

605956-2026 - Competition

Spain – Advertising and marketing services – Contratación del servicio de apoyo a la captación y gestión de patrocinios

OJ S 169/2026 02/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Contratación del servicio de apoyo a la captación y gestión de patrocinios

Description: Contratación del servicio de apoyo a la captación y gestión de patrocinios

Procedure identifier: d810a4ea-56a3-4f87-9a1c-9554ab97b1d5

Internal identifier: SP26-00253

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 179 144,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Según lo previsto en el PCAP conforme a la legislación aplicable

5. Lot

5.1. Lot: LOT-0000

Title: Contratación del servicio de apoyo a la captación y gestión de patrocinios

Description: Contratación del servicio de apoyo a la captación y gestión de patrocinios

Internal identifier: SP26-00253

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

Options:

Description of the options: La prórroga puede establecerse por un periodo único de doce (12) meses

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 1

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: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: Certificates by quality control institutes

Description of selection criterion: Certificados de control de calidad expedidos por los institutos o servicios oficiales

5.1.10. Award criteria

Criterion:

Type: Quality

Description: 1.1. Porcentaje máximo de comisión 0€ a 200.000€.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: 1.2. Porcentaje máximo de comisión de 200.001€ a 400.000€.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: 1.3. Porcentaje máximo de comisión de 400.001€ a 600.000€.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: 1.4. Porcentaje máximo de comisión de 600.001€ a 800.000€.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: 1.5. Porcentaje máximo de comisión de 800.001€ en adelante.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: 2. Plazo máximo de respuesta garantizado.

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

Award criterion number: 16

Criterion:

Type: Quality

Description: 3. Implantación geográfica.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: 4. Informe de resultados del evento/actividad al patrocinador.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: Memoria / Proyecto de Patrocinios 2026/2027 (12 meses).

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

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=u50x7kNrIb%2FjHF5qKI4aaw%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=u50x7kNrIb%2FjHF5qKI4aaw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/10/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 36 Months

Information about public opening:

Opening date: 23/10/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Electrónica

Terms of contract:

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

Review organisation: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

Information about review deadlines: En los supuestos previstos en el artículo 44 de la LCSP, procederá con carácter potestativo la interposición del recurso administrativo especial en materia de contratación previo al contencioso-administrativo, en el plazo de 15 días hábiles, en los términos previstos en el artículo 50 de la LCSP. El órgano competente para conocer del recurso será el Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid. Contra las actuaciones susceptibles de ser impugnadas mediante recurso especial, no procederá la interposición de recursos administrativos ordinarios

Organisation providing more information on the review procedures: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

8. Organisations

8.1. ORG-0001

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Registration number: 51011230144883

Registration number: A84073105

Town: Madrid

Postcode: 28015

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Telephone: +34 915787758

Internet address: <http://www.madrid-destino.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W%2BdqavboycQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid
Postcode: 28010
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Internet address: <http://www.madrid.org/es/tacp>

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 83dcb92c-a6f1-438b-8402-dcb1ce7f250f - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 01/09/2026 09:50:48 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 605956-2026
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