

79038-2026 - Competition

Spain – Advertising and marketing services – Servicios de comunicación, marketing y organización de eventos para el World Paella Day

OJ S 23/2026 03/02/2026

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: Servicios de comunicación, marketing y organización de eventos para el World Paella Day

Description: Contratación de los servicios de una empresa especializada para llevar a cabo la comunicación, el marketing y la organización de eventos para el World Paella Day.

Procedure identifier: 3b974296-64d3-4f4e-ba2e-61cc19de9b42

Internal identifier: CONT26.SERV.1

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

2.1.2. Place of performance

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

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 558 429,75 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

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

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de comunicación, marketing y organización de eventos para el World Paella Day

Description: Contratación de los servicios de una empresa especializada para llevar a cabo la comunicación, el marketing y la organización de eventos para el World Paella Day.

Internal identifier: CONT26.SERV.1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and 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: 4

Other information about renewals: CUATRO (4) PRÓRROGAS por un periodo idéntico de doce meses más a voluntad de la fundación, y siempre con el correspondiente preaviso.

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: Criterios de carácter ambiental y social.

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Equipo destinado al proyecto.

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

Award criterion number: 27

Criterion:

Type: Price

Description: Propuesta económica .

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Criterios basados en juicios de valor .

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

Award criterion number: 45

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=yOr2%2B%2BWnlstJ8Trn0ZPzLw%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=yOr2%2B%2BWnlstJ8Trn0ZPzLw%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/03/2026 23:59:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 11/03/2026 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: Telemática

Terms of contract:

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

Electronic invoicing: Required

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: Gerencia de la Fundació Visit València de la Comunitat Valenciana - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Sujeto a recurso especial en materia de contratación.

Sólo podrá interponerse recurso especial en materia de contratación contra los actos a que se refiere el artículo 44.1 de la LCSP ante el Tribunal Administrativo Central de Recursos Contractuales en el plazo de quince días hábiles conforme a lo establecido en el artículo 50.1 de la LCSP y de acuerdo con el procedimiento establecido en el mismo, con las especialidades que el artículo 47 LCSP prevé para los Poderes Adjudicadores que no tengan la condición de Administraciones Públicas.

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: 18a17dcc-affd-4380-9a1f-8a3307cc2f48 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 02/02/2026 10:57:17 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 79038-2026
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