

## Italy-Naples: Marketing services

OJ S 50/2019 12/03/2019

Contract notice

Services

### Legal Basis:

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Struttura commissariale Napoli 2019

Postal address: Via Santa Lucia 81

Town: Napoli

NUTS code: ITF33 Napoli

Postal code: 80122

Country: Italy

Contact person: Ing. Gianluca Basile

E-mail: [affidamenti.aru2019@pec.it](mailto:affidamenti.aru2019@pec.it)

Telephone: +39 08119723832

#### Internet address(es):

Main address: <http://universiade.regione.campania.it>

### I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://universiadi.jelastic.dogado.eu/PortaleAppalti?sa=000003&layout=universiadi-comm>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

### I.4. Type of the contracting authority

Regional or local agency/office

### I.5. Main activity

Other activity: Agenzia regionale per l'organizzazione di manifestazione sportiva multidisciplinare

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Affidamento del servizio per la gestione dei diritti di marketing dell'evento

#### II.1.2. Main CPV code

79342000 Marketing services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

L'affidamento del servizio per la gestione dei diritti di marketing dell'evento, per la ricerca e la gestione di sponsor, la valorizzazione del logo e dei simboli, l'organizzazione degli eventi promozionali e del villaggio promozionale (Universiade Park) della 30a Universiade Napoli 2019.

**II.1.5. Estimated total value**

Value excluding VAT: 670 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: ITF33 Napoli

**II.2.4. Description of the procurement**

Affidamento del servizio per la gestione dei diritti di marketing dell'evento, per la ricerca e la gestione di sponsor, la valorizzazione del logo e dei simboli, l'organizzazione degli eventi promozionali e del villaggio promozionale (Universiade Park) della 30a Universiade Napoli 2019.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 670 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 4

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**II.2.14. Additional information**

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation**

**III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

**III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## Section IV: Procedure

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### IV.1. Description

#### IV.1.1. Type of procedure

Open procedure

#### IV.1.3. Information about a framework agreement or a dynamic purchasing system

#### IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

### IV.2. Administrative information

#### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 22/03/2019 Local time: 15:00

#### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

#### IV.2.4. Languages in which tenders or requests to participate may be submitted

Italian

#### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

#### IV.2.7. Conditions for opening of tenders

Date: 22/03/2019 Local time: 16:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Agenzia Regionale Universiadi 2019

Town: Napoli

Country: Italy

Telephone: +39 08119723832

### VI.5. Date of dispatch of this notice

07/03/2019