer (as completed by the Service Provider).

3.3 **Changes affecting a Tenderer**

Tenderers must inform the RDS in writing of any change in control, composition or membership of that Tenderer. In these circumstances, the RDS reserves the right to disqualify the Tenderer from any further participation in the procurement process.

3.4 **Consortia and subcontractors**

The RDS requires all Tenderers to identify whether and which subcontracting arrangements apply in the case of their Tender, and precisely which entity they propose to be the Service Provider.

3.5 **Warnings and disclaimers**

While the information contained in this ITT is believed to be correct at the time of issue, neither the RDS, its advisors, nor any other awarding entities will accept any liability in any circumstances for its accuracy, adequacy or completeness, nor will any express or implied warranty be given. This exclusion extends to liability howsoever arising in relation to any statement, opinion or conclusion contained in, or any omission from, this ITT (including its Schedules) and in respect of any other written or oral communication transmitted (or otherwise made available) to any Tenderer. No representations or warranties are made in relation to these statements, opinions or conclusions. This exclusion does not extend to any fraudulent misrepresentation made by, or on behalf of, the RDS.

All suppliers should note that any quantities or volumes contained in this ITT are for indicative purposes only, and any future quantities or volumes may vary from those stated.

If a Tenderer proposes to enter into a Contract with the RDS, it must carry out its own due diligence enquiries and rely only:

- on its own enquiries and judgment in relation to this procurement, including the preparation of its Tender; and
- on the terms and conditions set out in the Contract(s) (as such Contract may be varied or updated and as and when finally executed), subject to the limitations and restrictions specified in it.

Neither the issue of this ITT, nor any of the information presented in it, should be regarded as a commitment or representation on the part of the RDS (or any other person) to enter into a contractual arrangement.

All suppliers are recommended to seek their own financial and legal advice.

3.6 **Confidentiality**

The contents of this ITT must not be not copied, reproduced, distributed or passed to any other person at any time except for the purpose of enabling the Tenderer to submit a Tender.

3.7 **Publicity**

No publicity regarding the Services or the award of any Contract will be permitted unless and until the RDS has given express written consent to the relevant communication.

3.8 **RDS's rights**

The RDS reserves the right to:

- (a) waive or change the requirements of this ITT from time to time without prior (or any) notice being given by the RDS;
- (b) seek clarification or documents in respect of a Tenderer's submission;
- (c) disqualify any Tenderer that does not submit a compliant Tender in accordance with this ITT;
- (d) disqualify any Tenderer that is guilty of misrepresentation in relation to its Tender, expression of interest or the tender process. Any Tenderer who directly or indirectly canvasses any employee of the RDS concerning the award of the Contract will be disqualified. The RDS may exclude any Tenderers from the tender process who have been found to be in breach of confidentiality or intellectual property rights and may pursue any remedy or take any other

action for breach as it considers appropriate;

- (e) withdraw this ITT at any time, or to re-invite Tenders on the same or any alternative basis;
- (f) choose not to award any Contract as a result of the current procurement process; and
- (g) make whatever changes it sees fit to the Timetable, structure or content of the procurement process, depending on approvals processes or for any other reason.

3.9 **Tender costs**

The RDS will not in any circumstances be liable for any Tender costs, expenditure, work or effort incurred by a Tenderer in carrying out enquiries in relation to, proceeding with, or participating in, this procurement, including if the procurement process is terminated or amended by the RDS.

3.10 **Intellectual property**

All intellectual property rights in this ITT and all materials provided by the RDS or its professional advisors in connection with this ITT are and shall remain the property of the RDS and/or its professional advisors.

Schedule 1 Specification

Product / Service Requirements

- It is imperative that the successful tenderer can provide both creative design and media buying/planning services to the RDS for the Dublin Horse Show 2019-2021.
- Develop an overall corporate identity and logo for DHS which can work across multiple marketing campaigns for the next three years at least. The corporate identity and logo should be adaptable for use if a title sponsor presence is to be incorporated (currently no visible title sponsor used).
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Objective of the Campaign

To highlight

- The date
- The event
- Call to action – purchase tickets
- More than a Horse Show – a talking point
- A ‘festival’ to be enjoyed by all – a great day out

Target Audience

- Equestrian
- Consumer/Non-Equestrian (Family / Social / Day-trippers)

Key Metrics

- Primary:
 - Increase visitor numbers year on year – ticket sales
 - Increase Pre-sales of tickets (In 2017 over 40% pre-purchased tickets)
 - Who is talking about the Show

- Secondary:
 - o Call to Action (Tickets Sales / Website Visits / Online Enquiries, Direct calls to Ticketmaster & RDS Reception)
 - o Advertising analytics
 - o DHS website google analytics
 - o Social media insights
 - o Independent Market Research
 - o Customer feedback
 - o Internal RDS feedback

Measurement and analytics vital throughout the campaign – Did people book tickets as a result of the campaign?

Dublin Horse Show descriptive words / associations required

- Generate a buzz / wow / atmosphere
- Festival
- Not Just a Horse Show / more than a horse show
- Fun day out
- Exciting /excitement
- Social - Place to be seen
- Family friendly
- Fresh
- Accessible
- Lots to do
- National & International appeal
- Historic / traditional
- Memories
- Sentimental
- World class showjumping
- Bucket list

Imagery

- Dublin Horse Show image bank available

Examples of creative required to date - not exhaustive

Note: The RDS are open to changes which will enhance the overall campaign by dropping items or adding to this list

1. 6 catalogue covers – 2 A4 and 4 A5
2. VBoards (Outdoor Billboards at RDS)
(8ft x 8ft) 4 sets colour
3. Dublin Horse Show DLs flyers (Front & back)
(210 x 99m) colour

4. 48 Sheet, A4, A2 & A1 posters – colour
5. Facebook, Twitter, Instagram, You Tube Cover Photos and DHS & Ticketmaster Website banners
6. Dublin City Council Lamppost Banners
7. DHS Corporate Identity/Logo Email signature for staff
8. DHS Main Entrance Signs at Venue
Front Pillars 1000x2440mm, Side Pillars 600x2440mm and top 1447x1000mm
9. Pull-Up Banners for use at shows
(850x2100mm) 3 types
10. Print adverts – 3 to 4 (typically for newspapers and magazines)
11. Brochures
 - a. Corporate hospitality brochure – A5 – 12 page – print & digital
 - b. Trade stand brochure – A5 – 12 page – digital
 - c. Family entertainment guide – A5 24 page – print
12. A variety of outdoor signage for marketing and promotional purposes (eg presence at Bloom, Taste of Dublin events - 16ftx8ft signs, 6x1m signs etc.
13. Collateral as per agreed media plan – which may include but not exhaustive
 - a. Bus t-sides
 - b. Metropoles
 - c. 48 Sheets
 - d. Digital display - takeovers and advertising
 - e. Recording of radio advert and script
 - f. Print adverts

Areas to look at and possibly improve upon

- Would like to increase the 25-54 age group
- Increase male visitors
- Increase visitors from outside of Dublin
- Recommend weightings of media platform split – e.g. print, outdoor and radio to deliver on the objectives

Budget: Propose a realistic budget which should be broken out across Media Buying Fee (max 100k); Creative; Production and Management

Term: Three years subject to annual performance review of marketing agency performance i.e. Dublin Horse Show 2019 - 2021.

Schedule 2 Other Relevant Evaluation Criteria

Please provide experience and evidence of the following in your submission:

- Demonstrate ability and experience in the creative development of similar public events.
- Familiarity with tourism and/or equestrian areas/horses.
- Seniority of proposed team managing the project.
- List a minimum of two similar projects your company has managed.
- Briefly describe how you managed these projects including the success and greatest challenges.
- Suggestions on how best your company can improve the Dublin Horse Show.

- **References:**
 - Please provide the names and telephones of at least two current and one past client for reference check.

Schedule 3 Market Research

Market Research from the previous three years of the Dublin Horse Show will be available to prospective tenderers after they have declared an interest in responding and subject to a confidentiality agreement.

Schedule 4

FORM OF TENDER: TENDER CERTIFICATE

To: [NAME OF COMPANY]

Date: [DATE]

PROVISION OF: [TITLE OF CONTRACT]

I warrant that I have all requisite authority to sign this Tender and confirm that I have complied with all the requirements of the ITT.

Signature _____

Name and Status _____

Signature _____

Name and Status _____

For and on behalf of [NAME OF COMPANY, PARTNERS OR CONSORTIUM]

Co. Reg No _____

CHY No_ _____

Vat Number _____