

**France-Lyon: Sporting services**  
**OJ S 126/2021 02/07/2021**  
**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: Région Auvergne-Rhône-Alpes

National registration number: conseilrégionalauvergne-Rhone-Alpes

Postal address: 1 esplanade François Mitterrand — CS 20033

Town: Lyon Cedex 02

NUTS code: FRK Auvergne-Rhône-Alpes

Postal code: 69269

Country: France

E-mail: [Fcsachats@auvergnerhonealpes.fr](mailto:Fcsachats@auvergnerhonealpes.fr)

**Internet address(es):**

Main address: <http://www.auvergnerhonealpes.eu>

Address of the buyer profile: <https://marchespublics.auvergnerhonealpes.eu>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Achat d'espaces promotionnels, de billets sportifs et de prestations de communication de l'olympique Lyonnais

Reference number: 21A0033001

**II.1.2. Main CPV code**

92600000 Sporting services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Achat d'espaces promotionnels, de billets sportifs et de prestations de communication de l'olympique Lyonnais.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 357 500,00 EUR

## **II.2. Description**

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

92600000 Sporting services

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

NUTS code: FRK Auvergne-Rhône-Alpes

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

Achat d'espaces promotionnels, de billets sportifs et de prestations de communication de l'olympique Lyonnais.

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

Price

### **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**

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - protection of exclusive rights, including intellectual property rights

Explanation:

Ce marché est un marché passé sans publicité ni mise en concurrence préalables, conformément à l'article R. 2122-3 du code de la commande publique.

Compte tenu que l'olympique Lyonnais groupe (organisateur exclusif des rencontres sportives) détient l'exclusivité des droits de commercialisation de ses espaces promotionnels, de ses billets sportifs et des prestations de communication concernant la chorale de l'olympique Lyonnais lors de la saison sportive 2020-2021.

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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.2.8. 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:** 20A0366001

**Title:**

Achat d'espaces promotionnels, de billets sportifs et de prestations de communication de l'olympique Lyonnais

A contract/lot is awarded: yes

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

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

04/03/2021

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

Number of tenders received: 1

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

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

Official name: Olympique lyonnais groupe

Postal address: 10 avenue Simone Veil

Town: Décines

NUTS code: FRK25 Loire

Postal code: 69150

Country: France

Internet address: <https://investisseur.olympiquelyonnais.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 1 357 500,00 EUR

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

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

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

Le présent avis d'attribution vaut avis de publicité de la conclusion du marché.

La date de signature du marché est le 4.3.2021.

Type de procédure: accord-cadre avec partie forfaitaire et partie à bons de commande.

L'accord-cadre est sans minimum ni maximum.

Lot unique estimation sur la durée totale (reconductions comprises): 1 357 500,00 EUR HT.

Attribué à l'olympique Lyonnais groupe pour un montant forfaitaire annuel de 339 375,00 EUR

HT soit 400 000,00 EUR TTC.

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

##### **VI.4.1. Review body**

Official name: Tribunal administratif de Lyon

Postal address: 184 rue Duguesclinville  
Town: Lyon  
Postal code: 69003  
Country: France  
Internet address: <http://lyon.tribunal-administratif.fr/>

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

29/06/2021