

**Spain-Alicante: Marketing services**  
**OJ S 91/2022 11/05/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

National registration number: A53158077

Postal address: Avda. Jean Claude Combaldieu, s/n

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03008

Country: Spain

Contact person: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

E-mail: [jabadia@sptcv.net](mailto:jabadia@sptcv.net)

Telephone: +34 965315781

**Internet address(es):**

Main address: <http://www.sptcv.net>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2FGYDNfxPwp0QK2TEfXGy%2BA%3D%3D>

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

Other type: Otras Entidades del Sector Público

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Contratación de los servicios técnicos profesionales, miembros del equipo COL (Comité de Organización Local) que desarrollarán el evento Alicante Puerto de Salida de la Regata The Ocean Race 2022-2023.

Reference number: TOR/002/21

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contratación de los servicios técnicos profesionales, miembros del equipo COL (Comité de Organización Local) que desarrollarán el evento Alicante Puerto de Salida de la Regata The Ocean Race 2022-2023.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 267 675,17 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

50116100 Electrical-system repair services, 50312610 Maintenance of information technology equipment, 72212500 Communication and multimedia software development services, 79952000 Event services, 92620000 Sport-related services

#### **II.2.3. Place of performance**

NUTS code: ES521 Alicante/Alacant

Main site or place of performance: Alicante. .

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

Contratación de los servicios técnicos profesionales, miembros del equipo COL (Comité de Organización Local) que desarrollarán el evento Alicante Puerto de Salida de la Regata The Ocean Race 2022-2023.

#### **II.2.5. Award criteria**

Quality criterion - Name: Oferta técnica 4. Técnico de AV y eléctrico / Weighting: 4

Quality criterion - Name: Oferta técnica 1. Memoria descriptiva / Weighting: 10

Quality criterion - Name: Oferta técnica 2. Experiencia del event project manager / Weighting: 15

Quality criterion - Name: Oferta técnica 3. Gestor de TICS / Weighting: 4

Quality criterion - Name: Oferta técnica 5. Marketing Manager / Weighting: 4

Quality criterion - Name: Oferta técnica 6. Manager de eventos / Weighting: 4

Quality criterion - Name: Oferta técnica 7. Gestor de operaciones en el agua / Weighting: 4

Price - Weighting: 55

#### **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 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: no

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 008-015641](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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**Contract No:** TOR/002/21

**Title:**

Contratación de los servicios técnicos profesionales, miembros del equipo COL (Comité de Organización Local) que desarrollarán el evento Alicante Puerto de Salida de la Regata The Ocean Race 2022-2023.

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

05/05/2022

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Eventos Náuticos Internacionales SL

National registration number: B54503701

Postal address: San Narciso 21

Town: Denia

NUTS code: ES521 Alicante/Alacant

Postal code: 03700

Country: Spain

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 300 758,62 EUR

Total value of the contract/lot: 267 675,17 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Aveniga General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

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

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

06/05/2022