

**Spain-Valladolid: Advertising and marketing services**

OJ S 204/2023 23/10/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: FUNDACIÓN SIGLO PARA EL TURISMO Y LAS ARTES DE CASTILLA Y LEÓN

Postal address: CENTRO CULTURAL MIGUEL DELIBES. AVDA. DEL REAL VALLADOLID, 2

Town: VALLADOLID

NUTS code: ES418 Valladolid

Postal code: 47015

Country: Spain

E-mail: [camsanjo@jcy.l.es](mailto:camsanjo@jcy.l.es)

Telephone: +34 983376405

Fax: +34 983362513

**Internet address(es):**

Main address: [www.fundacionsiglo.es](http://www.fundacionsiglo.es)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://contrataciondelestado.es/wps/portal!/ut/p/b1>

[/04\\_Sj9Q1MjAzt7AAEib6EfpReYllmemJJZn5eYk5IH6UWbxjmGugo6elsYF7UICrgZFTkLmZiZu\\_sYcg1wAEcDQvrD9aPwKzGAKsDnRLACPG7w88jPTdWPBCoZX2mRu4F-iH6ks35uVI6bpWeWSaKjo](https://contrataciondelestado.es/wps/portal!/ut/p/b1/04_Sj9Q1MjAzt7AAEib6EfpReYllmemJJZn5eYk5IH6UWbxjmGugo6elsYF7UICrgZFTkLmZiZu_sYcg1wAEcDQvrD9aPwKzGAKsDnRLACPG7w88jPTdWPBCoZX2mRu4F-iH6ks35uVI6bpWeWSaKjo)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://contrataciondelestado.es/wps/portal!/ut/p/b1>  
[/04\\_Sj9Q1MjAzt7AAEib6EfpReYllmemJJZn5eYk5IH6UWbxjmGugo6elsYF7UICrgZFTkLmZiZu\\_sYcg1wAEcDQvrD9aPwKzGAKsDnRLACPG7w88jPTdWPBCoZX2mRu4F-iH6ks35uVI6bpWeWSaKjo](https://contrataciondelestado.es/wps/portal!/ut/p/b1/04_Sj9Q1MjAzt7AAEib6EfpReYllmemJJZn5eYk5IH6UWbxjmGugo6elsYF7UICrgZFTkLmZiZu_sYcg1wAEcDQvrD9aPwKzGAKsDnRLACPG7w88jPTdWPBCoZX2mRu4F-iH6ks35uVI6bpWeWSaKjo)

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Other type: FUNDACIÓN DEL SECTOR PÚBLICO

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

CONTRATACIÓN DE SERVICIOS DE DEFINICIÓN Y DESARROLLO DE UN PROGRAMA DE ACTUACIONES DE PROMOCIÓN Y MARKETING CULTURAL Y TURÍSTICO DE CASTILLA Y LEÓN

Reference number: LI44TR23

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Constituye el objeto del presente contrato la prestación de los servicios de definición y desarrollo de un Programa de Actuaciones de Promoción y Marketing Cultural y Turístico de Castilla y León, en los términos indicados en el Pliego de Prescripciones Técnicas Particulares.

**II.1.5. Estimated total value**

Value excluding VAT: 1 400 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: ES41 Castilla y León

**II.2.4. Description of the procurement**

Constituye el objeto del presente contrato la prestación de los servicios de definición y desarrollo de un Programa de Actuaciones de Promoción y Marketing Cultural y Turístico de Castilla y León, en los términos indicados en el Pliego de Prescripciones Técnicas Particulares.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 1 400 000,00 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

El plazo de duración del contrato será de un año desde la fecha de firma del mismo, salvo que en éste se disponga otra fecha de inicio, con posibilidad de prórroga hasta un máximo de un año.

**II.2.10. Information about variants**

Variants will be accepted: no

#### **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:  
no

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Cláusula 28 del PCAP.

### **Section IV: Procedure**

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#### **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: no

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 17/11/2023 Local time: 23:59

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

##### **IV.2.7. Conditions for opening of tenders**

Date: 21/11/2023 Local time: 12:00

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

La fecha y hora señaladas en el apartado IV.2.7 en cuanto a la apertura de plicas es meramente informativo, ya que al realizarse la licitación por medios electrónicos, no hay apertura pública de ofertas, de acuerdo con la Ley 9/2017, de 8 de noviembre, de Contratos del Sector Público.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: TRIBUNAL ADMINISTRATIVO DE RECURSOS CONTRACTUALES DE CASTILLA Y LEÓN

Postal address: PLAZA DE LA CATEDRAL, 5

Town: ZAMORA

Postal code: 49001

Country: Spain

Telephone: +34 980559800

Fax: +34 980559801

Internet address: [www.cccyl.es](http://www.cccyl.es)

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

RECURSO ESPECIAL EN MATERIA DE CONTRATACION: 15 DÍAS HÁBILES.

### **VI.5. Date of dispatch of this notice**

18/10/2023