

## 424659-2026 - Result

Spain – Promotional services – Patrocinio de Los Premios Anillos de Oro 2026

OJ S 118/2026 22/06/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Email: [licitaciones@webtenerife.com](mailto:licitaciones@webtenerife.com)

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Patrocinio de Los Premios Anillos de Oro 2026

Description: Patrocinio de Los Premios Anillos de Oro 2026

Procedure identifier: a0a23a02-9b62-44a1-b195-005001acd211

Internal identifier: 25/2026

Type of procedure: Negotiated without prior call for competition

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-0000

Title: Patrocinio de Los Premios Anillos de Oro 2026

Description: Patrocinio de Los Premios Anillos de Oro 2026

Internal identifier: 25/2026

##### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

##### 5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

#### 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: Oferta económica.

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

Award criterion number: 100

#### 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: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

Information about review deadlines: 15 días hábiles

Organisation providing more information on the review procedures: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

## 6. Results

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Value of all contracts awarded in this notice: 250 000,00 EUR

### Direct award

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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: El evento "PREMIOS ANILLOS DE ORO 2026", se encuentra vinculado a un derecho exclusivo sobre la marca registrada en la Oficina Española de Patentes y Marcas (OEPM), con número de marca nacional M4325698 – PREMIOS ANILLOS DE ORO, figurativa, con fecha de concesión por resolución de 22 de abril de 2026, siendo titular WOMACK COMMUNICATION GROUP, S.L. Además, se comprueba por este Órgano de Contratación que el evento "PREMIOS ANILLOS DE ORO 2026" se configura como una iniciativa cuya identidad se articula en torno a una denominación específica, un enfoque orientado al ámbito de las series en lengua española y un planteamiento conceptual propio en su primera edición, configurado como gala con vocación de proyección mediática y soporte de comunicación institucional vinculado al destino.

#### 6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

##### Winner:

Official name: WOMACK COMMUNICATION GROUP, S.L.

##### Tender:

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 250 000,00 EUR

The tender was ranked: no

Subcontracting: No

**Contract information:**

Identifier of the contract: C017/2026

Date on which the winner was chosen: 17/06/2026

Date of the conclusion of the contract: 18/06/2026

**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

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

Number of tenders or requests to participate received: 1

**Range of tenders:**

Value of the lowest admissible tender: 250 000,00 EUR

Value of the highest admissible tender: 250 000,00 EUR

## 8. Organisations

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**8.1. ORG-0001**

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Registration number: 41107800154540

Registration number: A38299061

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Contact point: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Email: [licitaciones@webtenerife.com](mailto:licitaciones@webtenerife.com)

Telephone: +34 922237870

Internet address: <http://www.webtenerife.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>

**Other contact points:**

Official name: Spet, Turismo de Tenerife

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

**Other contact points:**

Official name: Spet, Turismo de Tenerife

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

**Roles of this organisation:**

Buyer

Review organisation

Organisation providing more information on the review procedures

**8.1. ORG-0002**

Official name: WOMACK COMMUNICATION GROUP, S.L.

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

Registration number: B72267917

Town: Sevilla

Postcode: 41007

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Email: [maria.garcia@womackgroup.es](mailto:maria.garcia@womackgroup.es)

Telephone: +34 678881883

**Roles of this organisation:**

Tenderer

**Beneficial owner:**

Nationality of the owner: Spain

**Winner of these lots: LOT-0000**

## Notice information

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Notice identifier/version: 01edb076-96ce-49f2-91af-748d131cda49 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 19/06/2026 13:05:19 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 424659-2026

OJ S issue number: 118/2026

Publication date: 22/06/2026