

**Barnardos – Request for Tender for a  
Media Buying Agency Partner**  
Request for Tender – 02 January 2024  
Closing Date: 26 January 2024

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### Introduction

Barnardos, Republic of Ireland CLG (Barnardos) is a children's charity. Established in 1962, Barnardos is Ireland's leading independent children's charity. Our core purpose is **'to help the most vulnerable children in society achieve their full potential -regardless of their family circumstances, gender, race or disability.'**

Our ambition for 2027 is to deliver a wider and deeper range of services and supports that transform the lives of children. As a trauma-informed specialist organisation we have embedded the trauma-informed ethos and practice into all aspects of how we work, including training for staff and how our service centres look. This practice encourages more families to self-refer when they are struggling and know that Barnardos service centres are welcoming, nurturing environments, that are non-judgemental, and child focused.

Barnardos invites responses to a Request for Tender for a new Media Buying Agency partner.

### Specifications of services and/or supplies

Barnardos is looking to partner with an agency who can negotiate the best deals possible for us when booking Radio, TV, Press, OOH and digital ad spots for campaigns/ABL Appeals. Ensure the best packages deal are sought and as much charity rate/distress airtime is provided. This will initially be a two-year partnership with a budget of up to €1.4m over that period.

### Submission Requirements

#### Tender Submission

The deadline date and time for receipt of tenders is **12 noon on Friday the 26<sup>th</sup> of January 2024 (local time)**.

All submissions should be emailed to [sean.bergin@barnardos.ie](mailto:sean.bergin@barnardos.ie)

#### Format of tender:

All submissions must include the following:

- A detailed quotation which clearly demonstrates that the specifications outlined above can be met (or exceeded).
- The quotation must cover an overview of your company and why Barnardos Ireland should consider you as our media buying partner including:
  - Relationships with stations/sellers – particularly TV/radio Airtime package deals
  - Your strategic approach
  - Relevant audience insights

- Case studies
- Team resources – account management
- Client refs – charities a plus
- Breakdown of fees/commissions

The following must also be supplied:

- Name, address, telephone number and e-mail address of the applicant(s)/company.
- Name, address, telephone number and e-mail address of the individual in the company who is dealing with the proposal.
- Name, address, telephone number and e-mail address of any third parties involved in the proposal.
- Description of the role or element of the contract to be fulfilled by third party.
- **Confirmation of acceptance by the applicant of the terms and conditions listed in this document.**
- Details of 3 referees and previous clients.
- An appropriate financial profile for the last three years must be provided including, in the case of corporate entities, independently audited accounts. Where an applicant is trading for less than three years accounts for each year of trading must be provided.
- A copy of your Tax Clearance certificate/number, or in the case of a non-resident applicant, a statement from the Revenue Commissioners confirming suitability on tax grounds.
- Relevant insurance details.

## Selection Criteria

**Selection will be made at the discretion of Barnardos.** All proposals will be assessed by Barnardos on the following criteria:

Award Criteria	Maximum available marks	Minimum qualifying threshold
<b>1. Approach &amp; methodology (15%)</b>		
Quality of proposed methodology and strategy.	150	90
<b>2. Experience &amp; resources (8%)</b>		
a. Quality and expertise of the personnel proposed, including their technical competence to deliver on the proposed assignment (4%)	80	50
b. Previous experience – Provide minimum of 3 previous examples of project deliveries of similar scale, nature and complexity (4%)		
<b>3. Functionality delivered by the proposed solution (best package deals and value for money) (35%)</b>		
a. Proven track record of securing the best deals for clients (charities a bonus) (20%)	350	210
b. Quality and clarity of the responses to the spec on audience insights (15%)		
<b>4. Support &amp; maintenance (12%)</b>		
a. Quality of support and account management	40	25

<b>6. Overall Cost/Value for money (30%)</b>	300	N/A

Final selection of the successful Vendor will be determined by the above criteria and a pitch. The pitch will take place in Barnardos National Office in Christchurch Square, Dublin 8 within 3 weeks of the closing date (online demos can be accommodated).

## Terms and Conditions

### RFT Status

This RFT does not constitute an offer or commitment to enter into a Goods or Supply Contract. No contractual rights in relation to Barnardos will exist unless and until a formal written Goods or Supply Contract has been executed by or on behalf of Barnardos.

Any notification of preferred bidder status by Barnardos shall not give rise to any enforceable rights by the Tenderer. The award of a Goods or Supply Contract does not confer exclusivity on the successful Tenderer.

### Cost of Preparation of Tender Submissions

Barnardos will not be liable for any costs incurred by tenderers in the preparation and submission of tenders and/or any associated work effort or costs (legal or otherwise) arising as a result of participation in this request for tender, regardless of the outcome or conduct of the competitive process.

### Currency

Tender prices and any other financial information must be submitted in Euro (€) only. All invoices and payments will be in Euro (€) only.

### Confidentiality

The distribution of this Request for Tender document is for the sole purpose of obtaining tender submissions as referred to therein. The distribution of this document does not grant permission or licence to use the documents for any other purpose. Tenderers are required to treat the details of all documentation provided in connection with this competition as private and confidential. Similarly, Barnardos undertake to use all reasonable endeavours to ensure that any confidential information received from tenderers is not disclosed to third parties, subject always to its obligations under law.

### Conflict of Interest

Any conflict of interest involving a tenderer must be fully disclosed to Barnardos. Any registrable interest involving the tenderer and Barnardos, or employees of Barnardos or their relatives, must be fully disclosed in the tender submission. In the event that the tenderer becomes aware of the conflict of interest only after a tender submission has been made, the conflict of interest must be immediately disclosed to Barnardos. The terms 'registrable interest' and 'relative' will be interpreted in accordance with Section 2 of the Ethics in Public Office Act, 1995. Failure to disclose a conflict of interest may disqualify a tenderer or invalidate the award of any contract, depending upon when the conflict of interest is made known to Barnardos.

### Tax Clearance

The award of any contract resulting from this competitive process will be contingent upon the successful tenderer's possession of current and valid tax clearance. The continued operation of any contract entered into as a result of this competitive process will be contingent upon the successful tenderer maintaining current and valid tax clearance for the entire duration of the contract.

### Pricing and Payment

All prices quoted must be all-inclusive (i.e. including but not being limited to all costs/expenses/indexation), be expressed in Euro only and exclusive of VAT. The VAT rate(s) where applicable should be indicated separately. Unit values (where applicable) should be clearly identified for comparison purposes.

Tenderers must confirm that all prices quoted in the Tender will remain valid for **4 months** commencing from the closing date for the receipt of Tenders. Any currency variations occurring over the term of the Contract shall be borne by the Tenderer.

Barnardos payment terms are 30 days from the end of the month of receipt, by Barnardos, of a valid VAT invoice. Payment is contingent on receipt and acceptance of the goods/services.

**Insurance**

Details of Public Liability and Professional Indemnity cover must be included with the Tender response. It will be a mandatory condition of any contract awarded that the supplier/operator will have Public Liability and Professional Indemnity Cover or insurance.

A Tenderer must produce a current certificate of insurance on being requested to do so verifying that it has in place the required insurance under the Contract.

**Financial capacity**

An appropriate financial profile for the last three years including, in the case of corporate entities, independently audited accounts must be provided as part of this tender to demonstrate sufficient financial capacity to undertake this contract. Where an applicant is trading for less than three years accounts for each year of trading must be provided.

**Ownership**

Barnardos will remain the sole owners of all end-products including, but not limited to, reports, manuals, or other documentation, programmes, information, etc., irrespective of whether or not the project is terminated, prior to its completion. Barnardos may re-use the content in other formats.

**Changes to the invitation to tender**

Barnardos reserves the right to update or alter the information contained in this document at any time, but not later than seven days before the closing date for the receipt of tenders. Participating tenderers will be informed as the need arises.

**Other information**

Barnardos reserves the right to seek additional information and/or interview tenderers in connection with its assessment of their proposals, but will not be held liable for any costs incurred in this regard by tenderers.

Barnardos reserves the right not to award the contract in the event that no proposal is found to be suitable.