



Sage Advocacy Request for Quotation

Provision of Media Publishing &
Dissemination

July 2026

About Sage Advocacy

Sage Advocacy is the National Advocacy Service for Older People. It works to ensure that people have easy access to information, support, independent advocacy and safeguarding services in all settings: homes, day centres, respite facilities, congregated care settings / nursing homes, hospitals, hostels, hospices and in the process of transition between them. It also provides supports to vulnerable adults and healthcare patients in situations where no other service is available to them. It has expanded its services with the support of the Department of Education to meet the support and advocacy needs of survivors of institutional abuse.

Since it was established in 2014, with the support of the HSE and The Atlantic Philanthropies, it has built a strong reputation for independence of thought and action and is a 'go to' service in relation to issues of capacity and decision making.

Sage provided information, support and advocacy services to more than 12,600 people (cases & queries) in 2025 and demand for its services is growing. The work of Sage on behalf of clients is independent of family, service provider or systems interests. The service is free of charge and confidential. Sage Advocacy is publicly funded through the Health Service Executive and the Department of Education. It has also received funding from the Department of Justice.

Sage Advocacy clg
Suite 9A, Merchants House, 27-30 Merchants Quay,
Dublin DO8 K3KD
Ireland
Phone 01 536 7330
info@sageadvocacy.ie

Request for Quotation – Media Publishing & Dissemination

Sage Advocacy, since it was established in 2014, has become a leading provider of support and independent advocacy services to more than 12,000 people a year. Our work is generally focused on the issues affecting individual clients and we are guided by their wishes, where these can be established. We also have a strong focus on the systemic issues which arise from individual and collective casework and have a strong record in the publication of policy and discussion documents following the Quality Standards for Support & Advocacy Work with Older People.

Sage Advocacy is now calling for Request for Quotations for the provision of communications and media support services based on the following Qualitative Award Criteria:

1. Access to established print and digital media platforms with the capacity to reach large and diverse audiences across Ireland, including through newspapers, online news platforms, and associated digital channels.
2. Editorial experience in presenting complex or sensitive issues in a clear, balanced and accessible manner for the general public, including issues relating to health, social care, safeguarding, and social policy.
3. The ability to disseminate information through a range of digital formats, including online articles, video content, podcasts, newsletters, and social media channels to maximise public engagement.
4. Capacity to develop special reports, editorial features, supplements or themed content that can highlight policy initiatives, research findings, or awareness campaigns related to public interest topics.
5. Established editorial, design and production teams with capability to plan, develop, produce and publish high-quality content at scale and within agreed timeframes.
6. Ability to provide audience analytics, performance measurement, and reporting on dissemination activities, including reach, engagement, and impact metrics.

The contract will be awarded for a period of 3 to 5 years. The spend over the term of the contract will not exceed €50,000 excluding VAT.

Service Providers are required to complete the attached Quotation Response Document which contains:

- a) General Economic Operator Information
- b) Information regarding compliance with the Suitability Criteria – tax and insurances
- c) The Quotation Form and response to the Qualitative Award Criteria

In addition to responding to the above criteria respondents to this Request for Quote should provide the following:

- Detailed individual or corporate CV setting out all relevant work and publications with embedded links to the documents / resources where possible or attachments where necessary.
- Any other information which is felt to be relevant. This may include reviews, commentary or media coverage of relevant work.

The closing date for receipt of Response to Request for Quotation is **5:00pm, Wednesday, 26th August 2026.**

Request for Quote should be submitted by email completing the Response to Request for Quotation Services document below and return by to procurement@sageadovcacy.ie.

Should you wish to discuss any aspect of this Request for Quote, please direct your enquiry to the email address above.