



Age & Opportunity Invitation to Tender for Social Media and PR Support for Bealtaine Festival 2025 and 2026 (for two years)

Closing date for receipt of tender: 5pm, Wednesday 13th November 2024

Introduction

Age & Opportunity is the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development.

Our aim is to enable the best quality of life for us all as we age, where we can be more active, more visible, more creative, more connected and more confident.

Bealtaine Festival is an Age & Opportunity Arts initiative.

Tender Outline

Age & Opportunity is seeking tenders from suitably qualified individuals or organisations to provide social media and PR support for Bealtaine Festival 2025 (the 30th anniversary of the festival) and also for the festival in 2026, including planning, creation and scheduling of different types of content across all social channels through our Hootsuite platform, and monitoring, reacting and engaging with comments online. We will be doing some of the social media work ourselves. The individual or organisation will also provide support in creation of press releases and pitching stories to media outlets and their own contacts.

Details of the tender are set out in this document, which is comprised of four parts:

- Part 1: Background information
- Part 2: Age & Opportunity's requirements and other considerations
- Part 3: Tender process
- Part 4: General tender information, terms and conditions

Interested parties should submit a proposal by email to Melissa Byrne, Communications Manager, at melissa.byrne@ageandopportunity.ie by **5pm, Wednesday 13th November 2024**.

Part 1: Background information

Who we are

Age & Opportunity is the leading national development organisation working to enable the best possible quality of life for us all as we age. We do this by:

- championing the creativity and value of older people;
- combating stereotypes and negative views of ageing;
- developing inclusive and engaging experiences which respond to the interests and needs of the diverse older adult population;
- developing, testing and measuring the impact of pioneering programmes and approaches;
- making evidence available to policy-makers and service providers;
- working with partners and stakeholders to ensure that Ireland's policies, strategies and programmes are directly informed by the needs and experiences of older people.

Our Programmes

We provide opportunities for older people to be more active, more creative, more visible, more connected, more confident, more often in the following ways.

Age & Opportunity Arts is a dedicated programme which supports the participation and representation of all older people in cultural and creative life in Ireland, demonstrating and celebrating how our creative potential can improve with age. We do this work by supporting and resourcing artists, collaborating with arts organisations and encouraging involvement in arts activities by people all over Ireland.

Age & Opportunity Active is the national physical activity programme for older people funded by Sport Ireland and the HSE. The programme is designed to get us more active. Our Go for Life Games are a national celebration of older people taking part in physical activity. Every June we run a national event, when over 300 participants and teams from every county come together to take part in a full day of sport. The event is a variety of fun games and sports specifically adapted to be more inclusive of all ages and abilities.

Other initiatives we run include a telephone mentoring service called FitLine and our very popular PALs (Physical Activity Leaders) training suitable for anyone interested in leading physical activity programmes in their community.

Age & Opportunity Engage is a programme which offers a range of learning initiatives, courses and workshops for personal development as well as opportunities for us to play an active role in our community. Our aim is to facilitate participants to develop resilience, build the skills, know-how and the foresight to achieve the best quality of life. We believe that people who work directly with older people - or whose work affects the lives of older people - should be conscious of their needs and the value of their participation in society. As organisations become increasingly aware of the contribution of their older employees, customers and clients - will benefit from our bespoke training, facilitation and range of national workshops and courses.

Read more about our work at <https://ageandopportunity.ie/about-age-and-opportunity/governance/>

Part 2: Age & Opportunity's requirements and other considerations

Age & Opportunity is seeking tenders from suitably qualified individuals or organisations to provide social media and PR support for Bealtaine Festival 2025 and 2026. 2025 will be the 30th anniversary of the festival and we want to mark this momentous and special year. This includes managing social media for the festival, as well as planning, creation and scheduling/publishing of different types of content across all social channels through our Hootsuite platform, and monitoring, reacting and engaging with comments online. We will be doing some of the social media work ourselves. The individual or organisation will also provide support in creation of press releases and pitching stories to media outlets and their own media contacts.

Content creation will include text, imagery and video editing.

Bealtaine Festival takes place in May; however we will be looking for support in January and February for the festival launch and again throughout April and May.

We are happy to accept joint applications for PR and social but would like one point of contact.

Experience in the arts sector is essential.

The expected requirement for services is as follows but may be subject to change. As such, please provide itemised costs in the tender budget.

- Social Media support for the festival launch in February and ongoing support throughout April and May (to include planning, creation, content calendar creation, scheduling, publishing, monitoring and interaction of content/posts on Facebook, Twitter and Instagram);
- PR support for the festival launch and for a select number of stories in April and May (to include ideas, press release creation and pitching of stories to media outlets).

Background

Bealtaine is Ireland's national festival, which celebrates the arts and creativity as we age. The festival is run by Age & Opportunity, the leading national development organisation improving the quality of life for us all as we age.

Age & Opportunity Arts provides opportunities for older people to be more creative more often, to create meaningful participation and representation for all older people in cultural and creative life and to demonstrate and celebrate how our creative potential can improve with age.

The in-house festival programme in 2025 will hinge on the 30th anniversary and the theme of *Lust for Life*, celebrating our emergence from the Covid-19 pandemic and the joy of connection that the arts can bring between generations, families and friends. The theme also references Iggy Pop's iconic punk-era song about the intoxication and excesses of life (literally and figuratively), giving the theme different layers of interpretation (joy, energy, pop culture, subversion, etc.).

Bealtaine Festival aims:

- Nurturing the greater participation and representation of older people in the arts;
- Celebrating older artists and highlighting the creativity and potential of older people;
- Platforming the diversity of older age;
- Supporting organisations to deliver their own events;
- Nurturing solidarity between generations.

Bealtaine Festival objectives:

- Creating an inclusive and welcoming Festival in a wide variety of settings and locations with a wide variety of events;
- Challenging expectations of a Festival celebrating older age;
- Nurturing the participation of organisations and communities around Ireland;
- Platforming and reflecting on key issues impacting on age through projects and discussions.

Age & Opportunity Arts Programme comprises the Bealtaine Festival (see bealtaine.ie) and our development and support programme (see ageandopportunity.ie).

Time Frame

We require some support for the launch of the Bealtaine Festival in January/February, but the bulk of the work will take place throughout April and May.

Fee Proposal

The fee proposal submitted, shall be in Euro (€) and inclusive of VAT and all expenses. A breakdown of total costs should be provided. The budget for this contract is likely to be €5,000 in 2025 and €5,000 in 2026 (inclusive of all costs).

Please note that while the funding and thus budget for this tender are realistic and feasible, they are subject to the outcome of Age & Opportunity's Arts Council funding application for 2025 and 2026. For this reason, we will confirm the exact budget by the beginning of January 2025 and January 2026.

Tax Clearance

The successful Tenderer must be in possession of a valid tax clearance certificate for the duration of the contract. Such a valid tax clearance certificate from the Irish Revenue Commissioners must be

produced by a successful Tenderer before execution of the contract. A valid tax clearance certificate means a tax clearance certificate issued by the Irish Revenue Commissioners, and Tenderers not resident in Ireland must make application to the Irish Revenue Commissioners for such a certificate if their tender is to be considered.

Insurance

The successful Tenderer must produce valid public liability insurance.

Part 3: Tender Process

The proposal should provide the following information:

- Individual/organisation profile: capacity, skills, experience and knowledge;
- Examples of previous work;
- A detailed breakdown of costs;
- Current Tax Clearance detail;
- An outline of any added value or additional information you think is relevant.

Evaluation Criteria

Tenders will be evaluated on the information provided at the time of tender. Tenders received will be marked out of 100 as follows:

- Cost: The competitiveness of the cost and value for money. **(25)**
- Understanding of Age & Opportunity's requirements: A comprehensive grasp of Age & Opportunity's specifications and needs. **(20)**
- Experience, qualifications, capacity and access to relevant personnel: The experience and qualifications of the organisation in providing PR and social media services, along with the capacity of the organisation and access to the relevant personnel. **(30)**
- Work plan: Detailed roadmap outlining tasks and timelines for successful completion of the work. **(15)**
- Added value: Added value in this tender is defined by innovative solutions or unique offerings that surpass the specified requirements, providing an extra layer of benefit and differentiation to meet or exceed the client's expectations. **(10)**

Age & Opportunity shall notify acceptance of the tender to the successful Tenderer as soon as reasonably practicable and once the funding is finalised in early January.

Unsuccessful tenderers will be notified when the appointment of the successful tender has been confirmed.

Queries or clarifications before November 11th 2024 to: Melissa Byrne, Communications Manager, at melissa.byrne@ageandopportunity.ie.

Closing date for receipt of tender: **5pm, Wednesday 13th November 2024.**

Interested parties should submit a proposal by email to Melissa Byrne, Communications Manager, at melissa.byrne@ageandopportunity.ie.

Late applications will not be accepted.

Part 4: General tendering information, terms and conditions

Terms of Appointment

PR and social support in January and February and again in April and May.

Notification of Tender Acceptance

Age & Opportunity shall notify acceptance of the tender to the successful Tenderer as soon as reasonably practicable, and once the funding is finalised in early January.

Currency

The currency to be used in this tender is euro and a tender proposal in any other currency will not be considered.

Age & Opportunity will not be liable in respect of any costs incurred by any Tenderer in the Preparation of tenders in response to this Invitation to Tender or any associated cost.

Tax Clearance

The successful Tenderer must be in possession of a valid tax clearance certificate for the duration of the contract. Such a valid tax clearance certificate from the Irish Revenue Commissioners must be produced by a successful Tenderer before execution of the contract. A valid tax clearance certificate means a tax clearance certificate issued by the Irish Revenue Commissioners, and Tenderers not resident in Ireland must make application to the Irish Revenue Commissioners for such a certificate if their tender is to be considered.

Ownership of Film and Copyright

All documents produced by the consultant in connection with this appointment and submitted to Age & Opportunity will be considered the property of Age & Opportunity and may be used by Age & Opportunity at any time, including for other projects, without the prior approval of the consultant. This does not impact on the artist/filmmakers copy and moral rights.

Exclusion

Tenderer shall be excluded who:

- is bankrupt or being wound up, whose affairs are being administered by the court, who have entered into an arrangement with creditors or who have suspended business activities;

- is the subject of proceedings for declaration of bankruptcy or insolvency, for an order for compulsory winding up or a court liquidation, or who has a liquidator or receiver appointed over its assets, or for composition with creditors or any other similar proceedings;
- has been convicted of an offence concerning their professional conduct;
- has not fulfilled obligations relating to the payment of social security contributions;
- has not fulfilled obligations relating to the payment of taxes.

False or Misleading Information

Tenderers who intentionally or carelessly supply false or misleading information will be disqualified from this Tendering Procedure on the discovery of such information.

Compliance with Law

Tenderers should be able to provide on demand evidence of compliance with all laws applicable to the provision of the services which are the subject of the Invitation to Tender, and in particular should be able to produce evidence that they have particular regard for statutory terms relating to minimum pay and any legally binding or sectoral agreements if applicable.

Termination

The contract shall contain provisions reserving to Age & Opportunity the right to terminate any contract awarded if it is not satisfied with the performance by the successful Tenderer of the contract. The satisfaction or dissatisfaction of Age & Opportunity shall be evaluated in the context of the Tenderers proposal set out in Part 3 of this document.

Requirements of Invitation to Tender

Tenders not conforming to the requirements of this Invitation to Tender will not be considered and will be returned to the Tenderer.

Subject to Contract

This Invitation to Tender is not intended to, and does not, create or evidence any legal or binding relationship, obligation or commitment of any nature between Age & Opportunity and any Tenderer. No such legally binding obligation or commitment shall come into being unless and until a formal legal contract is duly executed and delivered by Age & Opportunity and the successful Tenderer.

Disclaimer

This document is for information only and does not constitute, and shall not be interpreted as, an offer for sale, prospectus, or the basis of a contract. Candidates are recommended to read the documents thoroughly. Age & Opportunity reserves the right to discontinue the procurement process at any time. No liability will be accepted for candidates' costs in connection with the procurement procedure, irrespective of the outcome, whether or not the procedure is cancelled or postponed.

End

