



Comhairle Contae
Átha Cliath Theas
South Dublin County Council

ROUNDAABOUT SPONSORSHIP SCHEME 2016

ROUNABOUT SPONSORSHIP SCHEME 2016

South Dublin County Council is undertaking a scheme for the sponsorship of roundabouts around our county.

The Council is seeking to partner with businesses, organisations or individuals who wish to progress their corporate social responsibility endeavours by enhancing our county's built environment while at the same time benefiting from advertisement opportunities being offered on selected roundabouts located on key approaches and within our county.

Proceeds from the scheme will be used to visually enhance the roundabouts sponsored through appropriate landscaping and maintenance.

Tenders are invited from interested parties for the sponsorship of one or more roundabouts.

Benefits of Roundabout Sponsorship

- Increase awareness of your company name, highlighting your presence in the local community
- Drive people to your website to find out further details, by including your website address on your signage
- Convey a positive image of your business by supporting a scheme that is enhancing the local environment for residents and visitors
- Compatible with Corporate Social Responsibility (CSR) objectives of your company
- Coverage is for 365 days of the year, 24 hours per day, acting as a constant reminder to residents and visitors to our county
- Millions of vehicles pass each location every year
- Additional PR opportunities exist with local media
- Provides the rare opportunity to place your name on the public highway
- Sponsorship costs and exposure may be more effective in relation to other advertising media
- Exclusivity with only one organisation per site

Location and Description of the Sites.

The sites include 16 roundabouts located throughout South Dublin County as detailed in the attached pricing schedule. The approach roads and traffic flows where available are provided for each roundabout.

A map showing the locations of roundabouts for which sponsorship is attached as Appendix 1.

Duration of Sponsorship

- The sponsorship duration will be for a period of twelve months commencing from the date of agreement.

Tendering

- Each applicant can tender for one or more roundabouts.
- In pricing a tender submission, applicants should price accordingly depending upon the location and size of the roundabout and the traffic flow as indicated in the schedule of roundabouts available for sponsorship.
- The sponsorship price will be based on the highest tender received for each roundabout but no less than €1000 per roundabout for roundabouts with a traffic flow of $\leq 10,000$, no less than €2000 per roundabout per annum for roundabouts with a traffic flow of 10,000 - 20,000, and no less than €3000 per roundabout per annum for roundabouts with a traffic flow of 20,000-30,000.
- Items against which no price or rate is entered in Table 1:Pricing Document shall be deemed to be omitted by the Tenderer on the basis he/she does not wish to Tender for same

Products for which Sponsorship is not available

Please note that roundabout sponsorship is not available for the following types of products, services, businesses and organisations:

- sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious);
- sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority;
- sponsorship for products of, or companies dealing in, the Tobacco Industry;
- sponsorship for alcohol or alcoholic drinks;
- any other sponsorship type deemed inappropriate by South Dublin County Council

Proposed Signage Specification

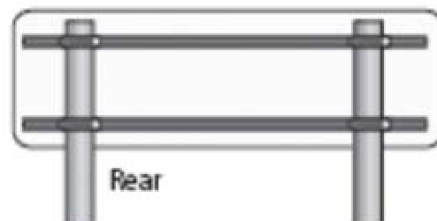
- All signs will be subject to the approval of South Dublin County Council. Each sign will show the name and logo of the Sponsor, the logo of South Dublin County Council and may also include the sponsor's website address. Signage may not include directional arrows.
- No alternative or additional advertising signs will be allowed other than the approved sign. Signs will not be retro-reflective or externally illuminated in the interest of traffic safety.
- Where feasible, the signs will be attached below the black and yellow chevron signs and attached to the poles carrying the chevron signs. Where the signs are not to be attached to existing chevron signs, the signage will be fixed with 2 channel fixing rails to rear, to fix to poles.

- It will be the responsibility of the successful tenderer to have their signage fabricated at their own expense. The successful tenderer will submit the precise details of the lettering etc. which they wish to have placed on the sign and this will need to be agreed with South Dublin County Council prior to manufacture. The sign will be erected on site by South Dublin County Council staff. The maximum number of signs that can be placed on each roundabout is as specified in Table 1 of this document.
- The signs will remain the property of the sponsor and will be returned to the sponsor at the end of the sponsorship duration.
- All signage must be made of 3 mm (12 gauge) aluminium panel with 2 channel fixing rails to rear, to fix to poles. The signs will be a maximum of 1800mm wide x 300mm high x 3mm thickness and will follow the following format:

Example



Front



Damaged / Vandalised Signs

- The sponsor will be responsible and pay the cost for providing a replacement for any sign which may be vandalised or damaged.
- The Council shall not be liable for the periods of replacement. The Council will not be responsible for ensuring that the signs are in place throughout the year but will endeavour to erect the replacement sign as soon as possible on notification.
- If the signs become faded and untidy in appearance, the Council reserves the right to request a new sign from the selected sponsor.

Roundabout Maintenance

- The Council will maintain the landscaping of each roundabout to a high standard for the sponsorship period.
- If additional maintenance work or further floral or landscape enhancement is desired by the sponsor this may, with the advance agreement of the Council, be arranged at the sponsor's expense.

Transfer of Sponsorship

- The successful sponsor cannot transfer or “sub-let” the advertising space on the roundabout. In the event that the sponsor ceases to trade or fails to pay the annual sponsorship fee the Council may remove that advertising and seek an alternative sponsor for the roundabout.

Communications

Any communications in connection with the Tender or requests for clarification should be addressed to:

Mary Keenan
Senior Executive Parks Superintendent
Public Realm Section
Environment, Water & Climate Change
South Dublin County Council
County Hall
Tallaght
Phone: 01-4149000
E-mail: mkeenan@sdblincoco.ie

The latest date for receipt of communications in connection with the tender is **four days before the latest date for receipt of tenders.**

Tenders

Tender must be submitted strictly in accordance with the Tender Documents.

The Council’s decision on whether or not any tender is acceptable will be final.

Submission of Tender

The Tender must be made on the Tender Form below. Tenders are to be sent in a sealed envelope and addressed to:

Senior Executive Officer
Public Realm Section
Environment, Water & Climate Change
South Dublin County Council
County Hall
Tallaght
Dublin 24

and be clearly endorsed on the outside

“Tender for Roundabout Sponsorship”

Closing Date and Time

Closing date for receipt of tenders is **12 noon on Friday, April 29th, 2016.**

Highest Tender Qualification

South Dublin County Council does not bind itself to accept the highest or any tender.

Award of Tender

The highest tender for each roundabout will be accepted, ***subject to the Council not binding itself to accept the highest or any tender.***

Where a number of tenders are received for a particular roundabout, the sponsorship will be awarded to the highest tenderer.

If two or more parties tender the same minimum amount for a particular roundabout the successful tender will be decided by means of a draw.

Notification of Successful Tender

South Dublin County Council will notify the successful Tenderers as soon as possible after the closing date for receipt of Tenders.

Acceptance of Sponsorship/Receipt of payment

The successful Tenderer will be required to accept sponsorship offer and make payment in full within fourteen days of being notified of the success of their tender.

Submission of Signage Details

Each successful Tenderer will be required to submit the precise lettering etc. they propose for their advertisement sign within fourteen days of being notified of the success of their tender.

Invalidation of Tender

Intending applicants should carefully note the foregoing instructions as failure to comply with them may lead to invalidation of the tender.

Freedom of Information

Tenderers should be aware that under the Freedom of Information act 1997, and Amendment act 2003 information provided by them during this public procurement competition maybe liable to be disclosed. Tenders are asked to consider if any information supplied by them in their tender should not be disclosed because of its commercial sensitivity. If tenderers consider that certain information is not to be disclosed because of its commercial sensitivity, tenders should when supplying such information, clearly identify same and identify specify the reasons for its commercial sensitivity. If tenderers do not identify it as commercially sensitive it is liable to be released in response to a Freedom of Information request without further consultation with you. The Contracting Authority will where possible consult with tenderers about commercially sensitive information so identified before making a decision on a request received under the Freedom of Information Act.

TABLE 1: PRICING DOCUMENT (To be completed by Tenderer)

Map Ref No.	Roundabout	Size M ²	Average Daily Traffic Volume	Approach Roads	No. of signs permitted	Tender Price (Euros)
1	Junction Nangor/ Fonthill Road (1)	566	Not Available	Fonthill Road S	3 signs	
				New Nangor Road E		
				New Nangor Road W		
2	Junction Nangor Rd/ Fonthill Rd (2)	566	Not Available	Fonthill Road S	3 signs	
				New Nangor Road E		
				New Nangor Road W		
3	Monastery Road	259	Not Available	Monastery Road E	3 signs	
				Monastery Road W		
				Woodford Hill		
4	Newcastle Rd outside Supervalu, Lucan	150	Not Available	Newcastle Road	4 signs	
				Esker Drive		
				Shopping exit		
5	Entrance to Tallaght Hospital	206	10,750	Belgard Way	3 signs	
				Belgard Square N		
				Belgard Square W		
				Hospital exit		
6	Junction Belgard Square North / Belgard Square East	200	Not Available	Belgard Square N	3 signs	
				Belgard Square E		
				Approach to Belgard Rd at Tallaght IT		
7	Entrance to Tallaght IT at Belgard Road	210	23,640	Belgard Square N	3 Signs	
				Belgard Road S		
				Belgard Road N		
				IT exit		

8	Junction Ballymount Road Upper/ Calmout Road / Ballymount Avenue	206	Not Available	Ballymount Road Upper	3 signs	
				Calmout Road		
				Ballymount Avenue		
9	Juntion Ballymount Road Upper / Ballymount Road Lower / Turnpike Road	311	Not Available	Ballymount Road Upper	4 signs	
				Ballymount Road Lower		
				Turnpike Road		
				Unnamed access road		
10	Scholarstown Road at Orlagh Estate	367	18,000	Scholarstown Rd E	4 signs	
				Scholarstown Rd W		
				Orlagh Grove		
				Knocklyon		
11	Scholarstown Road at Templeroan (available June 2016)	321	18,000	Templeroan	4 signs	
				Ballyboden Way		
				Scholarstown Rd E		
				Scholarstown Rd W		
12	Junction Ballyboden Road/ Taylors Lane	325	15,000	Ballyboden Road	4 signs	
				Taylors Lane		
				Edmondstown Road		
				Ballyboden Way		
13	Junction Templeville Road/ Wainsfort Road	1029	Not Available	Templeville Road E	4 signs	
				Templeville Road W		
				Cypress Grove Road		
				Wainsfort Road		
14	Junction Templeville Road /Wellington Road	115	Not Available	Templeville Road	4 signs	
				Greentrees Road		
				Wellington Road		

15	Kiltipper Road	260	Not Available	Kiltipper Road N	4 signs	
				Kiltipper Road S		
				Kiltipper Way		
				Ellensborough Avenue		
16	Juntion Kiltipper Way / Deerpark Avenue	266	Not Available	Kiltipper Way	4 signs	
				Deerpark Avenue		
				Marfield Mall		

TENDER FORM

(To be completed by Tenderer)

I/We _____ submit my/our Tender for the sponsorship of roundabout(s) in accordance with South Dublin County Council conditions outlined in this document in respect of the location/ each of the various locations which I/We have **priced** in the Pricing Document attached .

I/We will, if successful, submit payment in full within fourteen days of receiving notification from South Dublin County Council that my/our tender has been successful, failing which I/We understand my/our tender will be deemed to be withdrawn.

Signed _____

Address _____

Company Name (if applicable) _____

Tel. Nos (incl mobile no.) _____

Date _____