

Spain-València: Advertising services
OJ S 184/2022 23/09/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Concejalía Delegada de Contratación del Ajuntament de València

National registration number: P4625200C

Postal address: Plaça de l'Ajuntament, 1

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46002

Country: Spain

Contact person: Concejalía Delegada de Contratación del Ajuntament de València

E-mail: e-contratacion@valencia.es

Telephone: +34 962081802

Fax: +34 963940498

Internet address(es):

Main address: <http://www.valencia.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=WAc5HvxZrKkQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de comunicación de los espectáculos y actividades que forman parte de las programaciones de los teatros municipales de gestión directa, el teatro El Musical y el Auditori La Mutant

Reference number: 04101/2022/18-SER

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de comunicación de los espectáculos y actividades que forman parte de las programaciones de los teatros municipales de gestión directa, el teatro El Musical y el Auditori La Mutant

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 75 000,00 EUR

II.2. Description

II.2.1. Title

Servicios de comunicación actividades que forman parte de la programación del Teatro El Musical

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79300000 Market and economic research; polling and statistics , 79341400 Advertising campaign services, 79342200 Promotional services, 79961000 Photographic services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicios de comunicación actividades que forman parte de la programación del Teatro El Musical

II.2.5. Award criteria

Cost criterion - Name: experiencia adicional del equipo mínimo / Weighting: 30

Cost criterion - Name: Formación de la persona profesional del periodismo o comunicación audiovisual / Weighting: 10

Cost criterion - Name: Menor precio ofertado / Weighting: 60

II.2.11. Information about options

Options: yes

Description of options:

Según se indique en el apartado E del Anexo I al PCAP

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

II.2. Description

II.2.1. Title

Servicio de comunicación de los espectáculos y actividades que forman parte de la programación del Auditori La Mutant.

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79300000 Market and economic research; polling and statistics

, 79341400 Advertising campaign services, 79342200 Promotional services, 79961000 Photographic services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Servicio de comunicación de los espectáculos y actividades que forman parte de la programación del Auditori La Mutant.

II.2.5. Award criteria

Cost criterion - Name: experiencia adicional del equipo mínimo / Weighting: 30

Cost criterion - Name: Formación de la persona profesional del periodismo o comunicación audiovisual / Weighting: 10

Cost criterion - Name: Menor precio ofertado / Weighting: 60

II.2.11. Information about options

Options: yes

Description of options:

Según se indique en el apartado E del Anexo I al PCAP

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 IV: Procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 071-189571](#)

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

Contract No: 218

Lot No: 1

Title:

Servicios de comunicación actividades que forman parte de la programación del Teatro El Musical

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/09/2022

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: Sandra Sancho Ruiz

National registration number: 33566818C

Postal address: Zapadores, 16

Town: València

NUTS code: ES523 Valencia/València

Postal code: 46006

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 43 356,04 EUR

Total value of the contract/lot: 37 500,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 219

Lot No: 2

Title:

Servicio de comunicación de los espectáculos y actividades que forman parte de la programación del Auditori La Mutant.

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/09/2022

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 5

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

V.2.3.

Name and address of the contractor

Official name: Sandra Sancho Ruiz

National registration number: 33566818C

Postal address: Zapadores, 16

Town: València

NUTS code: ES523 Valencia/València

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Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 43 356,04 EUR

Total value of the contract/lot: 37 500,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Ajuntament de València

Postal address: Pl. Ajuntament, 1

Town: València

Postal code: 46002

Country: Spain

Internet address: <https://sede.valencia.es/sede/>

VI.5. Date of dispatch of this notice

20/09/2022