

Spain-Malaga: Advertising and marketing services
OJ S 178/2023 15/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Patrocinio Estrella Damn NA Andalucía Masters

Reference number: C2N06-05TG-0723-0177

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Patrocinio Estrella Damn NA Andalucía Masters.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES612 Cádiz

Main site or place of performance: Cádiz

II.2.4. Description of the procurement

Patrocinio Estrella Damn NA Andalucía Masters

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 2014-2020 (tasa de cofinanciación 80%)
Andalucía se Mueve con Europa

II.2.14. Additional information

Section IV: Procedure

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2023

V.2.2. Information about tenders

Number of tenders received: 1

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: PGA European Tour Sucursal en España

National registration number: W0065103D

Postal address: AV PAU CASALS NUM 14 6

Town: Barcelona

NUTS code: ES España

Postal code: 08021

Country: Spain

E-mail: scory-wright@europeantourgroup.com

Telephone: +44 7741016521

Fax: +44 7741016521

Internet address: www.europeantour.com

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 000 000,00 EUR

Total value of the contract/lot: 2 000 000,00 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: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

12/09/2023