

## 304357-2026 - Competition

France – Advertising consultancy services – Agence conseil en communication 360

OJ S 86/2026 05/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: France Galop

Email: [magallois@france-galop.com](mailto:magallois@france-galop.com)

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Agence conseil en communication 360

Description: La présente consultation a pour objet la sélection du prestataire en charge de l'accompagnement, du conseil, de la création et du déploiement de dispositifs de marketing et communication grand public pour la promotion des courses hippiques et la valorisation de la marque France Galop.

Procedure identifier: 62f4f1e6-cd2a-4b75-9b7f-93f50b099b91

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79340000 Advertising and marketing services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

### 5. Lot

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#### 5.1. Lot: LOT-0001

Title: Agence conseil en communication 360

Description: La présente consultation a pour objet la sélection du prestataire en charge de l'accompagnement, du conseil, de la création et du déploiement de dispositifs de marketing et

de communication grand public pour la promotion des courses hippiques et la valorisation de la marque France Galop.

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

#### **5.1.2. Place of performance**

Country subdivision (NUTS): Paris (FR101)

Country: France

#### **5.1.3. Estimated duration**

Duration: 4 Years

#### **5.1.6. General information**

##### **Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### **5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

##### **Information about the second stage of a two-stage procedure:**

The procedure will take place in successive stages. At each stage, some participants may be eliminated

#### **5.1.11. Procurement documents**

Address of the procurement documents: [https://francegalop.e-marchespublics.com/pack/annonce\\_marche\\_public\\_24967\\_1158898.html](https://francegalop.e-marchespublics.com/pack/annonce_marche_public_24967_1158898.html)

#### **5.1.12. Terms of procurement**

##### **Terms of submission:**

Electronic submission: Required

Address for submission: [https://francegalop.e-marchespublics.com/pack/annonce\\_marche\\_public\\_24967\\_1158898.html](https://francegalop.e-marchespublics.com/pack/annonce_marche_public_24967_1158898.html)

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

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

##### **Terms of contract:**

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

#### **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 Judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal Judiciaire de Paris

## 8. Organisations

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### 8.1. ORG-0001

Official name: France Galop

Registration number: 40141550000255

Postal address: 15 boulevard de Douaumont

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: [magallois@france-galop.com](mailto:magallois@france-galop.com)

Telephone: +33 149102323

Internet address: <https://www.france-galop.com/>

Buyer profile: <https://francegalop.e-marchespublics.com>

#### **Roles of this organisation:**

Buyer

### 8.1. ORG-0002

Official name: Tribunal Judiciaire de Paris

Registration number: 17750111101763

Town: PARIS

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

#### **Roles of this organisation:**

Review organisation

Organisation providing more information on the review procedures

### 8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: [contact@dematis.com](mailto:contact@dematis.com)

Telephone: +33 172365548

Internet address: [www.dematis.com](http://www.dematis.com)

#### **Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 475a696b-c6af-4202-8d0a-b2a40674b326 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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