

**Spain-Malaga: Advertising and marketing services**  
**OJ S 163/2023 25/08/2023**  
**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: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

National registration number: A-93/090744

Postal address: Calle Compañía 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía 40

E-mail: [contratacion@andalucia.org](mailto:contratacion@andalucia.org)

Telephone: +34 951299300

**Internet address(es):**

Main address: <http://www.juntadeandalucia.es/contratacion>

Address of the buyer profile: <http://www.juntadeandalucia.es/contratacion>

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

Other type: Empresa Pública

**I.5. Main activity**

Other activity: Promocionar el Turismo y el Deporte

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**Section II: Object**

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

**II.1.1. Title**

Patrocinio del South International Series Festival 2023

Reference number: C2N06-06CR-0623-0151

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Patrocinio del South International Series Festival 2023

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 000 000,00 EUR

## **II.2. Description**

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

79340000 Advertising and marketing services

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

NUTS code: ES España

Main site or place of performance: Cádiz

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

Patrocinio del South International Series Festival 2023

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

Quality criterion - Name: Los recogidos en el pliego de cláusulas particulares / Weighting: 100

Cost criterion - Name: Los recogidos en el pliego de cláusulas particulares / Weighting: 100

### **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:  
yes

Identification of the project: El contrato será cofinanciado con cargo a Fondos FEDER:

Programa operativo integrado de Andalucía a 2014-2020 (tasa de cofinanciación de 80%)

Andalucía se mueve con Europa.

### **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:

“Para la realización del objeto del contrato no

existe competencia por razones de protección de derechos exclusivos, previstas en el art. 168

a) 2º de la Ley 9/2017, de 8 de noviembre de Contratos del Sector Público

#### **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.2.8. 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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A contract/lot is awarded: yes

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

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

18/07/2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Womack Integrated Marketing, S.L.

National registration number: B72267917

Postal address: AVENIDA MONSTES SIERRA 36

Town: Sevilla

NUTS code: ES España

Postal code: 41007

Country: Spain

E-mail: [MARIA.GARCIA@WOMACKGROUP.ES](mailto:MARIA.GARCIA@WOMACKGROUP.ES)

Telephone: +34 678881883

Fax: +34 678881883

Internet address: WWW.WOMACKGROUP.ES

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 1 000 000,00 EUR

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

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

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

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

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

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

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

21/08/2023