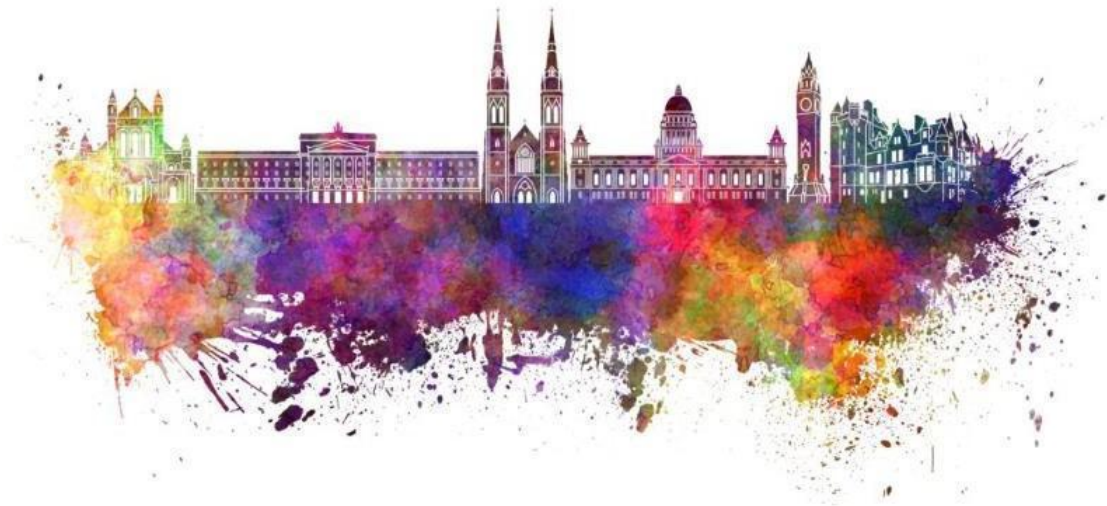




**TENDER OPPORTUNITY FOR THE PROVISION OF MEDIA
AND MARKETING SUPPORT FOR THE 4 CORNERS
FESTIVAL 2023**



**Return To: admin@4cornersfestival.com
Return Deadline: 2pm on Thursday 18 August 2022**

**Website: 4cornersfestival.com
Charity Number: NIC107877
Company Number: NI636050**

Tender Pack:

Section 1- Information for Applicants

Section 2- Specification

Section 3- Submission

Section 1- Information for Applicants

Following on from our tenth anniversary festival in 2022, this year we are seeking exceptional support to build on the 4 Corners brand and increase reach and engagement across a variety of media platforms for 2023.

We are seeking a **Media and Marketing Contractor**, to assume full accountability across the communications and marketing plan and delivery including working alongside the 4 Corners Festival staff and committee and the successful supplier for Digital Event Management to ensure brand consistency.

The 4 Corners Festival seeks to inspire people from across Belfast to transform it for the peace and well-being of all. It features innovative events designed to entice people out of their own 'corners' of the city and into new places where they will encounter new perspectives, new ideas and hopefully meet new friends.

The Festival takes place annually in February. It comprises a range of events featuring discussion, music, prayer, drama, poetry and story-telling in venues across the city of Belfast. Learn more on our website: www.4cornersfestival.com

The Directors invite applications from experienced Service Providers who wish to tender for the provision of the services described in Section 2 and Appendix 1. We anticipate that the successful contractor will commence work with a familiarisation meeting at the start of September 2022.

The period of the contract will be from the date of the familiarisation meeting for a primary period of 6 months (September 2022 – February 2023). The level of support will vary over the period but will require dedicated support during the festival week in January/February 2023.

The 4 Corners Festival is a Christian-based charity. It is vital that contractors should feel comfortable working in a faith-based environment and be sensitive to the objectives and purposes of the charity. In your relationships with your colleagues, venues, artists, agencies, contractors and the public your manner and decorum should reflect the values of the Festival and its Board.

As a guide in preparing your tender, this contract is offered with the estimate that it will:

- *Include a familiarisation meeting with the Joint Chairs and Festival Administrator at the start of September 2022;*
- *Require attendance at online staff meetings on Tuesdays at 1.15pm and in-person planning meetings on the fourth Friday of the month at 2pm.*
- *Require dedicated support of no less than 18 hours per week in the 3 week period 16 January 2023 - 5 February 2023;*
- *Include weekend and evening working during the period of the Festival;*
- *Complete as soon as possible after delivery of the full services and close down activity as described in Appendix 1, including all reporting, data gathering and evaluation;*
- *Be delivered within a total programme budget of £6.5k*

The contract may also be extended ad hoc, subject to agreement between the parties, to include media and marketing support for other events and activities, for example, a 4 Corners event or promotional outreach being held at another time of year. These will be negotiated separately as they arise and based on the fee structure provided in your tender.

The 4C Directors would welcome applications that demonstrate representativeness and inclusion in line with the ethos of 4C.

Applications should be returned by email to admin@4cornersfestival.com with 'Tender for 4 Corners Festival 2023' in the subject line, to arrive no later than 2pm on Thursday 18 August 2022.

Late submissions will not be considered. Submissions should not exceed 5 MB.

Applicants should note that it is their sole responsibility to ensure their proposal is complete and accurate. Where the full information requested has not been provided, and no valid explanation has been given as to its omission, the application will be rejected.

Technical or procurement queries may be made to admin@4cornersfestival.com via email only and sent no later than 3 working days before the tender return deadline.

The Directors of 4 Corners Festival may, in exceptional circumstances and at their own absolute discretion, extend the closing date and time for the submission of proposals. Any such extension would apply to all applicants and would be communicated as such via email.

4 Corners Festival shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their proposals.

Evaluation Criteria

Applicants may be required to attend for interview, following evaluation of their proposals, and will be notified of the requirement to attend for interview within 7 working days of the closing date for submission of tender. It is planned that interviews will be held between Friday 2 September - Friday 9 September.

- 4 Corners Festival is not committed nor required to accept the lowest or indeed any proposal.
- 4 Corners Festival shall not be responsible for any additional payments over and above the agreed price for the successful appointee.
- Tenderers must be explicit and comprehensive in their responses as this will be the single source of information on which proposals will be evaluated. Tenderers are advised neither to make any assumptions about any past or current supplier relationships with 4 Corners Festival, nor to assume that such relationships will be taken into account in the evaluation process. Tenderers must not make assumptions that 4 Corners Festival will have any prior knowledge of them, their organisation, or their service provision.
- Tenderers must confirm in their proposals that there will be no Conflict of Interest, or perceived Conflict of Interest, in relation to their servicing this contract.
- All information provided by 4 Corners Festival, either within this exercise, or during any resultant contract, shall be treated as confidential and should not be disclosed to any third party without the Directors' prior permission. Similarly, all information provided by the applicant will remain strictly confidential.

- The Trustees/ Directors of 4 Corners Festival are committed to meeting their responsibilities under the Freedom of Information Act 2000. Accordingly, all information submitted to 4 Corners Festival may need to be disclosed and/or published. If you consider that any of the information included in your application would give rise to an actionable breach of confidence and/or would prejudice your commercial interests, and/or constitute trade secrets (“commercially sensitive”) please identify it and explain (in broad terms) what harm might result from the disclosure and/or publication. You should be aware that, even where you have indicated that information is commercially sensitive, we may be required to disclose and/or publish it, whether or not your application is accepted.
- Whilst information of a sensitive nature will not normally be disclosed and/or published, in certain circumstances 4 Corners Festival may be required to disclose and/or publish such sensitive information where the public interest in its disclosure and/or publication outweighs the public interest in keeping such information confidential.

The criteria for the award of the Lead Contractor shall be the provision of the best value based on the following:

- Proposed fee - refer to Section 3.1
- Ability to deliver the complete range of services as set out in Appendix 1
- Relevant skills, experience, qualifications, knowledge, etc as set out in Section 2

Section 2- Specification

The Directors of the 4 Corners Festival are looking to appoint a contractor to devise, manage and deliver the media and marketing plan for 2023 to include all publicity, public relations and networking with press, Churches and the public. Reach, relevance and accessibility for all is core to our ambition for 2023.

The 4 Corners Festival aims to promote good community relations within Belfast to address the legacy of the Troubles and build a shared community. The Festival is committed to fostering transformation of the community in Belfast towards reconciliation, tolerance and mutual trust. Objectives include

- increasing interaction between people of different backgrounds, bridging socio-economic, geographical and denominational divides
- challenging damaging or unconstructive attitudes by facilitating exploration of good relations themes and the legacy of our past within a safe and respectful environment
- increasing a sense of community ownership of and engagement with shared spaces.

It is planned that the 2023 Festival will run for 8-10 days during the last week of January/first week of February. Whilst at the planning stage, it is expected to comprise around 15 one-off events in addition to live streaming evening prayer and discussion. Events may involve local and international contributors and feature music, video, interviews, drama, discussion, prayer and workshop activities. Subject to government restrictions relating to the pandemic, it is intended that most events will be delivered live to an in-person audience, with many also being streamed to a digital audience.

Safety and sustainability are important in all aspects of the festival. You will be

expected to meet our requirements at all times. We would seek your advice in promoting these values in our marketing activities.

The Festival planning committee oversees programme development and delivery and meets on a monthly basis to discuss progress.

The contract period: September 2022- February 2023 (6 months)

There will be a variable amount of time commitment across the phases:

- Preparation phase (Sep-Nov)
- Immediate run-up period (Dec/Jan)
- Festival week (Jan/Feb)
- Wrap-up and close-down phase.

During the Festival the support requirement will reflect the calendar of events and as such, it should be expected that during the Festival the successful provider will be required to support occasional long days and/or evening work.

The Budget: £6.5k

Whilst we would be interested in your proposals on how best to deliver against the key deliverables (see Appendix 1) the Directors anticipate that there will be a requirement of approximately **200 hours for the Lead Contractor** based on:

- September 20 hours;
- October 25 hours;
- November 35 hours;
- December 40 hours;
- January 55 hours;
- February / close down 25 hours

The Objectives for this tender process are:

- Engage a Media and Marketing contractor
- Ensure supplier is in place to meet the timeframe
- Appoint a Media and Marketing contractor that will provide high standards of professional service
- Appoint a Media and Marketing contractor that will oversee all inputs and provide excellent value for money

Summary of Services Required

The 2023 4 Corners Festival is the 11th festival. The Media and Marketing Contractor will develop a proposal for the media and marketing strategy and action plan for agreement by the planning committee. Following approval, the contractor will be responsible for delivering in line with funding.

Service Providers' Skills, Experience, Qualifications, Knowledge, etc

Applicants must provide evidence that they meet the following requirements, giving examples of having:

- Experience of lead responsibility for managing and coordinating successful media/marketing campaigns, ideally in the arts/ events/ Church sector.
- Experience of delivering similar work and targets, to those set out in this document, on time and to budget, ideally within a professional multi-disciplinary arts festival setting
- Experience of developing and initiating marketing collateral across platforms (OOH/ digital/ print/ broadcast etc)
- Experience of writing/designing promotional material
- A working knowledge of the arts sector
- A positive, proactive, self-motivated and flexible approach, with the ability to prioritise workloads and meet deadlines whilst working on own initiative with little supervision
- Ability to work under pressure and maintain good humour and diplomacy whilst dealing with a range of stakeholders
- A flexible approach to working hours and duties to meet the needs of the project including a willingness and availability to work evenings and at weekends when necessary

Applicants must demonstrate the following:

- Excellent communication skills including verbal, written and interpersonal
- Excellent team working and collaborative skills
- Excellent oral and written skills
- Excellent computer literacy skills and requisite digital experience
- Knowledge of the 4 Corners Festival
- Knowledge of the Christian faith from across the denominations
- Working knowledge of good practice in event promotion and publicity
- Working knowledge of media in Northern Ireland, including Christian and arts media
- Able to handle confidential and/or sensitive material
- Able to work both independently and as part of a wider team
- Fully available to deliver the complete range of services and attend all events which may be daytime, evening or at weekends, as appropriate to their role.

Section 3- Submission

The application should be clear, set out as itemised below, and include evidence of:

3.1 Cost

In addition to providing a fully inclusive total cost for the Service Provision, the tender will also supply:

- ***Financial Breakdown:***

A financial breakdown for the services, including all fees, expenses, materials, other tangibles and any other expenses related to delivery of the full contract.

VAT Status: Advise whether or not you are VAT registered. (If registered include your VAT number).

The fee quoted should be on a 'best-bid' basis and is to remain fixed.

3.2 Ability to deliver the complete range of services

As set out in Section 2 above, and in Appendix 1.

Provide a statement (max 1000 words) demonstrating how you are best placed to deliver this service and the experience held where you have been responsible for the areas set out within Section 2 and Appendix 1.

3.3 Relevant Skills, Experience, Qualifications, Knowledge

Give examples of professional work you have delivered of a similar scale, particularly any experience within a multi-disciplinary arts festival.

3.4 Summary of Services.

Detail your relevant experience to be deployed on this contract (max 1000 words).

3.5 Conflict of Interest

A statement declaring there is no Conflict of Interest/ or identifying any perceived Conflict of Interest and giving information on how it will be managed.

3.6 GDPR Legislation

Provide a brief statement confirming you have in place technical and organisational measures that are sufficient to ensure that data processing will (a) meet the requirements of GDPR legislation and (b) ensure the protection of the rights of the data subject.

3.7 Conditions of Contract

Conditions of Contract will be shared at shortlisting.

Appendix 1- Contract of Service key deliverables (September 2022- February 2023)

Breakdown of Tenders:

The key accountabilities for the **Media & Marketing Contractor** include:

- Lead responsibility for creation and delivery of communications and marketing plan
- Lead responsibility for outreach, engagement and schedule for print and broadcast media including writing and sending out press releases, liaising with media and organising press launch.
- Responsibility for development, design and distribution of publicity materials including digital content and output
- Overall accountability for planning and managing social media strategy and campaigns
- Networking with Church and community organisations
- Budget management
- Key support and attendance required at 4C planning committee monthly September 2022 to February 2023
- Liaising with artists and speakers
- Live event attendance
- Promotion of 4 Corners' Friends of the Festival scheme and income sustainability
- Proposals for longer term 4C promotion and use of existing materials outside the festival dates
- Liaison with 4C Administrator regarding feedback and reporting requirements to funders
- Working with the Festival Administrator to develop and maintain databases and archives
- Compliance with H&S and other statutory and regulatory requirements
- Provision of monthly progress reports and end of festival review and outcomes summary including metrics on reach and content

The successful bidder will deliver on the Media and Marketing support for the 4 Corners Festival 2023. This is not intended to be a listing of individual actions or responsibilities, but a detailed overview of each area of delivery within the remit period.

1. Media and Marketing activities

Work with the organising committee to provide guidance and creative input concerning the promotion of the 2023 festival and ongoing growth in reach, awareness and support

of the 4 Corners Festival.

- *Produce a marketing plan including timeline and budget*
- *Oversee supporter engagement*
- *Organise press launch*
- *Liaise with media, Church and community networks to promote the festival*
- *Book advertising as and when appropriate and agreed*
- *Produce promotional materials and content*
- *Manage and update content of 4 Corners online platforms*
- *Build in to all planning measurable and useful metrics and analytics in order to, later, analyse and assess the success of marketing activities*

2. Budget & Financial management

Work closely with the festival team to agree any sub-contracts, delivery costs and licences as appropriate. To deliver within the agreed budget at award of contract. Manage the budget for publicity materials and promotional activities, including presenting proposals for board approval, ensuring value for money and updating records of spend to align with allocation of funds. The 4 Corners Festival encourages a sustainable practice in the delivery of the festival in caring about our people and our planet.

3. Working with others

- 4 Corners Festival Directors, staff and festival co-ordinating team*
- Suppliers*
- Venue hosts*
- Participants and online contributors*
- External media*
- Volunteers*

4. Reporting, cataloguing and archiving

Gather, catalogue, archive and publish (where directed) media coverage of the Festival and promotional footage.

5. Programme monitoring and evaluation

Gather, analyse, interpret and summarise key analytics relating to the Festival's programme.

Provide contributions into wrap-up meetings, reflecting on the Festival; wrap-up any outstanding matters with artists and contractors; ensure bills are received on good time, logged and passed on for payment; terminate any temporary contracts or arrangements for service delivery or related contracts and costs.

6. Adherence to 4 Corners Festival policies and procedures

Access via shared drives on appointment.