

219488-2026 - Competition

Spain – Recreational, cultural and sporting services – Organización de actividades lúdicas de Navidad ubicadas en el Parque Prados de Torrejón y Plaza del Padre Vallet

OJ S 63/2026 31/03/2026

Contract notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón

Email: contratacion@pozuelo.madrid

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Organización de actividades lúdicas de Navidad ubicadas en el Parque Prados de Torrejón y Plaza del Padre Vallet

Description: Organización de actividades lúdicas de Navidad ubicadas en el Parque Prados de Torrejón y Plaza del Padre Vallet

Procedure identifier: cd4f7550-622f-40f4-a0d9-201e9d127b39

Internal identifier: 2026/PA/011

Type of procedure: Open

Main features of the procedure: El objeto del contrato es la prestación del servicio de organización de actividades lúdicas de Navidad ubicadas en el Parque Prados de Torrejón y Plaza del Padre Vallet. Las actividades se desarrollarán desde el 27 de noviembre de 2026 hasta el 7 de enero de 2027

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92000000 Recreational, cultural and sporting services

Additional classification (cpv): 55100000 Hotel services, 92300000 Entertainment services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 1 110 120,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1: Organización, instalación y explotación de un espacio lúdico

Description: Lote 1: Organización, instalación y explotación de un espacio lúdico

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92000000 Recreational, cultural and sporting services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Day

5.1.5. Value

Estimated value excluding VAT: 523 320,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Mejora de un sistema reforzado de resolución de incidencias en ambas carpas.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 11

Criterion:

Type: Quality

Description: Mejora doble techo interior ondulado con alternancia de colores en Carpa espectáculos en zona Prados Torrejón.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Mejora doble techo interior ondulado con alternancia de colores en Carpa hinchables en zona Prados Torrejón.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Price

Description: Precio.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/04/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Opening date: 06/05/2026 12:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Pozuelo de Alarcón

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón - Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid

Information about review deadlines: 15 días hábiles desde el día siguiente a la publicación del presente anuncio en la Plataforma de Contratación del Sector Público

5.1. Lot: LOT-0002

Title: Lote 2: Servicio integral de instalación, gestión y explotación de pista de hielo

Description: Lote 2: Servicio integral de instalación, gestión y explotación de pista de hielo

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92300000 Entertainment services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Day

5.1.5. Value

Estimated value excluding VAT: 310 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Mejora de aumento de la frecuencia de mantenimiento y repaso del hielo.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Mejora de incremento de monitores para control de pista en horas punta.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Mejora de refuerzo de protecciones acolchadas en el vallado perimetral con barreras de seguridad.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 11

Criterion:

Type: Price

Description: Precio.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/04/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Opening date: 06/05/2026 12:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Pozuelo de Alarcón

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón - Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid

Information about review deadlines: 15 días hábiles desde el día siguiente a la publicación del presente anuncio en la Plataforma de Contratación del Sector Público

5.1. Lot: LOT-0003

Title: Lote 3. Servicio integral de instalación, gestión y explotación de atracciones recreativas

Description: Lote 3. Servicio integral de instalación, gestión y explotación de atracciones recreativas

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92000000 Recreational, cultural and sporting services

Additional classification (cpv): 55100000 Hotel services, 92300000 Entertainment services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Day

5.1.5. Value

Estimated value excluding VAT: 276 800,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Mejora de incremento de monitores para control de carrusel, tren interparque y taquilla de las dos atracciones en horas punta.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Mejora de incremento de revisiones técnicas y mantenimiento de carrusel, tren interparque y tren turístico.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Mejora de un sistema reforzado de resolución de incidencias en carrusel, tren interparque y tren turístico.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 11

Criterion:

Type: Price

Description: Precio.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=y1S8gfuYgTgtm4eBPtV6eQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 29/04/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information about public opening:

Opening date: 06/05/2026 12:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ayuntamiento de Pozuelo de Alarcón

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Review organisation: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón - Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid

Information about review deadlines: 15 días hábiles desde el día siguiente a la publicación del presente anuncio en la Plataforma de Contratación del Sector Público

8. Organisations**8.1. ORG-0001**

Official name: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón

Registration number: 31005350144295

Registration number: P2811500D

Town: Pozuelo de Alarcón

Postcode: 28223

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta de Gobierno del Ayuntamiento de Pozuelo de Alarcón

Email: contratacion@pozuelo.madrid

Telephone: +34 914522700

Internet address: <http://www.pozuelodealarcon.org>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=7O5%2FJMUj9ncQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <https://sede.comunidad.madrid/denuncias-reclamaciones-recursos/recurso-especial-materia-contratacion>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 8aa22465-f0bc-4b38-8601-4baf9bde41ec - 01

Form type: Competition

Notice type: Contract notice – light regime

Notice subtype: 20

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