

392138-2026 - Result

France – Sports-event promotion services – Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

OJ S 109/2026 09/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Région Auvergne Rhône Alpes

Email: fcs.achats@auvergnerhonealpes.fr

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

Description: Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

Procedure identifier: 547fb843-ee2c-4fdc-99a0-598b4b3915e2

Internal identifier: DAF_2025_000493

Type of procedure: Negotiated without prior call for competition

Main features of the procedure: Sans publicité et sans mise en concurrence Article 2122-3 3° relatif aux droits d'exclusivité

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92621000 Sports-event promotion services

Additional classification (cpv): 92621000 Sports-event promotion services, 92621000 Sports-event promotion services

2.1.2. Place of performance

Country: France

Anywhere in the given country

Additional information: En Auvergne Rhône Alpes et à proximité

2.1.4. General information

Additional information: Article 2122-3 3° relatif aux droits d'exclusivité

Legal basis:

Directive 2014/24/EU

DAF_2025_000493 - Accord cadre Marché sans publicité ni mise en concurrence

5. Lot

5.1. Lot: LOT-0001

Title: Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

Description: Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92621000 Sports-event promotion services

Additional classification (cpv): 92621000 Sports-event promotion services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Start date: 23/04/2026

Duration end date: 31/07/2027

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Price

Description: Critère de prix uniquement

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 100

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Lyon

Information about review deadlines: 1 mois (référé contractuel) 2 mois (recours de fond)

Organisation signing the contract: Région Auvergne Rhône Alpes

6. Results

Maximum value of the framework agreements in this notice: 335 000,00 EUR

Direct award

:

Justification for direct award: The contract can be provided only by a particular economic operator because of exclusive rights, including intellectual property rights

Other justification: Sans publicité et sans mise en concurrence_Article 2122-3 3° relatif aux droits d'exclusivité

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 335 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: Amaury Sport Organisation

Tender:

Tender identifier: 25A0493001

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

Rank in the list of winners: 1

Subcontracting: No

Contract information:

Identifier of the contract: 25A0493001

Title: Achat de prestations de communication, d'espaces promotionnels et de billets sportifs autour de la caravane du Tour de France 2026

Date on which the winner was chosen: 20/01/2026

Date of the conclusion of the contract: 21/01/2026

Organisation signing the contract: Région Auvergne Rhône Alpes

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Région Auvergne Rhône Alpes

Registration number: 20005376700014

Postal address: 101 cours Charlemagne - CS 20033

Town: Lyon cedex 2

Postcode: 69269

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: fcs.achats@auvergnerhonealpes.fr

Telephone: 0426734000

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=DAF_2025_000493

Buyer profile: <https://www.achatpublic.com>

Roles of this organisation:

Buyer

TED eSender

Organisation signing the contract

8.1. ORG-0002

Official name: Amaury Sport Organisation

Size of the economic operator: Medium

Registration number: 38316034800116

Postal address: 40-42 quai du point du jour

Town: Boulogne-Billancourt

Postcode: 92100

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@aso.fr

Telephone: 01 41 33 14 00

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Tribunal Administratif de Lyon

Registration number: 17690005800015

Town: Lyon

Postcode: 69003

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: Greffes-ta-lyon@juradm.fr

Telephone: 04 87 63 50 00

Information exchange endpoint (URL): <https://lyon.tribunal-administratif.fr>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 257cf560-d5a6-4091-b990-719220d417d7 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 08/06/2026 13:22:17 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 392138-2026

OJ S issue number: 109/2026

Publication date: 09/06/2026