**Commercial Airtime Sales & Sponsorship/Product Placement for Linear Sales and Non-Linear Sales**

Tenderers must address each of the requirements in this part of the RFT and submit a detailed description in each case which demonstrates how TG4's requirements will be met and their approach to the proposed delivery of the Services. A mere affirmative statement by the Tenderer that it can/will do so or a reiteration of the tender requirements is NOT sufficient in this regard.

***Lot 1 - Commercial Airtime Sales & Sponsorship/Product Placement for Linear***

The objective of TG4 in the award of the Contract for Lot 1 is to generate maximum revenue for TG4, having regard to TG4s’ ethos and public service remit and to provide the necessary Credit Control and Risk Management in relation to the subject matter of the Contract.

The successful Tenderer will be required to set airtime sales targets, sponsorship targets and ancillary income targets including product placement for the following years and provide a basis for targets and full details of mechanisms used in setting targets:

* **Airtime Sales:** 2019, 2020 and 2021
* **Sponsorship:** 2019, 2020 and 2021
* **Product placement:** 2019, 2020 and 2021

The successful Tenderer will be responsible for managing and administering all aspects of the business including marketing, sales, delivery and financial control.

***Lot 2: Commercial Airtime Sales & Sponsorship/Product Placement for Non-Linear Sales***

The main requirement of TG4 in the award of the Contract for Lot 2 is to generate maximum revenue for TG4, having regard to TG4s’ ethos and public service remit and to provide the necessary Credit Control and Risk Management.

The successful Tenderer will be required to set non-linear advertising sales targets for the following years and provide basis for targets and full details of mechanisms used in setting targets:

* Non-linear advertising sales to include video and display across all platforms: 2019, 2020 and 2021

The successful Tenderer will be responsible for managing and administering all aspects of the business including marketing, sales, delivery and financial control.

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