

519732-2026 - Result

France – Promotional services – Achat d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

OJ S 143/2026 28/07/2026

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 d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

Description: Achat d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

Procedure identifier: 27180043-9ac2-4da9-b009-e44336de7314

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

Additional classification (cpv): 79342200 Promotional services

2.1.2. Place of performance

Country: France

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 1 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Achat d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

Description: Achat d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342200 Promotional services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.5. Value

Estimated value excluding VAT: 1 000 000,00 EUR

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:

No framework agreement

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

Value of all contracts awarded in this notice: 1 000 000,00 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: Article 2122-3 3°

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: PUBLISKI

Tender:

Tender identifier: 26M0239001

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 000 000,00 EUR

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: No

Contract information:

Identifier of the contract: 26M0239001

Title: Achat d'espaces promotionnels et de prestations de communication autour des équipes de France de ski et de snowboard et des événements sportifs

Date on which the winner was chosen: 18/06/2026

Date of the conclusion of the contract: 29/06/2026

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

Town: Lyon cedex 2

Postcode: 69269

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Contact point: PERROUSSET Pamela

Email: fcs.achats@auvergnerhonealpes.fr

Telephone: 0426734000

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=DAF_2026_000239

Roles of this organisation:

Buyer

TED eSender

Organisation signing the contract

8.1. ORG-0002

Official name: PUBLISKI

Size of the economic operator: Small

Registration number: 69204485200055

Town: 69204485200055

Postcode: 74960

Country subdivision (NUTS): Haute-Savoie (FRK28)

Country: France

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: Grefte-ta-lyon@juradm.fr
Information exchange endpoint (URL): <http://lyon.tribunal-administratif.fr/>
Roles of this organisation:
Review organisation

Notice information

Notice identifier/version: 98e7b861-c026-4f2c-aabf-169a8e9273c6 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
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