



Route 3 Procurement Advertisement Template

Complete this form when you are seeking to initiate a Route 3 Procurement exercise. This information will be used to advertise the opportunity on the Climate KIC website. You should allow at least 15 business days from placing your advertisement to issuing the RFP to allow suppliers time to express their interest.

Requestor Details	
Name	Marco van der Ree
Legal Entity	Climate-KIC Holding BV
Job Title	Director of Business Development and Fundraising

Contract Details	
Contract Title & Reference	Sponsorship outreach and sales
Type of Contract	Contract for sponsorship sales services
Short Description	Climate-KIC's Business Development Team is looking for an organisation with significant sponsorship experience, contacts and capacity for sponsorship outreach across Europe and ideally, internationally. The successful organisation will need to have significant, demonstrable experience in providing sponsorship assessment, sales and relationship management services, as well as a proven track record in securing sponsorship for cause-based/ third sector programmes and events.
Contract Duration	Initial six months with potential for a 12 month extension
Estimated Contract Value excl. VAT (include currency)	€150,000 (18 month period)
Details of goods/services to be provided	<ul style="list-style-type: none"> - Initial assessment and pricing strategy for three Climate-KIC programmes/ events - Develop and undertake an outreach plan for sponsorship for both these programmes and for portfolio-level opportunities for 2019, which highlights key target audiences and approach for these audiences - Outreach to existing warm leads and initiation of new leads in coordination with Climate-KIC to manage Climate-KIC reputation with stakeholders and avoid duplication of outreach to existing Climate-KIC partners - Manage negotiation and agree terms with sponsors - Undertake relationship management of ask agency with securing large, programme or portfolio-level sponsorship rather than small, local-level sponsorships which are likely best undertaken at

	<p>local level and which training and new appointments in the BD team will be best placed to support</p> <ul style="list-style-type: none"> - Management relationship with sponsors including liaison with key Climate-KIC staff (programme teams, business development team and communications team).
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Timescales	
Deadline for receipt of Expressions of Interest	12 th October
Deadline for receipt of proposals	30 th October

Contact Details for Expressions of Interest	
Contact Person	Chloe Watts
Email	Chloe.watts@climate-kic.org

Approved By	Name	Date
Budget Holder	Marco van der Ree	22/08/18