

19th February 2024

**Special
Olympics**
Ireland



Special Olympics Ireland (SOI) is a sports organisation and a charity in the Republic of Ireland that encourages children and adults, with an intellectual disability across the island of Ireland to get involved in sports participation. The Special Olympics programme also provides sports competition and training, a health and wellbeing programme, an athlete leadership programme, Motor Activities Training Programme and a Young Athletes Programme. As a volunteer led organisation we also provide training and education supports for our volunteers.

Special Olympics Ireland is divided into 5 regions, Ulster, Munster, Leinster, Eastern and Connaught Region who deliver the programme at a community level providing support to our 250+ affiliated clubs who train in a variety of sports on a weekly basis across the island of Ireland.

We are seeking a media relations company to work directly on behalf of our Special Olympics Ulster Region, based in Belfast, and have outlined details of the service required below.

The remit is to further enhance the Special Olympics Ireland brand across Northern Ireland and to deliver on key performance indicators, which will be set out during a planning phase once this contract is awarded. Support and direction is provided to the awarded company through the local office in Belfast and a communications team based in Dublin.

We would appreciate if you could provide a detailed quotation by email to shaun.cassidy@specialolympics.ie, to include unit cost, VAT and any discounts based on the specification requirement details noted in the table on page 3 by 4pm on Friday, 8th March 2024.

Special Olympics Ireland is hoping to engage in digital transformation and make this a priority activity for the organisation as part of our new Strategy in 2025. In the support of this digital transformation the new tender should support conversations and insights into engagement with audiences across NI and ROI and evaluate how Special Olympics Ireland can make the most of new ideas. Special Olympics Ireland would be keen to grow an income brand and profile as part of this new Strategy which also must grow across the following metrics to include donors, corporates and volunteers.



We also ask that you provide a sample of your organisations work from two clients, this should include two references and testimonials. Whilst this contract is based on activity in the Northern Ireland market, from time to time we may require support with additional projects based on the Republic of Ireland market so are interested in any experience, knowledge or presence you may have in the Republic of Ireland market as applicable.

More information about Special Olympics Ireland can be found at www.specialolympics.ie or requested from shaun.cassidy@specialolympics.ie



Please contact me if you require any clarification or have any queries in relation to this request for quotation.

Shaun Cassidy

Regional Director Ulster Region



DETAILS OF PRODUCT/SERVICE (SPECIFICATION)

Please tick to ensure all details are included in your detailed quotation

PR Support on a campaign basis to the value of 252 hours over the calendar year (21 hours per month on average):
April 24 – April 27

Here we have listed out a range of activities we require support on but please note the list is not limited to the below and will be discussed in detail with the contract awardees:

Monthly Activities	Volunteering Recruitment and Engagement	Event Opportunities	Fundraising Opportunities	Monitoring and Evaluation
Liaison with SO Ulster staff to plan activity – look at calendar of events to support activity	Support for recruitment campaign	Organising and managing photocalls. Creation and issuing of press releases	Fundraising events to help achieve a target of over £100,000 pa	To support twice a year a presentation to highlight the activities of the past months
Regularly updating social media to support a thread of awareness	Analysis of ongoing campaign to target areas of need	Cultivating and managing existing and new media relationships	Key event is the yearly Collection Day – first quarter of 2024.	Planning meeting with SO Ulster and SO Ireland to support ongoing campaigns
Communicate stories of impact through key stakeholders including athletes, volunteers and clubs	Delivery of reports	Cultivating and managing celebrity ambassador relationships	Review existing opportunities Other activities to be planned	To support a brand awareness exercise during 2027

Measure, evaluate and report on PR coverage every quarter per campaign and on an end of year basis.

Support internal review of Strategic process in 24/25.

Crisis communications strategy management as required.

Please note that a tax certificate and financial validation form will be required on a yearly basis. Compliance with this will form part of the contract

Term of Agreement: 3 Years (This is subject to funding and a midterm review. The specific criteria and details will be made available to the successful bidder upon contract award)