

Catalyst

Tender Opportunity

Tender to appoint brand marketing agencies to support Catalyst



1. Introduction

Thank you for your interest in Catalyst. This pack has been prepared to provide further information about our organisation and its role. Catalyst, which is the trading name of the Northern Ireland Science Park group of companies, arose from a package of economic initiatives which were part of the Good Friday Agreement. Today, it is one of Northern Ireland's major economic success stories.

Catalyst Vision Statement

Opportunity for all from world-leading innovation

Catalyst Mission

We make it easy for you to innovate

Catalyst is seeking to appoint a roster of brand/marketing agencies for a term of 1 year with the possibility of extension. The successful suppliers will be added to our preferred supplier list and will be considered for future branded campaigns and creative work. The supplier will work closely with Catalyst's Brand Marketing team for new campaigns and creatives for the brand.

Scope of work

The successful suppliers will be required to provide branding support services for a variety of projects, including but not limited to:

- Marketing campaigns (programmes and core brand)
- Social media content
- Product photography
- Moving image/Animation projects
- Website design
- Brand creation
- Visual communications above and below the line
- Advertising support
- Print design

Requirements

The successful suppliers must meet the following requirements:

- Have a minimum of 6 years of experience in advertising and branding services
- Be able to work independently and as part of a team
- Be able to meet deadlines and work under pressure
- Have a portfolio of work that demonstrates your skills and experience
- Be able to demonstrate a high quality of creative work with a demonstrable portfolio for large companies with diverse outputs. It is desirable but not essential that you have worked or supported large businesses with a focus on entrepreneurship support and innovation.
- Be insured for public liability and professional indemnity

Pricing

The successful suppliers will be required to provide daily and half-day rates. Daily rates will be based on the number of hours worked, while half-day rates will be based on the number of hours worked in the morning or afternoon. Please note this is to collect indicative view to understand costs, and all projects will be determined and priced based on their scope.

Portfolio

In order to be considered for this tender, you must submit a portfolio of your work. Your portfolio should include a variety of projects that demonstrates creative flair, a clear understanding of a brief and considers the whole marketing mix.

Submission

To submit your tender, please provide the following information:

- A cover letter that outlines your experience and qualifications
- A portfolio of your work
- A daily and half-day rate sheet for your team of creatives
- A copy of your insurance certificates

Deadline

The deadline for submitting tenders is **5.00pm 09 February, 2024**.

Selection Process & Evaluation Criteria

The successful suppliers will be selected based on the following criteria:

- The quality of their portfolio
- Their rates
- Their experience
- Their ability to meet our requirements
- Completed documents form of tender, certificate relating to bona fide tender, VAT registration, Fair employment & treatment order 1998, Freedom of information statement & conflict of interest statement:

Submission Deadline

The submission deadline for this tender is **5.00pm 09 February, 2024** and should be submitted by email to marketing@wearecatalyst.org, with the subject heading 'Catalyst Creative Content Tender'

Contact Information

If you have any questions about this tender, please contact Jamie Stinson at Jamie.stinson@wearecatalyst.org before **12noon 02 February 2024** Thank you for your interest in this tender.

We look forward to receiving your submissions.

2. Award of Contract

The contract will be awarded to the supplier that best meets the criteria identified with a heavier weighting on quality and offers best value for money in respect of the evaluation criteria listed above. The panel is expected to meet in late-January with the contract awarded shortly after.

3. Completions and Submission of Proposals

The proposal and accompanying documents must be completed and returned by email by **5.00pm 09 February, 2024** to marketing@wearecatalyst.org.

For pricing information, please list all prices exclusive of VAT.

4. Formal Contact

Firms/individuals seeking to clarify any points of doubt or difficulty relating to this documentation before submitting proposals should contact: jamie.stinson@wearecatalyst.org before **12noon 02 February 2024**

5. Completion and Submission of Tender Documentation

The documents must be completed as directed and returned via email as indicated in the Invitation to Tender criteria above.

- i. Late Tenders will not be considered by Catalyst.
- ii. Tenders must be fully compliant with the requirements detailed in the tender documentation.
- iii. All prices entered in the pricing schedule or other documents must be exclusive of VAT and in pounds sterling.
- iv. Tenders may be rejected if the required information is not given at the time of tendering.
- v. Catalyst reserves the right to cancel and/or withdraw from this competition at any time.

6. Costs and Expenses

Tenderers will not be entitled to claim from Catalyst any costs or expenses which may be incurred in preparing their tender whether or not it is successful.

7. Period of Validity

Tenderers are required to keep their tenders valid for acceptance for a period of ninety days from the closing date.

8. Confidentiality

Tenderers should treat the tender documents as private and confidential between the Tenderer and Catalyst. Tenderers should note that Catalyst shall use the tender documents for the purposes of evaluation.

9. Official Amendments

Should it be necessary for Catalyst to amend the tender documentation in any way, prior to receipt of tenders, all Tenderers will be notified simultaneously via email.

10. Canvassing

Any Tenderer who directly or indirectly canvasses any official of Catalyst concerning the award of contract or who directly or indirectly obtains or attempts to obtain information from such official concerning the proposed or any other tender will be disqualified. This should not, however deter any supplier seeking clarification in relation to the tender.

11. Assumptions

Tenderers must not make assumptions that Catalyst has prior knowledge of their organisation or their service provision. Tenderers will only be evaluated on the information provided in their response.

Forms and Certificates Instructions

The following forms are contained in this section and must be completed in full to ensure your tender is valid;

- a. Form of Tender (Sign and return)
- b. Certificate relating to Bona fide Tender (Sign and return)
- c. VAT Registration (Sign and return)
- d. Fair Employment and treatment (Northern Ireland) Order 1998. (Sign and return)
- e. Freedom of Information Statement. (Sign and return)
- f. Conflict of Interest Statement (Sign and return)

A. FORM OF TENDER

CONTRACT FOR:- Catalyst –Brand Marketing Agency

1. I/We the undersigned hereby tender for the above contract in accordance with the Services Conditions of Contract and Specification at the prices quoted in the Schedule forming part of my/our tender response.
2. I/We agree that this Tender together with your written acceptance thereof shall constitute a binding contract between us and Catalyst in relation to the whole or such part of the Tender as may be specified in your written acceptance.
3. I/We have read, accept and agree to abide by the attached Conditions of Contract which take precedence over any terms, conditions, stipulations or provisos which may appear on or be annexed to any correspondence submitted by me/us in connection with this Contract.
4. I/We understand that Catalyst does not bind itself to accept the lowest or any tender submitted in response to this enquiry and may accept the whole or part of any tender.
5. I/We understand Catalyst reserves the right to discontinue the award procedure at any time, in its sole discretion, and that Catalyst shall not be liable for the costs and expenses of any tenderer in connection with this competition.
6. I/We warrant that I/we have all the requisite corporate authority to sign this tender.

Dated this _____ day of _____ 2024

Signed by or on behalf of the Tenderer:

Printed

Name of Tenderer: (Block Capitals)

Registered Address: (and company number where applicable)

B. CERTIFICATE RELATING TO BONA FIDE TENDER

1. The essence of tendering is that the client shall receive bona fide competitive tenders from all firms tendering. In recognition of this principle, we certify that this is a bona fide tender intended to be competitive and that we have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangements with any other person.

2. We also certify that we have not:

a. communicated to a person other than the person calling for these tenders the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the approximate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of this tender;

b. entered into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted and / or

c. offered or paid or given or agreed to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above.

3. We undertake that we will not do any of the acts mentioned in paragraphs 2a, 2b or 2c above at any time before the acceptance or rejection of this tender.

4. In this certificate the word "person" includes any persons and any body or association, corporate or unincorporated and "any agreement or arrangement" includes any such transaction, formal or informal and whether legally binding or not.

Signed:

Block Capitals:

for and on behalf of:

Date:

C. VAT REGISTRATION

Part 1 or Part 2 and Part 3 to be completed as appropriate by the Tenderer and returned with Tender Documents:-

1. My/Our VAT Registration Number is: Signed by: _____
for and on behalf of:

Date: _____

2. /We are "EXEMPT" from VAT under the terms of the Value Added Tax Act 1994.

Signed by: _____

for and on behalf of: Date: _____

D. FAIR EMPLOYMENT AND TREATMENT (NORTHERN IRELAND) ORDER 1998

1. Article 64 of the Fair Employment and Treatment (Northern Ireland) Order 1998 provides inter alia that a public authority shall not accept an offer to execute any work or supply any goods or services where the offer is made by an unqualified person in response to an invitation by the public authority to submit offers. Article 64(4) also provides that the public authority shall take all such steps as are reasonable to secure that no work is executed or supplies or services supplied for the purposes of such contracts as are mentioned above by an unqualified person.
2. For the purposes of Articles 64-66 of the Order, an unqualified person is a person on whom a notice has been served under Article 62(2) or Article 63(1) of the Order and which has not been cancelled.
3. Mindful of its obligations under the Order, Catalyst has decided that it shall be a condition of tendering that a contractor shall not be an unqualified person for the purpose of Articles 64-66 of the Order.
4. Contractors are therefore asked to complete and return the form endorsed hereon, with their tender, to confirm that they are not unqualified persons and to undertake that no work shall be executed or supplies or services supplied by an unqualified person for the purposes of any contract with Catalyst to which Article 64 of the Order applies.

FAIR EMPLOYMENT AND TREATMENT (NORTHERN IRELAND) ORDER 1998

I/We hereby declare that I am/we are not unqualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998.

I/We undertake that no work shall be executed or supplies or services supplied by any unqualified person for the purposes of any contract with Catalyst to which Article 64 of the Order applies.

Signed by:

Duly authorised to sign for and on
behalf of:

Date

E. FREEDOM OF INFORMATION STATEMENT

With reference to Section 11 of the Instructions to Tenderers, please complete where appropriate.

I/We consider that:-

1. The information in this tender is sensitive*. ☐ Sensitive
2. The information in this tender is not sensitive*. ☐ Not Sensitive

*Delete as appropriate

3. If the information supplied in this tender is considered sensitive, please state which information should not be disclosed and provide reasons.

4. Period for which information should remain commercially sensitive.
Please state.

Signed:

Block Capitals:

for and on behalf of Date:

F. CONFLICT OF INTEREST DECLARATION

With reference Instructions to Tenderers, please complete where appropriate.

I/We warrant that:-

1. There would be no conflict or perceived conflict of interest in relation to the personnel or type of work involved in this contract.
2. There could be a possible conflict or perceived conflict of interest in relation to [] and their involvement in this contract.
3. Please explain what the possible conflict or perceived conflict of interest may be and who it relates to and how it could have an adverse effect on this contract.

*Enter name

Signed:

Block Capitals:

for and on behalf of:
