

548140-2026 - Competition

Spain – Advertising services – Contratación de los servicios de agencias de comunicación y marketing para promocionar València en Europa y América

OJ S 151/2026 07/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Gerencia de la Fundació Visit València de la Comunitat Valenciana

Email: contratacion@visitvalencia.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

2.1. Procedure

Title: Contratación de los servicios de agencias de comunicación y marketing para promocionar València en Europa y América

Description: Contratación de los servicios de agencias de comunicación y marketing para promocionar València en Europa y América

Procedure identifier: 1a21d421-da08-4419-8e07-142d8d8e7ef8

Internal identifier: CONT26.SERV.16

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 4 360 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Arrangement with creditors: Serán motivos de exclusión todos los contenidos en la normativa nacional y europea vigente.

5. Lot

5.1. Lot: LOT-0001

Title: Servicios de agencia de comunicación y marketing para promocionar València en Europa

Description: Servicios de agencia de comunicación y marketing para promocionar València en Europa

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: TRES (3) PRÓRROGAS por un periodo idéntico de doce meses más a voluntad de la Fundación, y será obligatoria para el contratista siempre que su preaviso se produzca al menos con dos meses de antelación a la finalización del plazo de duración del contrato.

5.1.5. Value

Estimated value excluding VAT: 2 616 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Professional risk indemnity insurance

Description of selection criterion: Seguro de indemnización

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Equipo asignado.

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

Award criterion number: 10

Criterion:

Type: Price

Description: Honorarios agencia .

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

Award criterion number: 31

Criterion:

Type: Quality

Description: Oferta económica Acciones Marketing y plan de Medios.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Criterios sujetos a juicio de valor-memoria técnica .

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=oP2ehPN5Fu2Izo3LHNPGcQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=oP2ehPN5Fu2Izo3LHNPGcQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 15/09/2026 17:22:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemática

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Según apartado 15 del cuadro de características del PCAP.

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

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

5.1. Lot: LOT-0002

Title: Servicios de agencia de comunicación y marketing para promocionar València en América

Description: Servicios de agencia de comunicación y marketing para promocionar València en América

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: TRES (3) PRÓRROGAS por un periodo idéntico de doce meses más a voluntad de la Fundación, y será obligatoria para el contratista siempre que su preaviso se produzca al menos con dos meses de antelación a la finalización del plazo de duración del contrato.

5.1.5. Value

Estimated value excluding VAT: 1 744 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Professional risk indemnity insurance

Description of selection criterion: Seguro de indemnización

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Equipo asignado.

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

Award criterion number: 10

Criterion:

Type: Price

Description: Honorarios agencia .

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

Award criterion number: 31

Criterion:

Type: Quality

Description: Oferta económica Acciones Marketing y plan de Medios.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Criterios sujetos a juicio de valor-memoria técnica .

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

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=oP2ehPN5Fu2Izo3LHNPGcQ%3D%3D

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=oP2ehPN5Fu2Izo3LHNPGcQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 15/09/2026 17:22:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemática

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Según apartado 15 del cuadro de características del PCAP.

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

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

8. Organisations

8.1. ORG-0001

Official name: Gerencia de la Fundació Visit València de la Comunitat Valenciana

Registration number: 51110920154852

Registration number: G46893467

Town: València

Postcode: 46015

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Contact point: Gerencia de la Fundació Visit València de la Comunitat Valenciana

Email: contratacion@visitvalencia.com

Telephone: +34 963390390

Fax: +34 963606430

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

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=7FqCbaVIQxNvYnTkQN0%2FZA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: ab30fffc-2700-4ac9-be1f-32f40d2d9e73 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 05/08/2026 17:29:01 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 548140-2026

OJ S issue number: 151/2026

Publication date: 07/08/2026