

**THIS AGREEMENT** is dated 06 November 2018

**ROYAL DUBLIN SOCIETY**

**of Ballsbridge, Dublin 4**

TENDER FOR: Website Development for the Dublin Horse Show

REFERENCE NUMBER: Marita Connors

TENDER RETURN DATE AND TIME (**DEADLINE**): Wednesday 28 November 2018 at 5pm

**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 *Schedule 1 (Specification)*.

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**

The RDS is Ireland's Philanthropic Society. Since its inception in 1731 it has worked to see Ireland thrive culturally and economically by working across several key disciplines: agriculture, the arts, science, enterprise and equestrianism.

In practice this manifests itself in the RDS Primary Science Fair, the RDS Visual Art Awards, the RDS Irish Forestry Awards, etc. The Dublin Horse Show is also a philanthropic venture, run as a non-profit event to make it the best showcase opportunity for the Irish bred and produced horse.

The RDS is primarily self-funded via our commercial operations for which we are very well known.

**1.2 Introduction to the Dublin Horse Show (DHS)**

As a celebration of Ireland's affinity with the horse, from the best show horses to the best international show jumpers, the DHS is one of Ireland's largest events; a highlight of the summer, each year welcoming over 100,000 people from Ireland and all over the world.

2019 will mark the 146th year of the Dublin Horse Show which started in 1864, when it began on the lawns of Leinster House. During the five days of the Horse Show over 1,500 horses and ponies compete in a total of 133 competitions and classes and 59 championships, and a prize fund of close to €1 million.

The Show is renowned for being an effortless mix of sport, style and socialising, but the fundamental purpose is to showcase the finest of Ireland's sport horses.

The Dublin Horse Show is a household name - 92% prompted awareness (according to the Business Information Group's Research). It is a unique event, hosted in a unique setting, attracting people for a variety of reasons, in particular: sporting, social and family.

- 2019 will be the 146th Dublin Horse Show with the Show taking place August 7-11
- It is one of the largest and regarded as one of the top international showjumping events in the world.
- It offers one of the largest prize funds for any showjumping & showing events (approximately €1m).
- Ireland ranks among the top showjumping nations in the world
- The Show is unique in that it has a very broad appeal amalgamating international and national equestrian competitions, exhibitions and entertainment.
- Each day it attracts tens of thousands of people each year from every county in Ireland, with visitors also attending from the UK, America and further afield.

The general annual programme is broad and covers five fantastic days that will appeal to both equestrian and non-equestrian visitors alike. It provides a great mix of show jumping, live entertainment, and high-quality hospitality. The running order of the main events are Opening Day (Wednesday), Dundrum Town Centre Ladies' Day (Thursday), Longines FEI Jumping Nations Cup™ of Ireland (Friday), Land Rover Puissance (Saturday) and Longines Grand Prix (Sunday). Daily highlights include Exhibitions, Kids Zone, Shopping Village with 300 stands, Restaurants, Bars, Snack Bars, Live Music, Band Lawn entertainment stage and Roving entertainment. The Show is a staple in the annual summer calendar, a great place to meet up with friends and a 'place to be seen'.

### 1.3 Scope of the Services – Full details can be found in Schedule 1 – Specifications

The Dublin Horse Show (DHS) website [www.dublinhorseshow.com](http://www.dublinhorseshow.com) requires a new contemporary wireframe template in line with current online trends. We would like a new visual and responsive website which represents the sophistication of the Dublin Horse Show and that is easier for visitors to navigate. However, it is important to note that a lot of the information that is currently on the DHS website is essential such as visitor information etc. The RDS Marketing Department currently use Kentico CMS for the [www.rds.ie](http://www.rds.ie) website and a bespoke CMS for the [www.dublinhorseshow.com](http://www.dublinhorseshow.com) website.

Services required include; development of a sporting/social event focused website on a non-proprietary CMS, ongoing technical support and hosting. See **Schedule 1** for more details.

### 1.4 Contract term

The RDS:

- (a) proposes to enter into one or more Contracts for a maximum period of 3 years (including hosting and web support post go live) with the successful Service Provider;
- (b) anticipates that the commencement date of the Services will be November 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 post or email as follows:

- Contact name: Yvonne Long, Marketing Executive
- Address: RDS, Ballsbridge, Dublin 4 D04 AK83
- Email: marketing@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 guideline timetable is currently anticipated to be as follows:

<b>Event</b>	<b>Date</b>
ITT issued.	Tuesday 06 November 2018
Suppliers confirm that they will respond to ITT.	By Monday 12 November 2018 at 5pm
Deadline for receipt of clarifications	By Monday 19 November 2018
Target date for response of clarifications	By Friday 23 November 2018
Deadline for receipt of Tenders.	Wednesday 28 November 2018 at 5pm
Notification of Tender decision.	Wednesday 05 December 2018
Contract start	December 2018
Target commencement date of the Services.	December 2018  (Website to go live 1 <sup>st</sup> March 2019)

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 it will be submitting a response to this ITT by email or post 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.

### 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 "DHS Website Procurement". It must be addressed as follows:

The Marketing Department  
DHS Website Procurement  
RDS Main Office  
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 The Finance Department at RDS Main Office reception. RDS will not accept responsibility for items delivered without registered post.

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 because 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 Specification**

The Dublin Horse Show (DHS) website [www.dublinhorseshow.com](http://www.dublinhorseshow.com) requires a new contemporary wireframe template in line with current online trends. We would like a new visual and responsive website which promotes the many elements of the acclaimed international Dublin Horse Show. The new site should be easy to navigate, and it is essential that it is seamless and quick for the RDS Team to amend or make edits to the site in house as much as possible

It is important to note that a lot of the information that is currently on the DHS website is essential, such as visitor information etc and this will need to be incorporated into the new website but in a more stream line, effective and easy to navigate format.

Dublin Horse Show tickets normally go on sale at the end of the year for the next year's Show. Tickets are sold through Ticketmaster. The RDS wants to encourage pre-sales of tickets which is growing each year.

The RDS Marketing Department currently use Kentico CMS for their [www.rds.ie](http://www.rds.ie) website and find it user-friendly, we are looking to develop the Dublin Horse Show website on the Kentico CMS or something like this.

### **Product / Service Requirements**

For this the purposes of this Tender, the RDS require you to provide

- The type of site you suggest developing for the 2019 Dublin Horse Show (on CMS & Wireframes) to meet the requirements of the outlined in this - Schedule 1
- How the new design you propose, will manage to contain all the information required without looking cluttered and to ensure that key information is not buried
- A detailed budget for a) website development b) ongoing technical support cost c) annual hosting.
- Project timelines and team breakdown – the site must go live by April 1 2019
- Demonstrate ability and experience in the creative development of a website for similar public events
- Ability of your company to work with the existing artwork and brand guidelines for the Show and with our marketing agency as required to ensure branding consistency across the marketing/communication platforms for the Show
- What value your company can add to this project?
- Why your company should be awarded this Tender?
- Examples of at least 2 similar projects completed by your company and current clients?

- Provide samples of your work with clients on recent website development projects
- Demonstrate how you implement accessibility compliance
- Demonstrate your ability to integrate the website with a database and to support customer communications such as e-zines and social media.
- **References:** Please provide the names and telephones of at least two current and one past client for reference check

### **Objective of the DHS Website**

- To Showcase the event as a renowned international event and not just a horse show – a ‘festival’ lots to do – encourage people to attend – buy tickets. The Programme of Events is not finalised until very close to the Show at the end of June.
- To provide key equestrian information to equestrian exhibitors at the Show both national and international
- To provide key information to general visitors to the Show- dates, opening times, bars & restaurants, ticket types and prices etc
- To promote DHS tickets and encourage purchase through Ticketmaster
- To allow Trade Exhibitors to apply online for trade stands at the Show (applications normally open from November to February each year)
- To promote corporate hospitality packages for the Show (applications normally open from December to August)
- To showcase the event in the best possible light to attract new sponsors and to showcase existing sponsors
- To promote Ladies Day – it is a micro event within the Show – it is on the Thursday of the Show (promotion for this, May to August)

### **Target Audience of the Show**

- Equestrian (national & international)
- Social – Ladies Day, Day trippers, place to be seen
- Family

### **Key Items to Note Regarding the DHS Website Development**

- The new website will still need the same information as on the current website [www.dublinhorseshow.com](http://www.dublinhorseshow.com) i.e. Tickets, Programme, Equestrian Information, Visitor

Information, Ladies Day and Results as well as opportunities to showcase the Show sponsors logos and the Longines clock with the countdown to the Show( The home page must contain the Longines Count Down Clock which is activated approx. 6 months out from Show)

- The Daily Event Programme is produced in the weeks before the event and we require the ability to upload and/or change programme information with minimum manual effort. This could be done through a direct feed from the event management system or a single upload of a html file.
- Show results need to be uploaded to the website as competitions are completed throughout the five days of the event. The current results system is a SQL based system.
- The new website should be easy for visitors to navigate both public and equestrian. We need to ensure that commercial items such as Tickets, Trade Stands and Corporate Hospitality packages are easy to find.
- Each page of the website must contain our headline sponsor logos, social media icons buy tickets and a search bar
- The website will require features such as google maps, a gallery, video option, ezine sign up and car parking/ accessibility are key requirements
- Quick download speeds for the optimised site are essential. A lot of equestrian exhibitors live in rural areas so important imagery/video are quick to download.
- The RDS is developing new artwork for the Dublin Horse Show 2019-2021 in conjunction with our marketing agency. This artwork (graphics and fonts should be incorporated into the website) where possible.
- It is essential that the website should be user friendly and easy for the RDS Team to make amendments to in house as much as possible
- Accessibility: All designs on the website must be compatible with the National Disability Authority standards.
- GDPR: Follows GDPR compliancy in all projects undertaken.

## **The Budget**

The budget for the new website should include all elements of the website design including (but not limited to);

- Design concept of the template:
  - Please include details of the CMS system (names and capabilities)
  - The number of wireframe templates included
  - Number of amendments included (please be specific and realistic)
  - Costs for fonts or any other additional software outside the CMS
- Template Build & HTML Production
- Back end Development and Deployment
- Testing
- Training for staff
- The initial site content insertion
- Cost of ongoing support
- Hosting cost
- Sample of SLA of support contracts

**FORM OF TENDER: TENDER CERTIFICATE**

To: [NAME OF COMPANY]

Date: [DATE]

PROVISION OF: [TITLE OF CONTRACT]

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 \_\_\_\_\_