Request for Quotation: Social Media and PR Support

Bealtaine Festival 2027 and 2028

About Age & Opportunity and Bealtaine

Age & Opportunity is the national organisation creating opportunities that empower older people to enhance individual and community wellbeing through participation in physical activity and recreational sport, arts and creativity, personal development and active citizenship initiatives.

We envision an Ireland where older age is recognised as a time of opportunity and where all older people can be active, visible, creative, connected and confident about ageing.

Bealtaine Festival is Ireland's national festival celebrating the arts and ageing, held every May. Find out more at bealtaine.ie.

In 2027, the flagship festival will take place outside Dublin for the first time in over 30 years. It will run from Thursday 20 to Saturday 22 May 2027 in Ennis, County Clare, at Glór, De Valera Library, Clare County Museum and Súil Gallery, with a wider national programme throughout May. This is the start of a new model where the flagship festival moves each year between Dublin and a regional location.

What we need

We are looking for an individual or organisation to provide social media and PR support for Bealtaine Festival in 2027 and 2028. We will do some of the social media work ourselves. Experience in the arts sector is essential. We welcome joint applications for social media and PR, but we would like one point of contact. The work includes:

- **Social media:** planning and creating content (text, images and video editing) for our social media channels.
- **PR:** ideas, writing press releases and pitching stories to national, regional and local media (including Clare media in 2027) and your own media contacts, for the festival launch and a select number of stories in April and May.

We need support in January and February for the festival launch, and again throughout April and May. The exact work may change.

Key dates

- **Questions by:** 5pm, Wednesday 28 October 2026
- **Quotes due:** 5pm, Monday 2 November 2026
- **Decision:** by the end of November 2026
- **Work:** January to May 2027 and January to May 2028

Budget

The total budget is €5,000 a year, including VAT. There is no additional money available.

Please show us how you would use the €5,000, with an itemised breakdown of costs for each part of the work. Your quote must not go over €5,000 a year, including VAT.

The budget depends on our Arts Council funding, which we will confirm at the start of January 2027 and January 2028.

What to send us

Please send us:

- an itemised breakdown of how you would use the €5,000 budget each year (including VAT)
- a short note (no more than one page) about you or your organisation, your experience in the arts sector and who would do the work
- 2 or 3 examples of recent social media or PR work, ideally for arts or cultural events
- a short proposal (no more than two pages) with your ideas for social media content and PR stories for Bealtaine 2027, and a work plan showing what you would do and when
- any added value you can offer (optional)
- a copy of your tax clearance certificate and proof of public liability insurance

Email your quote to Melissa Byrne, Communications Manager, at melissa.byrne@ageandopportunity.ie by 5pm on Monday 2 November 2026. Please put “Bealtaine social media and PR quote 2027-2028” in the subject line.

How we will choose

We will score each quote out of 100 using the criteria below. We will choose the quote with the highest score and let every supplier know the outcome.

Criteria	What we look at	Marks
Price	Value for money: what you offer within the €5,000 budget	30
Experience and quality	Your experience in the arts sector and the quality of your examples	40
Ideas and work plan	The quality of your ideas and a clear, realistic plan for the launch and the festival	20
Added value	Anything extra you offer beyond what we have asked for	10
Total		100

Key terms

- Your quote must be in euro, include VAT and stay within the €5,000 a year budget. There is no additional money available.

- You must include a valid tax clearance certificate from Revenue and proof of public liability insurance with your quote. Suppliers based outside Ireland must apply to Revenue for a certificate.
- You will work for us as an independent contractor, not as an employee. You are responsible for your own tax, PRSI and insurance.
- You decide how, when and where you do the work, and you supply your own equipment and software.
- You may use your own staff or subcontractors without needing our approval.
- You are free to work for other clients.
- All work you produce for us under this contract belongs to Age & Opportunity, and we can use it at any time.
- We cannot accept quotes from suppliers who are bankrupt or insolvent, have been convicted of an offence related to their professional conduct, or are not up to date with tax or social insurance payments.
- We will disqualify any quote that contains false or misleading information.
- We reserve the right to end the contract if we are not happy with the service.
- This contract depends on our Arts Council funding being confirmed each year.
- This request is not a contract. A contract for services only exists once we both sign one.
- We may cancel or change this process at any time. We will not pay any costs of preparing your quote.
- We cannot consider late quotes.

Questions

If you have any questions, please email Melissa Byrne, Communications Manager, at melissa.byrne@ageandopportunity.ie by 5pm on Wednesday 28 October 2026.