

THIS AGREEMENT is dated 14th September 2018

ROYAL DUBLIN SOCIETY of Ballsbridge, Dublin 4

TENDER FOR: RDS VENUE MARKETING

REFERENCE NUMBER: MKTG002

TENDER RETURN DATE AND TIME (**DEADLINE**):
5PM ON WEDNESDAY 10TH OCTOBER 2018

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 1.3 Scope of the Services and on Schedule 1.

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

Home to Ireland's best known venue, the RDS is Ireland's Philanthropic Society. It was founded in 1731 to support Ireland to thrive economically and culturally. Funded by our commercial operations, the RDS continues this mission today through our philanthropic work programme that spans across science, the arts, agriculture, business and equestrianism..

The RDS Venue - Where Extraordinary Events Happen Everyday

The RDS is an iconic, accessible and flexible venue located on a beautiful 42 acre site, close to Dublin City Centre. It is regarded as Ireland's premier venue for exhibitions, conferences, meetings and entertainment events.

The RDS venue offers organisers the flexibility and versatility to create a memorable event no matter how big or small. With 10 multi-purpose conference and exhibition halls, 15 breakout rooms, an outdoor stadium, a variety of concert venues, meeting rooms and 22,000sq m of versatile floor space, the RDS venue offers an extensive breadth of possibilities to event organisers. With an excellent reputation as Ireland's premier venue the RDS offers an extensive range of catering facilities, technical expertise, as well as the support and advice of the RDS team who are always on hand to ensure a great event is created and experienced.

The RDS Conference Village

The RDS Conference Village is a partnership between the RDS Venue and local hotels offering hotels, hospitality and history in an exclusive Irish village in central Dublin. We work together to offer conference/event planners a 'one stop shop' for booking the RDS venue (with a capacity for up to 12,000 delegates on 42 acres) with a wide variety of hotels offering up to 1,500 bedrooms within easy access of the RDS.

1.2 RDS Venue Target Audience

Event Industry Decision Makers including; National and International Professional Conference Organisers, corporate meeting organisers, CEO's and executive management, event management companies, team building consultants, executive personal assistants, in-house corporate event planners overseas.

We work closely with Failte Ireland/Meet in Ireland and the Dublin Convention Bureau to bring International conferences and events to Dublin therefore a knowledge of these Business Tourism organisations is essential.

Overall, we target event planners to hire space for their events at the RDS (Business to Business). We also help our clients to promote their events to increase visitor numbers at their events (Business to Consumer)

1.3 Scope of the Services

Over the last 18 months the RDS has been developing the RDS Venue brand. Including the RDS Venue brand proposition and collateral; 'Where Extraordinary Events Happen Everyday' - our current strapline. We want to develop and evolve this brand by creating an engaging and compelling brand strategy for 2018 – 2020 including targeted marketing campaigns to increase our share of the event industry.

To provide services detailed below in relation to the promotion and marketing of the RDS Venue;

1. Artwork Design and Editing: Work with the RDS Marketing Department to develop new and existing artwork and brand guidelines including the design of RDS Venue collateral and content and any other ad hoc projects as required.

2. Strategy Development and Consultancy: To work with the RDS Marketing team to develop an effective and targeted business to business marketing plan and evolve the current brand to maximise exposure including a creative concept for the next three years for all relevant mediums. 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.

3. Work with Other Third Party Agencies: Working with our third party agencies will be required as part of the RDS Venue marketing strategy, for example; a Video Content Developer or digital agency.

4. Auditing: Regular audits to ensure consistency to make sure artwork is compliant to the brand guidelines in place.

See **Schedule 1** for a provisional list of requirements for budget purposes.

Accessibility: Artwork and designs must be compatible with the National Disability Authority standards.

GDPR: Follows GDPR compliancy in all Marketing projects undertaken.

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 October 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 Yvonne Long at the RDS and must be made in writing by email to:

- Contact name: Yvonne Long
- Address: RDS, Ballsbridge, Dublin 4
- Email: yvonne@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 Timetable is currently anticipated to be as follows:

Event	Date
ITT issued.	14 September 2018
Suppliers confirm that they will respond to ITT.	Confirm by 5pm on Tuesday 18 September 2018
Deadline for receipt of clarifications	21 September 2018
Target date for response of clarifications	27 September
Deadline for receipt of Tenders.	5pm on Wednesday 10 October 2018
Notification of Tender decision.	Wednesday 17 October 2018
Contract start	October 2018
Target commencement date of the Services.	October 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 phone 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 "RDS Venue Marketing Procurement". It must be addressed as follows:

**Yvonne Long
RDS Marketing Department
RDS
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 RDS Marketing Department, Main Reception. RDS will not accept responsibility for items delivered without registered post.

3.2 All Tenders must provide the following information:

- Pricing: A budget needs to be provided (see schedule 1 for a breakdown required)
- Demonstrate ability/experience in creating marketing strategies for Business to Business customers.
- An understanding of the event industry/business tourism industry and a knowledge of effective marketing strategies in this industry.
- Breakdown of proposed team to work with the RDS Venue and project turnaround time.
- List a minimum of two similar business to business 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 RDS Venue Marketing to business customers.
- Any added value/additional services/suggestions that your company may be able to bring.
- References: Please provide the names and telephones of at least two current and one past client for reference check.
- Tax Clearance access information.
- Current Insurance information.
- Successful companies will be required to sign the RDS supplier framework agreement (included).

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 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: Provisional list of RDS Venue Marketing requirements

Over the last 18 months the RDS has been developing the RDS Venue brand. Including the RDS Venue brand proposition and collateral; ‘Where Extraordinary Events Happen Everyday’ - our current strapline. We want to develop and evolve this brand by creating an engaging and compelling brand strategy for 2018 – 2020 including targeted marketing campaigns to increase our share of the event industry.

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3. Work with Other Third Party Agencies: Working with our third party agencies will be required as part of the RDS Venue marketing strategy, for example; a Video Content Developer or digital agency.

4. Auditing: Regular audits to ensure consistency to make sure artwork is compliant to the brand guidelines in place.

The below is an indication of some of the projects to be complete for providing a budget;

Requirements	Specs (indication)
Price	<p>Please provide;</p> <ol style="list-style-type: none"> 1. Hourly rate for artwork amendments to existing RDS Venue artwork (please clarify quantity of amends) 2. Hourly rate for new artwork development (please clarify quantity of amends included) 3. Hourly rate for consultancy services for marketing strategies for the RDS Venue
Turnaround time	Often, we require artwork or artwork changes on a tight turnaround on short notice. We need assurance that these can be met.

Below is indicative of the work involved and is subject to change	
What's On Guide	DL size brochure folded with 6 pages on each side incl. imagery provided by RDS Clients and a listing of events per month with some advertisements.
Promotional flyers	DL size flyers can range depending on the requirement.
Digital and print advertisements	For online ads and social media
Venue maps	The development of maps of the venue for clients/brochures/website/video etc.
Ad hoc print brochures	Brochures can range depending on the requirements.
Briefs for external agencies	<p>Video;</p> <ul style="list-style-type: none"> - A detailed brief with storyboards to be developed for a videographer. (Three 20/30 second short videos and one 1.5/2+ minute video) - Short videos will be used for social media and a longer video for sales presentations. <p>Online</p> <ul style="list-style-type: none"> - A separate Online, Digital and Social media agency will be appointed so there will be a requirement to work with this agency on content development and consultancy.

Schedule 2: Form of Tender

FORM OF TENDER: TENDER CERTIFICATE

To: [NAME OF COMPANY]

Date:

PROVISION OF: RDS VENUE MARKETING

REFERENCE NUMBER: MKTG002

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
