

Spain-Castellón de la Plana: Advertising campaign services

OJ S 47/2023 07/03/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Castellón de la Plana

National registration number: P1204000B

Postal address: Plaza Mayor, 1

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12001

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Castellón de la Plana

E-mail: plataformadecontratacion@castello.es

Telephone: +34 964355215

Fax: +34 964355264

Internet address(es):Main address: <http://www.castello.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=c39iBxzjSfEQK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=YC4LTYxAA0Cmq21uxhbaVQ%3D%3D

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=c39iBxzjSfEQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicio de diseño y ejecución de campañas de comerciales y otras actividades destinadas a la dinamización comercial en la ciudad de Castelló de la Plana, dividido en lotes

Reference number: 56599/2022

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de diseño y ejecución de campañas de comerciales y otras actividades destinadas a la dinamización comercial en la ciudad de Castelló de la Plana, dividido en lotes

II.1.5. Estimated total value

Value excluding VAT: 591 735,55 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

Maximum number of lots that may be awarded to one tenderer: 4

II.2. Description

II.2.1. Title

Campañas de dinamización comercial

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Campañas de dinamización comercial

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 147 024,78 EUR

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

Start: 15/05/2023 End: 31/12/2025

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: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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

II.2. Description

II.2.1. Title

Formación comercial y acompañamiento digital
Lot No: 2

II.2.2. Additional CPV code(s)

80533100 Computer training services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Formación comercial y acompañamiento digital

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 24 793,20 EUR

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

Start: 15/05/2023 End: 31/12/2025

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: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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

II.2. Description

II.2.1. Title

Organización de ferias, mercados y Gala de los comercios de siempre de Castelló de la Plana
Lot No: 3

II.2.2.

Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Organización de ferias, mercados y Gala de los comercios de siempre de Castelló de la Plana

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 85 289,25 EUR

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

Start: 15/05/2023 End: 31/12/2025

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: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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**II.2. Description****II.2.1. Title**

Decoración calles comerciales y campaña navideña

Lot No: 4

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Decoración calles comerciales y campaña navideña

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.6.

Estimated value

Value excluding VAT: 97 933,89 EUR

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

Start: 15/05/2023 End: 31/12/2025

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: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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**

III.1. Conditions for participation**III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract**III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: Ver cláusula 17ª del PCAP

Sometimiento del contratista a la normativa de protección de datos. Descripción: Ver cláusula 17ª del PCAP

Section IV: Procedure

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: 31/03/2023 Local time: 23:59

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

Catalan, Spanish

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

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 19/04/2023 Local time: 11:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

02/03/2023