

270500-2026 - Result

Spain – Advertising services – Patrocinio Final de la Copa del Rey de Fútbol 2026

OJ S 77/2026 21/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Email: contratacion@andalucia.org

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Patrocinio Final de la Copa del Rey de Fútbol 2026

Description: Patrocinio Final de la Copa del Rey de Fútbol 2026

Procedure identifier: 20b1856f-2ac4-4168-b3bd-13bbac46d3fe

Internal identifier: C2N06-06TG-0326-0062

Type of procedure: Negotiated without prior call for competition

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 3 500 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Patrocinio Final de la Copa del Rey de Fútbol 2026

Description: Patrocinio Final de la Copa del Rey de Fútbol 2026

Internal identifier: C2N06-06TG-0326-0062

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

5.1.3. Estimated duration

Start date: 18/04/2026

Duration end date: 19/04/2026

5.1.5. Value

Estimated value excluding VAT: 3 500 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Price

Description: Para la realización del objeto del contrato no existe competencia por razones de protección de derechos exclusivos, previstas en el art. 168 a) 2º de la Ley 9/2017, de 8 de noviembre de Contratos del Sector Público

Description of the method to be used if weighting cannot be expressed by criteria: Para la realización del objeto del contrato no existe competencia por razones de protección de derechos exclusivos, previstas en el art. 168 a) 2º de la Ley 9/2017, de 8 de noviembre de Contratos del Sector Público

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administrativo de Recursos Contractuales

Organisation providing additional information about the procurement procedure: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Organisation providing offline access to the procurement documents: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Organisation providing more information on the review procedures: Tribunal Administrativo de Recursos Contractuales

6. Results

Value of all contracts awarded in this notice: 3 500 000,00 EUR

Direct award

:

Justification for direct award: The contract can be provided only by a particular economic operator because of protection of other exclusive rights, including intellectual property rights, other than those defined in Directive 2014/23/EU Art. 5(10)

Other justification: Para la realización del objeto del contrato no existe competencia por razones de protección de derechos exclusivos, previstas en el art. 168 a) 2º de la Ley 9/2017, de 8 de noviembre de Contratos del Sector Público

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: REAL FEDERACIÓN ESPAÑOLA DE FÚTBOL

Tender:

Tender identifier: Real Federación Española de Fútbol

Identifier of lot or group of lots: LOT-0001

Value of the tender: 3 500 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: C2N06-06TG-0326-0062

Title: Patrocinio Final de la Copa del Rey de Fútbol 2026

Date on which the winner was chosen: 25/03/2026

Date of the conclusion of the contract: 18/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Registration number: A-93/090744

Postal address: Calle Compañía, 40

Town: Málaga

Postcode: 29008

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Email: contratacion@andalucia.org

Telephone: 951299300

Internet address: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Information exchange endpoint (URL): <https://sirecftdpriexp.chap.juntadeandalucia.es/licitacion-electronica/index.action>

Buyer profile: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

8.1. ORG-0006

Official name: Tribunal Administrativo de Recursos Contractuales

Registration number: S4111001F

Postal address: Calle Barcelona 4-6

Town: Sevilla

Postcode: 41001

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Email: tarcja@juntadeandalucia.es

Telephone: +34671530856

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0007

Official name: REAL FEDERACIÓN ESPAÑOLA DE FÚTBOL

Size of the economic operator: Micro, small, or medium

Registration number: Q2878017I

Postal address: PL. LUIS ARAGONES S/N

Town: LAS ROZAS DE MADRID

Postcode: 28232

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: SECRETARIA@RFEF.ES

Telephone: +3491459800

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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