

387133-2026 - Competition

Spain – Promotional services – SE183159HO2026034 Servicio integral de captación y activación de mecenazgo del Año Gaudí 2026 de la Universitat Politècnica de Catalunya (UPC)

OJ S 107/2026 05/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Universitat Politècnica de Catalunya

Email: info.contractacio@upc.edu

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: SE183159HO2026034 Servicio integral de captación y activación de mecenazgo del Año Gaudí 2026 de la Universitat Politècnica de Catalunya (UPC)

Description: Servicio integral de captación y activación de mecenazgo del Año Gaudí 2026 de la Universitat Politècnica de Catalunya (UPC)

Procedure identifier: 2a366013-e101-4c1e-bf57-96a522b49755

Internal identifier: SE183159HO2026034

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79341100 Advertising consultancy services, 79952100 Cultural event organisation services

2.1.2. Place of performance

Postal address: Av. Diagonal 649

Town: Barcelona

Postcode: 08028

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Càtedra Gaudí, ETSAB - Barcelona Escola Tècnica Superior d' Arquitectura de Barcelona (ETSAB)

2.1.3. Value

Estimated value excluding VAT: 637 950,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Purely national exclusion grounds: Indicados en los pliegos de contratación.

5. Lot

5.1. Lot: LOT-0001

Title: SE183159HO2026034 Servicio integral de captación y activación de mecenazgo del Año Gaudí 2026 de la Universitat Politècnica de Catalunya (UPC)

Description: Servicio integral de captación y activación de mecenazgo del Año Gaudí 2026 de la Universitat Politècnica de Catalunya (UPC)

Internal identifier: SE183159HO2026034

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79341100 Advertising consultancy services, 79952100 Cultural event organisation services

Options:

Description of the options: Prórroga (Bloque A): desde la fecha de finalización del plazo de duración inicial hasta el 31/12/2027. En caso de prórroga, sólo generarán derecho a comisión (parte variable del Bloque A) aquellos acuerdos de mecenazgo y patrocinio que hayan sido formalizados jurídicamente y/o cuyas aportaciones hayan sido efectivamente ingresadas en la UPC antes del 31/12/2027. Prórroga (Bloque B): Desde la fecha de finalización del plazo de duración inicial hasta el 30/06/2028.

5.1.2. Place of performance

Postal address: Av. Diagonal 649

Town: Barcelona

Postcode: 08028

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Càtedra Gaudí, ETSAB - Barcelona Escola Tècnica Superior d' Arquitectura de Barcelona (ETSAB)

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 1

5.1.5. Value

Estimated value excluding VAT: 637 950,00 EUR

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): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Specific yearly turnover

Description of selection criterion: El criterio de selección está especificado en el apartado K.1. Solvencia económica y financiera y técnica o profesional del Pliego de Cláusulas Administrativas Particulares.

Criterion: References on specified services

Description of selection criterion: El criterio de selección está especificado en el apartado K.1. Solvencia económica y financiera y técnica o profesional del Pliego de Cláusulas Administrativas Particulares.

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/upc>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/upc>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Description of the financial guarantee: Importe del 5% sobre el precio ofrecido de la parte fija e importe fijo adicional de la parte variable: • 5% del precio final ofrecido (IVA excluido) sobre la parte fija (Bloque A + B), y • Importe fijo de 25.250,00 €, equivalente al 5% del presupuesto base de licitación de la parte variable (Bloque A+B)

Deadline for receipt of tenders: 06/07/2026 13:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 07/07/2026 13:00:00 (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: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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 Català de Contractes del Sector Públic

Organisation providing more information on the review procedures: Tribunal Català de Contractes del Sector Públic

8. Organisations

8.1. ORG-0001

Official name: Universitat Politècnica de Catalunya

Registration number: Q0818003F

Department: Servicio de Contratación Administrativa y Compras

Town: Barcelona

Postcode: 08034

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: info.contractacio@upc.edu

Telephone: +34 934016163

Internet address: <https://contractaciopublica.cat/ca/perfils-contractant/detall/upc>

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/upc>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: <https://contractacio.gencat.cat/ca/contacte/tccsp>

Town: Barcelona

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio.eco@gencat.cat

Telephone: +34 938842038

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

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

Notice identifier/version: d334f163-0ee9-4222-9e0e-615e5639f633 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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