

Call for Tender for Press Partnerships

The Alliance of Liberals and Democrats for Europe Party (ALDE Party) is a major European political family, bringing together parties with common liberal, democrat and reform ideas from more than 40 European countries. The Brussels-based ALDE Party Secretariat supports the activities of the Party; organises its meetings; manages its external communication; and facilitates European policy development and networking amongst liberal parties. To support our growing activities, we are now seeking a:

Multiple framework contract for Press Partnerships

Description and purpose of the contract

The purpose of this tender is to conclude a multiple framework contract for the provision of press partnerships for advertising purposes: media planning, buying of advertising space, execution of the paid media plan, production/adjustment of adverts and/or sponsored content, monitoring and evaluation of campaigns.

Duration

The total maximum duration of the contract shall be 4 year(s) since the signature of the contract. Performance of the contract shall not begin until the framework contract is signed.

Nature of the contract

A framework contract (FWC) establishes a mechanism for future repetitive purchases by the contracting authority (ALDE Party) to be awarded in the form of specific contracts. The signature of a framework contract does not impose an obligation on the contracting authority to conclude specific contracts with a framework contractor.

The framework contract will be performed on the basis of specific contracts and order forms, to be signed following the application of a system whereby orders are placed without competition being reopened.

The establishment of this system will entail the conclusion of multiple framework contract (FWC) with maximum 3 contractors. **The framework contract will be** awarded to the first three economic operators, ranked in descending order upon completion of the evaluation of the tenders submitted.

Estimated value of the contract (4-year multiple framework contract): 100.000 EUR excluding VAT. These values are provided for reference purposes only and do not constitute any obligation for the ALDE Party to commit to these amounts.

Price revision

The fees stipulated in the offers submitted to this tender are subject to potential review and adjustment to account for inflationary factors as of year 2 following the signature of the agreement. Such adjustments, if necessary, will be determined based on changes in the Consumer Price Index (CPI) or any other relevant inflation metrics, as outlined by the appropriate authority or index from the country in which the tenderer is based in. The exact conditions for the price review will be stipulated in the contract.

Services required

A description of the domains is given hereafter. It should be noted that the descriptions are indicative, and the definitions are non-exhaustive:

- Promote or/and produce content (e.g. opinion pieces, videos, interviews, event coverage, banner advertisements) in various formats (writing, audiovisual, infographics) prepared by ALDE Party or your platform through your websites, newsletters, podcasts, social networks and/or printed material that ensures visibility of ALDE Party's work and raises awareness around ALDE Party's priorities across Europe;
- Publishing of press releases, event invitations, and job ads;
- Sponsoring options;

Exclusion and selection criteria for all the lots

2.1 Exclusion criteria

Participation in this tender procedure is only open to tenderers (all entities of all sizes involved) that are not in a situation of exclusion as specified in Annex III, which includes:

- bankruptcy and insolvency situations;
- non-payment of taxes or social security contributions;
- grave professional misconduct;
- fraud, corruption, participation in a Criminal organisation etc.;
- serious breach of contract.

2.2 Selection criteria

- Adequately staffed and technically equipped for a smooth and efficient performance of the tasks required in the purpose of the contract.
- At least, 5 years of relevant experience in press partnerships
- For websites, audience of at least 2 million average monthly visitors, and for newsletters, at least 30,000 subscribers
- Demonstrable diversity of readership, including from different sectors and European countries

Award criteria:

The contract will be awarded on the basis of the best value for money award criteria, taking into account both quantitative and qualitative criteria weighted as indicated in the table below.

Should the outcome of the evaluation lead to two or more tenders with the same result, the tenderer who has been awarded the highest marks for quality will be deemed to be the most economically advantageous tender. This approach will continue to be applied to each of the award criteria in the order listed above until a most economically advantageous tender can be determined.

The quality of the tender will be evaluated based on the following criteria:

- The maximum total quality score is 100 points;
- For each of the individual technical award criteria, tenders must obtain a minimum of 50% of the maximum number of points;

Qualitative award criteria (50%)	Minimum points	Maximum points
Flexibility/Quality of the partnership package (e.g. diverse multimedia advertising solutions, flexibility of scheduling, etc.)	50	100
Quantitative award criteria (50%)	Minimum points	Maximum points
Price	25	50
Reach of the publication (e.g. average monthly readers, newsletter subscribers)	25	50

We offer:

We are offering maximum three framework contracts for the delivery of a press partnership. The contracts shall enter into force upon their signature by the contracting party signing last and shall continue in force until delivery of translations.

How to apply

Please apply by sending a detailed proposal in English, addressing the below elements:

1. Overview of your entity addressing among other elements its background, experience, reach and expertise in providing the required services.
2. Proposal outlining partnership package, including media planning, monitoring and evaluation services, ensuring accurate and timely delivery of services.
3. Pricing Template (Annex I).
4. Selection and exclusion criteria (Annex II)

Application without these elements will not be considered.

Tenders must be submitted filled in and signed, by **26 January 2024** at 23:59 CET to Elena Linczenyiova, Head of Communication & Events, at elinczenyiova@aldeparty.eu.

For any questions regarding this call for tender, please contact ALDE Party at compliance@aldeparty.eu.

Deadlines

Tenderers must confirm their participation in the tender by 15 January 2025. Confirmation emails should be sent to elinczenyiova@aldeparty.eu with a copy to compliance@aldeparty.eu, using the subject line: "TENDER – **press partnerships**".

Providers are required to submit their proposals (including all the documentation requested in the "How to apply section") no later than 26 January 2025.

During the evaluation phase, points will be assigned based on the award criteria, with each criterion weighted as specified. The framework contract will be concluded with a maximum of three contractors. The framework contract will be awarded to the first three economic operators, ranked in descending order upon completion of the evaluation of the tenders submitted. The final decision will be communicated no later than 15 March 2025.