

**Spain-Cartagena: Advertising management services**

OJ S 149/2023 04/08/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Junta de Gobierno Local del Ayuntamiento de Cartagena

National registration number: P3001600J

Postal address: C/ San Miguel, 8

Town: Cartagena

NUTS code: ES620 Murcia

Postal code: 30201

Country: Spain

Contact person: Junta de Gobierno Local del Ayuntamiento de Cartagena

E-mail: [contratacion@ayto-cartagena.es](mailto:contratacion@ayto-cartagena.es)**Internet address(es):**Main address: <https://www.cartagena.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=nEU8%2BrO6PkrnSoTX3z%2F7wA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=fl5Fe0E8GdiiEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=fl5Fe0E8GdiiEJrVRqloyA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=nEU8%2BrO6PkrnSoTX3z%2F7wA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicio de captación y gestión de patrocinios para los eventos de interés turístico cultural y festivos en el municipio de Cartagena.

Reference number: SE2023/16

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de captación y gestión de patrocinios para eventos de interés turístico cultural y festivos en el municipio de Cartagena

**II.1.5. Estimated total value**

Value excluding VAT: 287 700,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.3. Place of performance**

NUTS code: ES620 Murcia

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

Servicio de captación y gestión de patrocinios para eventos de interés turístico cultural y festivos en el municipio de Cartagena

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Distintivo Ambiental de vehículo (Pegatina ECO/ CERO emisiones) / Weighting: 5

Cost criterion - Name: El MENOR PORCENTAJE DE COMISIÓN A APLICAR SOBRE EL IMPORTE PATROCINADO RECIBIDO / Weighting: 55

Cost criterion - Name: El MENOR PRECIO FIJO OFERTADO / Weighting: 40

**II.2.6. Estimated value**

Value excluding VAT: 287 700,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Dos años más desde la fecha según pliegos

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.12. Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

**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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Cifra anual de negocio

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Trabajos realizados

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: La empresa adjudicataria se compromete a incorporar, o en su caso, mantener un porcentaje igual o mayor al 50% de la plantilla que ha de ejecutar la prestación objeto del contrato, con las características de un contrato de carácter indefinido

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

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

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 01/09/2023 Local time: 23:59

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

##### **IV.2.7. Conditions for opening of tenders**

Date: 13/09/2023 Local time: 09:30

Place:

Ayuntamiento de Cartagena, sala reuniones, planta primera

Datos de Dirección:

Calle: San Miguel, 8

CP: 30201

Población: Cartagena

País: España

Information about authorised persons and opening procedure: Descripción: Telemática

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

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

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

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

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

01/08/2023