

SANRAL

SOUTH AFRICAN NATIONAL ROADS AGENCY SOC LTD



Reg.No.1998/009584/30

**BUILDING SOUTH AFRICA
THROUGH BETTER ROADS**

REQUEST FOR PROPOSAL: NRA 2025/0013

**PROVISION ON NON -TOLL MEDIA BUYING SERVICES FOR A PERIOD OF SIXTY (60)
MONTHS FOR SANRAL**

ISSUE DATE	: 09 May 2025
BRIEFING SESSION DATE	: 16 MAY 2025@11H00
CLOSING DATE	: 11 JUNE 2025
CLOSING TIME	: 12:00 PM

SECTION 1: SBD1 FORM

**PART B
INVITATION TO BID**

BID NUMBER:	NRA 2025/0013	ISSUE DATE:	09 May 2025	CLOSING DATE	11 June 2025	CLOSING TIME:	12H00
DESCRIPTION	Provision of Non-Toll media buying services for a period of sixty (60) months for SANRAL						
VALIDITY PERIOD	180 Days						
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO							
CONTACT PERSON	Procurement						
TELEPHONE NUMBER	N/A						
E-MAIL ADDRESS	ProcurementHO07@sanral.co.za						
SUPPLIER INFORMATION							
NAME OF BIDDER							
POSTAL ADDRESS							
STREET ADDRESS							
TELEPHONE NUMBER	CODE			NUMBER			
CELLPHONE NUMBER							
E-MAIL ADDRESS							
VAT REGISTRATION NUMBER							
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE	UNIQUE REGISTRATION REFERENCE NUMBER:	MAAA	
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT		[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No		
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT MUST BE SUBMITTED FOR PURPOSES OF COMPLIANCE WITH THE B-BBEE ACT]							
ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?						<input type="checkbox"/> Yes <input type="checkbox"/> No	
						[IF YES, ANSWER QUESTIONNAIRE BELOW]	
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS							
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE A BRANCH IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?						<input type="checkbox"/> YES <input type="checkbox"/> NO	
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 1.3 BELOW.							

PART B TERMS AND CONDITIONS FOR BIDDING

1. TAX COMPLIANCE REQUIREMENTS
1.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
1.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
1.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
1.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
1.5 IN BIDS WHERE UNINCORPORATED CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
1.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

CAPACITY UNDER WHICH THIS BID IS SIGNED:

(Proof of authority must be submitted e.g. company resolution)

DATE: _____

SECTION 2: NOTICE TO BIDDERS

1. INSTRUCTIONS TO BIDDERS

1.1 Submission of bid

The RFP submissions will close at **12h00 on Wednesday, 11th June 2025** and all RFP documentation must be sealed in a clearly marked envelope and placed in the tender box.

Bids shall be clearly marked with the RFP reference number and sealed in an envelope when placing in the tender box and addressed to:

**SANRAL:
COC Building
36 Assegaai Wood Street
Rooihuiskraal Ext 39
Centurion**

Tender Box location

- 1.1.1** Bidders **must submit one original plus one hard copy and electronic copy (e.g. on compact disk or memory stick)**. Additional supporting information can be provided in a separate file and cross-referenced in the main submission. The RFP envelope must also contain the Bidder's details on the back of the envelope.
- 1.1.2** No bid may be withdrawn after it has been submitted to Sanral unless the Bidder so requests in writing and such request is received by Sanral before the scheduled closing date. All bids received by Sanral on or before the scheduled closing date and time shall be valid and binding for a period of 90 (ninety) working days calculated from the last scheduled closing date ("validity period"). During the validity period or any extensions to the validity period, bid prices shall remain firm save only for cost variations as are measurable by the permissible contract price adjustments as set out elsewhere in this document.
- 1.1.3** No telegraphic, e-mailed or faxed bids will be accepted.
- 1.1.5** Properly motivated alternatives may be submitted but will only be considered **if a compliant offer has been submitted**. The alternative shall be approached and priced to the same detail as required by this RFP.
- 1.1.6** Bidders will be judged on the basis of the information submitted by the due date as well as additional information as may have been requested by Sanral. A Bidder will be disqualified for the furnishing of, misleading or incorrect information, which Sanral may rely upon in the selection of a preferred Bidder.
- 1.1.7** Bidders must ensure that their bids contain all documents as specified in this RFP.

1.2 Clarification

If a Bidder considers that any of the RFP documents are deficient in any respect and require clarification, or if any words or figures are indistinct or ambiguous, or should Bidders have any queries regarding this document they may contact SANRAL **by e-mail or fax only** using the contact information stated in the SBD 1 Form.

Enquiries will close at 16h00 on Friday, 30 May 2025. Sanral will not be obliged to respond to any queries received after this date. No unauthorised alteration, addition or note entered by the Bidder in the RFP documents shall modify the issued RFP.

1.3 Formal Briefing

A compulsory briefing session will be conducted Virtually on **MS Team** on the **16 May 2025, at 11H00** for a period of \pm 1 hours. Join on your computer, mobile app or room device.

[Join the meeting now](#)

Meeting ID: 359 874 410 312 1

Passcode: jE767Zc3

Late arrivals (15 Minutes late) will not be allowed to participate in the meeting and their submissions shall be declared non-responsive. A tenderer's representative cannot represent more than one tenderer at the tender briefing meeting.

1.1 Conflicts of Interest

Bidders are required to identify and to disclose as soon as possible any conflict of interest or potential conflict of interest to Sanral. Bidders should contact Sanral for clarity on whether a conflict of interest actually exists or not. The existence of a conflict of interest, or a failure by a bidder timeously to disclose any such conflict or part conflict of interest, may result in the bidder's bid being disqualified.

1.2 Participation in More than One Bid

No bidder or any member of the bidder's consortium may participate or have an interest (whether direct or indirect) in any other bidder or in any member of any other bidder's consortium for purposes of submitting a bid.

1.3 Collusion with others

Bidders may not negatively engage or collude with any Service Providers, whether local or international, for purposes of submission of bids in response to the RFP. Such action will lead to disqualification with no further evaluation of their bid.

1.4 Communication

Specific queries relating to this RFP before the closing date of the RFP should be submitted to the contact person stated in the SBD 1 Form 5 days before tender closing date. In the interest of fairness and transparency Sanral's response to such a query will then be made available to other bidders.

It is prohibited for Respondents to attempt, either directly or indirectly, to canvass any officer or employee of Sanral in respect of this RFP between the closing date and the date of the award of the business.

Respondents found to be in collusion with one another will be automatically disqualified and restricted from doing business with organs of state for a specified period.

Respondents may also, at any time after the closing date of the RFP, communicate with the name of delegated individual on any matter relating to its RFP response:

All unsuccessful bidders have a right to request Sanral to furnish individual reasons for their bid not being successful. This requested must be directed to the contact person stated in the SBD 1 form.

1.5 Joint Ventures or Consortiums

Respondents who would wish to respond to this RFP as a Joint Venture [JV] or consortium with B-BBEE entities, must state their intention to do so in their RFP submission. Such Respondents must also submit a signed JV or consortium agreement between the parties clearly stating the percentage [%] split of business and the associated responsibilities of each party. If at the time of the bid submission such a JV or consortium agreement has not been concluded, the partners must submit confirmation in writing of their intention to

enter into a JV or consortium agreement should they be awarded business by Sanral through this RFP process. This written confirmation must clearly indicate the percentage [%] split of business and the responsibilities of each party. In such cases, award of business will only take place once a signed copy of a JV or consortium agreement is submitted to Sanral.

Respondents are to note that for the purpose of Evaluation, a JV will be evaluated based on one consolidated B-BBEE score card (a consolidated B-BBEE Status Level verification certificate) Preference points will be awarded to a bidder for attaining the specific goals requirements in accordance with the table indicated in the specific goals Claim Form.

1.6 Legal Compliance

The successful Respondent shall be in full and complete compliance with any and all applicable national and local laws and regulations.

1.7 Disclaimers

Respondents are hereby advised that SANRAL is not committed to any course of action as a result of its issuance of this RFP and/or its receipt of a Quotation in response to it. Please note that Sanral reserves the right to:

- modify the RFP's goods / service(s) and request Respondents to re-bid on any changes;
- reject any Quotation which does not conform to instructions and specifications which are detailed herein;
- disqualify Quotations submitted after the stated submission deadline;
- not necessarily accept the lowest priced Quotation or an alternative bid;
- place an order in connection with this Quotation at any time after the RFP's closing date;
- award only a portion of the proposed goods / services which are reflected in the scope of this RFP;
- split the award of the order/s between more than one Supplier/Service Provider should it at Sanral's discretion be more advantageous in terms of, amongst others, cost or developmental considerations;
- cancel the quotation process;
- validate any information submitted by Respondents in response to this bid. This would include, but is not limited to, requesting the Respondents to provide supporting evidence. By submitting a bid, Respondents hereby irrevocably grant the necessary consent to Sanral to do so;
- request audited financial statements or other documentation for the purposes of a due diligence exercise;
- not accept any changes or purported changes by the Respondent to the bid rates after the closing date and/or after the award of the business, unless the contract specifically provides for it;
- to cancel the contract and/request that National Treasury place the Respondent on its Database of Restricted Suppliers for a period not exceeding 10 years, on the basis that a contract was awarded on the strength of incorrect information furnished by the Respondent or on any other basis recognised in law;
- award the business to the next ranked bidder, provided that he/she is still prepared to provide the required Goods/Services at the quoted price, should the preferred bidder fail to sign or commence with the contract within a reasonable period after being requested to do so. Under such circumstances, the validity of the bids of the next ranked bidder(s) will be deemed to remain valid, irrespective of whether the next ranked bidder(s) were notified of their bid being unsuccessful. Bidders may therefore be requested to advise whether they would still be prepared to provide the required Goods/Services at their quoted price.
- Should a bidder fail to respond to a request for extension of the validity period before it expires, that bidder will be excluded from tender process.

- If there are any queries during the Bid process and any other period after the Bid closure, Bidders are not allowed to contact SANRAL employees, consultants or related parties. Bidders must ONLY forward the queries to the email address indicated in SBD1 form. For complaints and escalations, Bidders are requested to send the follow up email to scmcomplaints@sanral.co.za.

1.8 Security clearance

Acceptance of this bid could be subject to the condition that the Successful Respondent, its personnel providing the goods and its subcontractor(s) must obtain security clearance from the appropriate authorities to the level of CONFIDENTIAL/ SECRET/TOP SECRET. Obtaining the required clearance is the responsibility of the Successful Respondent. Acceptance of the bid is also subject to the condition that the Successful Respondent will implement all such security measures as the safe performance of the contract may require.

1.9 Johannesburg Stock Exchange Debt Listing Requirements

Sanral may also be required to disclose information relating to the subsequent contract i.e. the name of the company, goods/services provided by the company, the value and duration of the contract, etc. in compliance with the Johannesburg Stock Exchange (JSE) Debt Listing Requirements.

1.10 National Treasury's Central Supplier Database

Respondents are required to self-register on National Treasury's Central Supplier Database (CSD) which has been established to centrally administer supplier information for all organs of state and facilitate the verification of certain key supplier information. Sanral is required to ensure that price quotations are invited and accepted from prospective bidders listed on the CSD. Business may not be awarded to a respondent who has failed to register on the CSD. Only foreign suppliers with no local registered entity need not register on the CSD. The CSD can be accessed at <https://secure.csd.gov.za/>.

For this purpose, the attached SBD 1 Form must be completed and submitted as a mandatory returnable document by the closing date and time of the bid.

1.11 Tax Compliance

Respondents must be compliant when submitting a proposal to Sanral and remain compliant for the entire contract term with all applicable tax legislation, including but not limited to the Income Tax Act, 1962 (Act No. 58 of 1962) and Value Added Tax Act, 1991 (Act No. 89 of 1991).

It is a condition of this bid that the tax matters of the successful Respondents be in order, or that satisfactory arrangements have been made with South African Revenue Service (SARS) to meet the Respondents tax obligations.

The Tax Compliance status requirements are also applicable to foreign Respondents/ individuals who wish to submit bids.

Where Consortia / Joint Ventures / Sub-contractors are involved, each party must be registered on the Central Supplier Database and their tax compliance status will be verified through the Central Supplier Database.

Sanral urges its clients, suppliers and the general public to report any fraud or corruption to

TIP-OFFS ANONYMOUS:

0800 204 558

SECTION 3

BACKGROUND, OVERVIEW AND SCOPE OF REQUIREMENTS

1 BACKGROUND

The South African National Roads Agency SOC Limited (SANRAL) is soliciting proposals from Service Provider/s that will offer media strategy, planning and buying services for **SANRAL's non-toll network** through traditional, community and digital media. SANRAL requires the service provider/s to have three teams and/or staff members for the media buying services. One team dedicated to traditional media buying another dedicated to community media buying and the third to digital media buying

2 EXECUTIVE OVERVIEW

The broad scope of work includes media strategy, planning and buying that will be executed through television, radio, print (including insertions), social and digital media and out-of-home (OOH) including billboards, stadium advertising, wall murals and voucher advertising for **SANRAL's non-toll network**. The successful agency will be expected to revise and ensure alignment of advertising and marketing strategies, campaigns and implementation plans with corporate objectives and strategies.

It is the responsibility of the successful agency to initiate, develop and maintain the synergy for media buying cohesiveness with other successful service providers. The successful agency should gain an in-depth understanding of SANRAL, the brand, corporate identity, its pillars of operations and the audiences that need to be taken into account. The successful agency will work in collaboration with the successful toll media buying agency, above-the-line and other successful agencies for a seamless delivery of work as required by SANRAL.

3 SCOPE OF REQUIREMENTS

DEFINING OF KEY CONCEPTS

- **Media Brief**

The successful agency's recommendations for campaign media development, including the break-down of the media budget, flighting dates and times, reach, spots and target audience(s).

- **Media Plan**

Each media plan will include:

- Strategic direction.
- Recommended media vehicles with associated details including impressions, flights placements, creative units, rates and cost, and deal terms including make goods, cancellations, etc.
- Written rationale for each media vehicle.
- Plan overview including category-based budget allocations, overall flighting and flowchart.
- Budgets to be changed, adapted and approved or disapproved by SANRAL.

Key Metrics

- Established with SANRAL and ensures that all metrics are known and measured. It includes:
 - Review of industry data.
 - Goal delivery of media plan, e.g., total plan impressions, and actual total impressions.
 - Goal delivery of brand awareness growth, key measures that includes brand linkage, etc.

SANRAL's Team

SANRAL Communication's team remains the primary communications point for the successful agency. The relevant SANRAL authorised personnel will provide final signoff on all cost estimates, works authorisation, media schedules invoices, strategies, implementation plans as well as the execution thereof.

TECHNICAL ENVELOPE**A.1 SPECIFICATIONS FOR MEDIA BUYING**

- A1.1 Provide a dedicated staff member and/or team for each of the following: traditional media buying (mainstream media), community media buying and social and digital media buying.
- A1.2 Provide a dedicated media strategist for the account.
- A1.3 Develop strategic media plans (media schedules, placement including supporting statistics), refinements and amendments, for traditional, community (including-out-of-home), publications and social and digital platforms as needed throughout the course of the contract.
- A1.4 Media plans must include recommendation of media platforms and footprints including frequency, reach and impact as well details of the platforms.
- A1.5 Use all media vehicles for SANRAL as needed based on strategic direction (TV, radio, print (including insertions and trade publications), online, out of home, social and digital platforms.
- A1.6 Create media schedules for approval linked to impact, frequency, reach and target audience.
- A1.7 Issue insertion (approved media schedule) orders to all approved media.
- A1.8 Finalise the media specification sheet.
- A1.9 Traffic manage the ad units through the successful SANRAL service providers.
- A1.10 Obtain relevant ad material from the successful service providers with correct sizes for relevant media houses or work with service providers to ensure that the providers send the correctly sized material to media houses.
- A1.11 Implement a system to correct tracking implementation and compliance from media vendors.
- A1.12 Keep accurate and detailed media files, including budget, as well as data to be readily available when requested.
- A1.13 Provide detailed implementation and campaign plans and update/change as required for SANRAL's approval.
- A1.14 Obtain the best possible position, slot and insertion at value for money for SANRAL.
All discounts offered by traditional media (mainstream including digital and social) on SANRAL's campaign must be passed directly back to SANRAL in the form of added value and shown in the media schedule. Discounts are not to be accepted from community media.
- A1.15 Source appropriate and relevant media buying space on television, radio, print, digital and other media platforms.
- A1.16 Develop cohesive national, fully integrated media plans that align goals and timings/flights per campaign.
- A1.17 Develop a plan to track, monitor and evaluate the results of media buying (including insertions and social and digital placements) and revise plans accordingly.
- A1.18 Liaise with all media owners (including OOH, social and digital platforms) to obtain best possible placements and schedules.
- A1.19 The bidder must be able to procure outside broadcasting (OB) when required. A full specification list must be provided to SANRAL for approval together with the necessary contact information of the OB unit.
- A1.20 All strategies, plans and schedules must be approved by SANRAL prior to execution of work.
- A1.21 The successful bidder may be required to conduct/implement an integrated media buying campaign outside of the South Africa borders.
- A1.22 The bidder must carry out research and surveys as and when required through the contract period.

A2 MEDIA BUYING CREDIT PROVISION

- A2.1 The successful bidder must be able to cover upfront costs (up to R20 million a month) for media placements (including insertions and social and digital) and payment of invoices to media houses on behalf of SANRAL.
- A2.2 Include letters of good-standing from the national media houses/owners (including one from the SABC), two from national print media houses, two from community media, one radio broadcaster outside of the SABC, one online/digital publishing house, one television broadcaster outside of the SABC and one OOH outlet) to provide assurance that the media houses will accept bookings by the bidder. These letters must not be older than 3 months on the date of submission. Note that SANRAL's payment terms, are as per the National Treasury regulation, which is 30 days from the date of invoice when the service has been rendered.

B. OTHER TENDER SPECIFICATIONS AND REQUIREMENTS***B1. Programme administration***

- B1.1 Participate in daily update calls with the SANRAL team and at least one status meetings per week.
- B1.2 Prepare a weekly status report for weekly meetings.
- B1.3 Prepare monthly reports of accomplishments and expenditures due on the last day of each month.
- B1.4 Participate in a monthly strategy budget meeting with the SANRAL team to assess accomplishments and financial status and to adjust plans for the coming month.
- B1.5 The winning Bidder/Service Provider must save all SANRAL work (content, reports, strategies) on the Digital Asset Manager.
- B1.6 Attend SANRAL-related meetings (e.g. project specific meetings.)
- B1.7 Take all reasonable precautions to guard against any loss to SANRAL through the failure of suppliers to execute their commitments properly.
- B1.8 No work of whatsoever nature shall be actioned without obtaining prior approval of SANRAL.
- B1.8 SANRAL might require the service provider to carry out media placement outside the South African borders

B2 Account Management and Work flow

- B2.1 Issue status reports as and when needed for all projects includes but not limited to project no, description, current status, next steps, timelines and due dates.
- B2.2 Screen and quality check work before presentation to SANRAL (including brief, strategy and implementation).
- B2.3 Follow SANRAL's transformation objectives.
- B2.4 Prepare and submit campaign timing plans.
- B2.5 Obtain sign-off from authorised Client representative.
- B2.6 Issue invoices and statements timeously.
- B2.7 Manage and resolve financial queries with third parties.
- B2.8 Manage third party suppliers.
- B2.9 Provide a guard book of all work executed including insertions, OOH and social and digital to SANRAL. This information is to be provided every quarter for the duration of the contract.
- B2.10 Issue financial reports highlighting projects completed and/or invoiced, media expenditures and other costs and committed budgets.
- B2.11 Ensure that status reports are timeously updated and distributed prior to the weekly meetings.

- B2.12 Ensure that all reports are compiled timeously and provided to the responsible SANRAL manager as per the deadlines specified.
- B2.13 Ensure that all cost estimates are submitted with a job card issued by relevant SANRAL personnel.
- B2.14 The following financial accounting is required:
- Forecast monthly expenditure
 - Maintain a cost estimate register
 - Monthly billing must be on time
 - Monthly reconciliations and statements
 - Maintain a job card register
 - Monthly reporting on budget spent to date and remainder separated from rate per hour worked and any third-party procurement.
 - Accurately manage and track spend any production, providing accurate and timely monthly invoices.
 - Prepare and submit cost estimates timeously with relevant job card number.
- B2.15 Finance personnel must attend monthly finance meeting at SANRAL.

**SECTION 4
CRITERIA AND RETURNABLE DOCUMENTS**

4.1 STEP ONE: Test for Responsiveness

The test for administrative responsiveness will include the following:

Administrative responsiveness check	
• Bid received before closing date and Time	
• Bidder has completed SECTION 1: SBD1 Form	
• Bidder has submitted a Priced Offer	
MANDATORY REQUIREMENTS Letters from a national media houses /owner Minimum of Nine (9) Letters of Good Standing (ref A2.2)	
• Letter from SABC	
• Two Letters from National print media houses	
• Two Letters from community media	
• One letter from a radio broadcaster outside of the SABC	
• One Letter from an online / digital publishing house	
• One Letter from a television broadcaster outside of the SABC	
• One Letter of OOH	

The test for administrative responsiveness [Step One] must be passed for a Respondent's Proposal to progress to Step Two

**4.2 STEP TWO: Minimum Threshold 36/50 points for Phase 1 of Technical Criteria
: Minimum Threshold 66/100 points for Phase 2 Criteria**

The Test for the Technical and Functional threshold will include the following:

- Phase 1: Technical and suitability evaluation is **36 points**.
- Phase 2: Case Study evaluation is **66 points**. SANRAL reserves the right to carry out presentations for clarity of the case studies.

PHASE 1 : EVALUATION CRITERIA					
1. CAPABILITY: Infrastructure of Company, experience and capacity					
<u>Organisational experience and capabilities</u>	No companies listed	≥1≤3 companies	≥4 ≤6 companies	≥7≤9 companies	≥10
<p>List the companies (public sector) you have worked for in the form of a spreadsheet. For each company, include a list of three (3) media campaigns (a mix of at least two media platforms that are traditional, community, and/or digital) worth a minimum of R15 million each. The campaigns for each company must have been executed in the last 5 years. Recruitment, retail store advertising, and classified advertising will not be considered. A minimum of 4 companies with 3 media campaigns mentioned are required.</p>	0	2	6	8	10
<u>Testimonials</u>	0	>=1<=3 testimonials	>=4<=6 testimonials	>=7<=9 testimonials	>=10 testimonials
<p>Provide testimonials (not older than 5 years) from companies or clients where media buying services were provided (recruitment, retail store advertising, and classified advertising experience is not acceptable). Each testimonial must be on a client (i.e. company) letterhead and include, but not be limited to:</p> <ul style="list-style-type: none"> -A brief description of media buying services rendered - Quality of media service -Duration of service -Worked within allocated budgets -Kindly provide contact details of company representative for 	0	2	6	8	10

verification. A minimum of 4 testimonials required.						
Please submit a CV of a maximum of 3 pages for each person who will fulfil the following roles. Please ensure that the media buying, communications, marketing, and/or advertising qualifications and media buying experience are detailed.						
Senior strategist with media buying experience (minimum 10 years in the role)	No relevant experience	Relevant >=1≤5 Years	Relevant ≥6≤9 Years	Relevant ≥10≤14 Years	Relevant ≥15 Years	
	0	2	3	4	5	
Senior lead experience for traditional media buying (minimum 6 years in the role)	No relevant experience	Relevant >=1≤3 Years	Relevant ≥4≤6 Years	Relevant ≥6≤8 Years	Relevant ≥9 Years	
	0	2	3	4	5	
Senior lead experience for community media buying (minimum 6 years in the role)	No relevant experience	Relevant >=1≤3 Years	Relevant ≥4≤6 Years	Relevant ≥6≤8 Years	Relevant ≥9 Years	
	0	2	3	4	5	
Senior lead experience for social and digital media buying (Minimum 6 years in the role)	No relevant experience	Relevant >=1≤3 Years	Relevant ≥4≤5 Years	Relevant ≥6≤7 Years	Relevant ≥8 Years	
	0	2	3	4	5	
Sub-Total Capability						

2. SUITABILITY: Evaluation based on the quality of the response, feasibility, quality and content					
Provide examples, in the form of schedules, of the work done for different media campaigns executed in the last five years, including traditional, community, OOH, and social and digital media buying. The minimum criteria are as follows: 3 x Mixed campaign Traditional, community and digital 1 X Traditional media campaign 1 X community media campaign 1 X OOH media campaign 1 X Social and digital media campaign	No campaigns	≥1≤2 campaigns	≥3≤6 campaigns	≥7≤9 campaigns	≥10 Campaigns
	0	2	6	8	10
Sub-Total Capability					
Total Step 1 Capability and Suitability					
Maximum: 50					
Minimum: 36					
Minimum score to qualify to Step 2 Case Study Phase: 36 points					

<p>Step 2: Adjudication Category for Case Study</p> <p>Suitability: Case Study specifications:</p> <ul style="list-style-type: none"> - all case studies should not be older than 7 years - all case studies should be of public-sector based organisations - each of the case studies must be of different campaigns and not a repetition of the same campaign - a minimum of 66 points is required to move from Step 2 to qualify for the pricing and preference evaluation phase. <p>- Note that recruitment, retail stores an classified advertising experienced is not acceptable.</p>		
<p>Case Study 1: Submit a detailed case study of a media buying campaign developed for traditional and community media, with a minimum budget of R15 million (must include television), executed within the last seven years. The campaign must also include social and digital media components. The case study should cover:</p> <ul style="list-style-type: none"> o Executive Summary o Client Overview and contactable references o Campaign Strategy o Campaign Objectives o Define clear, measurable goals for the campaign e.g. Increasing brand awareness o Show how it is aligned with clients overall business goals o Target Audience o Identify and segment the target audience based on demographics, psychographics, behaviors, and media consumption habits. o Media Mix and Allocation <ul style="list-style-type: none"> o Show research and understanding of the media landscape linked to target audiences, together with media plans, timings and budget allocation of the following: <ul style="list-style-type: none"> o Traditional Media o Community Media o Digital Media Integration o Social Media o Non-conventional media (e.g. wall murals, vouchers, etc.) o Breakdown of Budget Across Traditional and Community Media Channels (e.g., radio, newspapers, Television) and show effectiveness in reaching the target audience. o Community Media Landscape <ul style="list-style-type: none"> o Overview of Community Media Channels Used o Relevance to Target Audience o Approach and Methodology <ul style="list-style-type: none"> o Research and Planning o Execution Process – placement, frequency and timing o Monitoring and Optimisation <ul style="list-style-type: none"> o Track campaign performance in real-time using key metrics such as reach, impressions, click-through rates (CTR), engagement rates, and conversions. o Use data analytics to identify underperforming channels or creatives and reallocate resources accordingly. o Optimise the campaign continuously to improve ROI and achieve objectives. o Challenges and Solutions o Campaign Performance and Return on Investment (ROI) <ul style="list-style-type: none"> o Key Metrics and Results o Return on Investment (ROI) o Measurable Outcomes <ul style="list-style-type: none"> o Brand Awareness o Engagement Rates o Sales and Conversions o Lessons Learned o Conclusion and Recommendations 		
<p>Questions Equating Case Study 1</p>	<p>Score - 30</p>	<p>Weighting</p>
<p>1. Comprehensive Campaign Overview Does the case study provide a clear and</p>	<p>10:The executive summary is exceptionally clear, concise, and comprehensive.</p>	

<p>detailed executive summary that outlines the campaign's purpose, key achievements, and overall impact, while ensuring it meets the minimum budget requirement of R15 million and includes television, traditional, community, digital, and social media components?</p>	<p>It provides a complete overview of the campaign, including its purpose, key achievements, and overall impact. It explicitly mentions the budget (≥R15 million), inclusion of television, and integration of traditional, community, digital, and social media. The summary is well-structured and demonstrates a strong understanding of the campaign's scope and success. 9: The executive summary is clear and detailed but may lack one minor element (e.g., a brief mention of one media component or a slight lack of detail in the budget breakdown). It still provides a strong overview of the campaign's purpose, achievements, and impact. 8: The executive summary is mostly complete but lacks minor details (e.g., a slightly unclear budget breakdown or a brief omission of one media component). It still effectively outlines the campaign's purpose, achievements, and impact. 7: The executive summary is present and clear but lacks depth in some areas (e.g., a vague description of achievements or impact). It may omit one key element (e.g., budget or a media component). 6: The executive summary is somewhat clear but lacks detail or omits multiple key elements (e.g., budget, media components, or achievements). It provides a basic overview but does not fully capture the campaign's scope or success. 5: The executive summary is vague or incomplete, missing several required elements (e.g., budget, media components, or purpose). It provides a limited overview of the campaign. 4: The executive summary is poorly written or does not address the campaign's purpose or impact in a meaningful way. It may mention one or two elements but lacks clarity or detail. 3: The executive summary is very brief and lacks most required elements. It provides minimal information about the campaign. 2: The executive summary is extremely vague or incomplete, with no meaningful details about the campaign. It may mention one element (e.g., budget or purpose) but does not provide context or clarity. 1: The executive summary is poorly structured or irrelevant, providing no useful information about the campaign. It may include unrelated content or fragmented details. 0: No executive summary is provided.</p> <p>Key elements for scoring: 1. Clarity and Conciseness: Is the summary easy to understand and free of unnecessary details? 2. Completeness: Does it cover the campaign's purpose, key achievements, and overall impact? 3. Budget Mention: Does it explicitly state the budget (≥R15 million)? 4. Media Components: Does it include television, traditional, community, digital, and social media?</p>	
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	<p>5. Structure and Flow: Is the summary well-organised and logically presented?</p>	
<p>2. Target Audience and Media Mix Alignment Does the case study clearly define the target audience and demonstrate how the media mix (traditional, community, digital, and social media) was strategically selected and allocated to effectively reach and engage this audience? Is there a detailed breakdown of the budget across these channels?</p>	<p>5: The target audience is clearly defined, and the media mix (traditional, community, digital, and social media) is strategically justified with a detailed budget breakdown across channels. 4: The target audience and media mix are well-defined, but the budget breakdown or strategic justification is slightly unclear. 3: The target audience and media mix are mentioned, but the alignment or budget breakdown is incomplete or lacks detail. 2: The target audience or media mix is poorly defined, and the budget breakdown is missing or unclear. 1: Only one element (target audience or media mix) is addressed, and the other is missing. 0: Neither the target audience nor the media mix is addressed.</p>	
<p>3. Integration of Community Media Does the case study provide an overview of the community media landscape, including the specific channels used, their relevance to the target audience, and how the campaign aligned with community values and needs? Does it explain how community media was integrated with traditional and digital media for a cohesive strategy?</p>	<p>5: The case study provides a thorough overview of the community media landscape, including specific channels used, their relevance to the target audience, and how they align with community values and needs. Integration with traditional and digital media is clearly explained. 4: The community media section is mostly complete but lacks minor details (e.g., relevance to the audience or integration with other media). 3: The community media section is present but lacks depth or clarity in explaining relevance or integration. 2: The community media section is vague or incomplete, with significant gaps in detail. 1: Only a brief mention of community media is provided, with no explanation of relevance or integration. 0: No discussion of community media is included.</p>	
<p>4. Campaign Performance and Measurable Outcomes Does the case study include measurable outcomes such as brand awareness, engagement rates, sales, and conversions, supported by key metrics and return on investment (ROI) analysis? Does it provide evidence of how the campaign's performance was monitored, optimised, and evaluated against its objectives?</p>	<p>5: The case study includes detailed measurable outcomes (e.g., brand awareness, engagement rates, sales, conversions) supported by key metrics, ROI analysis, and evidence of monitoring and optimisation. 4: Measurable outcomes are provided, but some metrics or ROI analysis are slightly unclear or incomplete. 3: Outcomes are mentioned, but the metrics are vague, or the ROI analysis is missing. 2: Outcomes are poorly defined, and there is little to no evidence of monitoring or optimisation. 1: Only one or two outcomes are mentioned, with no supporting data or analysis. 0: No measurable outcomes or performance data are provided.</p>	

<p>5. Challenges, Lessons Learned, and Recommendations Does the case study address the challenges faced during the campaign, the solutions implemented, and the lessons learned? Does it conclude with actionable recommendations for future campaigns, ensuring a well-rounded and insightful analysis?</p>	<p>5: The case study thoroughly addresses challenges, provides actionable solutions, and offers insightful lessons learned and recommendations for future campaigns. 4: Challenges and lessons are well-documented, but recommendations are slightly generic or lack depth. 3: Challenges and lessons are mentioned, but solutions or recommendations are unclear or incomplete. 2: Challenges are briefly mentioned, but lessons learned and recommendations are missing or poorly articulated. 1: Only challenges are mentioned, with no solutions, lessons, or recommendations. 0: No discussion of challenges, lessons, or recommendations is included.</p>	
<p>Sub-total</p>		
<p>Case Study 1: Total 30 minimum 20</p>		

Case Study 2		
<p>Submit a detailed case study of a publication insertion campaign executed across both traditional and community media, with a budget of up to R3 million, within the last seven years.</p> <ol style="list-style-type: none"> 1. Executive Summary 2. Client Overview and contactable references 3. Campaign Strategy 4. Campaign Objectives 5. Target Audience 6. Newspaper Landscape <ul style="list-style-type: none"> o Overview of Selected Newspapers (e.g., national, regional, or community) o Relevance to Target Audience o Alignment with Newspaper Readership Demographics 7. Insertion Plan and Allocation <ul style="list-style-type: none"> o Breakdown of Insertions (e.g., frequency, size, and placement) o Integration with Other Media Channels (if applicable) 8. Approach and Methodology <ul style="list-style-type: none"> o Research and Planning (e.g., readership data, insertion timing) o Execution Process (e.g., coordination with publishers, production of inserts) o Monitoring and Optimisation 9. Challenges and Solutions <ul style="list-style-type: none"> o Unique Challenges of Newspaper Insertions o Strategies to Overcome Them 10. Campaign Performance <ul style="list-style-type: none"> o Key Metrics and Results (e.g., reach, engagement, response rates) o Return on Investment (ROI) 11. Measurable Outcomes <ul style="list-style-type: none"> o Brand Awareness and Recall o Lead Generation or Sales Uplift o Reader Feedback or Sentiment Analysis 12. Lessons Learned 13. Conclusion and Recommendations <ul style="list-style-type: none"> o Insights for Future Newspaper Insertion Campaigns 		
Questions Equating Case Study 2	Score -20	Weighting
<p>1: Campaign Strategy and Execution Evaluate the clarity and effectiveness of the campaign strategy and execution. Did the case study provide a detailed explanation of the campaign objectives and how they aligned with the client’s goals? Was the target audience clearly defined, and were the selected newspapers (national, regional, or community) justified based on their relevance to the audience? Did the case study outline a well-structured insertion plan, including frequency, size, placement, and integration with other media channels? Was the approach and methodology (research, planning, execution, and monitoring) clearly described and logically presented?</p>	<p>5. Comprehensive, well-justified, and innovative strategy with clear alignment to objectives and audience. It explicitly mentions the budget (≥R3 million), with the breakdown of insertions and other channels. 4. Clear and logical strategy with some evidence of alignment with objectives. 3. Basic strategy outlined but lacks depth or justification. 2. The strategy is present and clear but lacks depth in some areas (e.g., a vague description of the media landscape or outcomes). It may omit one key element (e.g., budget or an approach component). 1. Poor and/or incomplete or unclear strategy, missing key elements. 0. No strategy provided.</p>	
<p>2: Challenges and Solutions Assess the identification of challenges and the proposed solutions. Did the case study highlight unique challenges specific to newspaper insertion campaigns?</p>	<p>5. Detailed challenges with innovative, well-executed solutions supported by evidence. 4. Clear challenges with practical solutions, though lacking depth or evidence of success 3. Challenges were identified but solutions were generic or not well-developed.</p>	

<p>Were the challenges realistic and relevant to the campaign’s context? Did the case study propose practical and innovative solutions to overcome these challenges? Was there evidence of adaptability and problem-solving during the campaign execution?</p>	<p>2. Challenges are briefly mentioned, but lessons learned, and recommendations are missing or poorly articulated. 1. Only challenges are mentioned, with no solutions, lessons, or recommendations. 0. Challenges and solutions were not addressed or were superficial.</p>	
<p>3: Campaign Performance and Measurable Outcomes Evaluate the measurement and reporting of campaign performance. Did the case study provide key metrics and results (e.g., reach, engagement, response rates) to demonstrate campaign success? Was the return on investment (ROI) clearly calculated and justified? Were measurable outcomes such as brand awareness, lead generation, or sales uplift clearly defined and supported by data? Did the case study include reader feedback or sentiment analysis to validate the campaign’s impact?</p>	<p>5. Comprehensive performance analysis with robust data and clear ROI justification. 4. Clear metrics and outcomes with some evidence of success. 3. Basic metrics provided but lacked depth or justification. 2. Outcomes are mentioned, but the metrics are vague, or the ROI analysis is missing. 1. Performance metrics and outcomes were missing or poorly defined. 0. No measurable outcomes or performance data are provided.</p>	
<p>4: Challenges, Lessons Learned and Recommendations Assess the insights and recommendations provided for future campaigns. Did the case study identify key lessons learned from the campaign? Were the lessons relevant and actionable for future newspaper insertion campaigns? Did the case study provide clear, practical recommendations for improving future campaigns? Were the conclusions and recommendations supported by evidence from the campaign’s performance?</p>	<p>5. Detailed challenges, actionable insights and recommendations supported by full campaign evidence. 4. Some challenges, clear lessons and recommendations with some evidence of applicability. 3. Basic lessons identified but lacked depth or actionable insights. 2. Only challenges are mentioned, with no solutions, lessons, or recommendations. 1. Lessons and recommendations were missing or irrelevant. 0. No discussion of challenges, lessons, or recommendations is included.</p>	
<p>Subtotal</p>		
<p>Case Study 2</p>	<p>Total 20 minimum 12</p>	

Case Study 3		
<p>Submit a detailed digital media buying campaign case study that the company has managed from start to finish. The case study must include:</p> <ol style="list-style-type: none"> 1. Campaign Objectives and Goals 2. Digital Channels Selection 3. Audience Targeting Strategy 4. Budget Allocation and Management 5. Optimisation and Adjustments 6. Key Performance Indicators (KPIs) 7. Results and Impact 8. Post-Campaign Analysis and Reporting 		
Questions Equating Case Study 3	Score -25	Weighting
<p>1. Campaign Objectives and Goals What were the specific objectives of the campaign (e.g., brand awareness, lead generation, sales conversions)? How did these objectives align with the client's overall marketing and business goals?</p>	<p>3 points: Clear, specific objectives that align directly with the client's business goals, demonstrating a comprehensive understanding of the campaign's purpose. 2 points: Objectives are clear but may lack direct alignment with broader business goals or are somewhat generic. 1 point: Objectives are vague or do not align with the client's business goals. 0 points: No clear objectives or misalignment with business goals.</p>	
<p>2. Digital Channels Selection Which digital channels were selected for the campaign (e.g., social media platforms, search engines, display networks, video platforms)? Why were these channels chosen, and how were they deemed most effective for the campaign's objectives? How did the target audience's behavior influence channel selection?</p>	<p>4 points: Excellent rationale for selecting specific digital channels, backed by solid understanding of target audience behavior and campaign objectives. Demonstrates an in-depth explanation of the channel selection process. 3 points: Clear channel selection with reasonable justification, but lacks some depth in explaining audience behavior and how it influenced the decision. 2 points: Some explanation of channel selection, but lacks clear reasoning behind the choices. 1 point: No clear explanation of why specific channels were chosen or misaligned choices. 0 points: No mention of channel selection.</p>	
<p>3. Audience Targeting Strategy How did you define the target audience (e.g., demographics, interests, behaviors, geographic location)? What data sources or tools did you use for audience segmentation and targeting? How did you adjust targeting criteria throughout the campaign, if at all?</p>	<p>3 points: Comprehensive targeting strategy with clear segmentation criteria and use of data sources/tools. Includes adjustments made during the campaign. 2 points: Adequate segmentation strategy, but limited explanation on adjustments or data sources used. 1 point: Vague or incomplete audience targeting strategy with minimal detail on how data was used. 0 points: No audience targeting strategy provided.</p>	
<p>4. Budget Allocation and Management What was the total budget for the campaign, and how was it allocated across different channels and tactics? How did you optimise budget allocation to maximise ROI (e.g., shifting funds between channels or increasing bids for high-performing segments)?</p>	<p>3 points: Clear breakdown of budget allocation across channels, with strong evidence of optimisation for maximum ROI. Detailed explanation of how adjustments were made during the campaign. 2 points: Budget allocation is explained but lacks in-depth analysis of optimisation or ROI maximisation. 1 point: Basic budget allocation mentioned with minimal explanation of optimisation efforts.</p>	

	0 points: No budget allocation or management information.	
<p>5. Optimisation and Adjustments How was the campaign monitored and optimised throughout its duration? Were any adjustments made in terms of bidding strategy, targeting, creative assets, or budget allocation during the campaign? If so, why were those changes necessary? What tools or platforms were used for tracking and optimising the campaign in real-time (e.g., Google Ads, Facebook Ads Manager, programmatic platforms)?</p>	<p>4 points: Detailed explanation of campaign optimisation, including specific adjustments made during the campaign. Strong focus on tools and platforms used for real-time tracking and optimisation. 3 points: Clear explanation of optimisation efforts with some detail on tools/platforms used. 2 points: General optimisation information but lacking detail or examples of adjustments made. 1 point: Minimal explanation of how the campaign was optimised. 0 points: No optimisation or adjustments discussed.</p>	
<p>6. Key Performance Indicators (KPIs) What KPIs did you use to measure the success of the campaign (e.g., CTR, CPC, CPA, ROI, conversion rate, impressions, engagement)? How did you analyse and interpret the performance data to gauge whether the campaign was on track to meet its objectives?</p>	<p>3 points: Well-defined KPIs directly linked to campaign objectives with clear analysis of performance data. 2 points: KPIs mentioned but lacking depth in how performance data was interpreted or connected to objectives. 1 point: Basic KPIs mentioned with minimal analysis or link to campaign goals. 0 points: No KPIs discussed.</p>	
<p>7. Results and Impact What were the final results of the campaign in terms of achieving the set objectives? How did the campaign’s performance compare to initial expectations or industry benchmarks? Were there any unexpected outcomes or challenges, and how were they addressed?</p>	<p>3 points: Comprehensive overview of final results, including success in meeting objectives, comparison to benchmarks, and explanation of challenges faced and how they were overcome. 2 points: Results and impact are addressed but lack a deeper analysis of comparisons to expectations or benchmarks. 1 point: Minimal results or impact explained, with little to no comparison to initial goals or benchmarks. 0 points: No results or impact provided</p>	
<p>8. Post-Campaign Analysis and Reporting How did you communicate the results to the client (e.g., reports, presentations)? What insights were shared to inform future campaigns?</p>	<p>2 points: Detailed communication of results to the client, with valuable insights shared for future campaigns. 1 point: Basic reporting to the client with minimal insight provided. 0 points: No post-campaign analysis or reporting described</p>	
Sub-total		
Case Study 3:	Total 25 minimum 17	

Case study 4		
<p>Submit a detailed community-focused media buying campaign your company has managed. To provide a thorough response to the community media buying case study question, the following details would be required:</p> <p>1. Community Identification and Selection 2. Platform and Media Channel Selection 3. Engagement Strategies 4. Budget Allocation and Management 5. Tracking and Analytics 6. Key Performance Indicators (KPIs) 7. Results and Impact 8. Post-Campaign Analysis and Reporting</p>		
Questions Equating Case Study 4	Score -25	Weighting
<p>1. Community Identification and Selection How did you define and identify the specific communities you wanted to target (e.g., geographic communities, interest-based groups, demographic segments, local networks)? What criteria were used to select the communities (e.g., population size, relevance to the brand, engagement level)? Did you use any data sources or tools to determine the best communities to focus on?</p>	<p>3 points: Clear, well-defined process for identifying and selecting target communities, with specific criteria used to evaluate relevance, engagement, and demographic fit. Strong use of data sources or tools to determine community focus. 2 points: Adequate community identification with some explanation of selection criteria but lacks specific tools or data-driven decisions. 1 point: General or vague community selection process with minimal or no criteria or data used. 0 points: No community identification or selection process provided.</p>	
<p>2. Platform and Media Channel Selection What media platforms or channels were used to reach the targeted community (e.g., local print publications, community radio stations, social media groups, community websites, event sponsorships)? How did you assess which platforms would be most effective for engaging the community? Were there any unique or non-traditional platforms utilised (e.g., local influencers, hyperlocal advertising)?</p>	<p>4 points: Comprehensive explanation of the media channels chosen, including reasoning behind platform selection based on community engagement. Includes unique or non-traditional platforms if applicable. 3 points: Clear explanation of platform selection with some reasoning behind their effectiveness for the community but lacks in-depth discussion of unique or non-traditional platforms. 2 points: Basic platform selection with minimal explanation of why they were chosen. 1 point: No clear explanation of platform/media channel selection. 0 points: No mention of platforms or channels used.</p>	
<p>3. Engagement Strategies What strategies or tactics were used to foster engagement within the community (e.g., user-generated content, local events, collaborations with community leaders)? Were there any partnerships with local influencers or organisations to strengthen the community connection?</p>	<p>4 points: Well-thought-out engagement strategies that foster community involvement, including partnerships with local influencers, user-generated content, and local events. Strong focus on building meaningful community connections. 3 points: Effective engagement strategies mentioned, but may lack detail or depth on how these strategies were implemented or partnerships used. 2 points: Basic engagement strategies mentioned, but lacks depth or creative tactics to foster real community involvement. 1 point: Minimal or no engagement strategies discussed. 0 points: No mention of engagement strategies.</p>	
<p>4. Budget Allocation and Management What was the total budget for the campaign, and how was it distributed across different media channels and community initiatives? How did you optimise budget allocation to ensure maximum impact within the selected communities? Were there any</p>	<p>3 points: Clear and detailed explanation of the budget allocation across media channels and community initiatives, with effective optimisation strategies for maximum impact. 2 points: Budget allocation discussed but lacks in-depth explanation of optimisation or any challenges faced. 1 point: Basic budget allocation without much detail on how it was optimised or adjusted.</p>	

challenges in managing budget across multiple platforms?	0 points: No mention of budget allocation or management.	
5. Tracking and Analytics What tools and metrics were used to track community engagement and campaign performance (e.g., social media engagement metrics, local sales data, foot traffic to local events)? How did you measure the effectiveness of the campaign in real-time and make necessary adjustments?	3 points: Clear, comprehensive tracking and analytics strategy, detailing tools and metrics used to track campaign performance and engagement. Effective use of data for real-time adjustments. 2 points: Tracking and analytics strategy mentioned but lacks detail or clarity on tools used and how adjustments were made during the campaign. 1 point: Basic mention of tracking tools with limited explanation of how performance was monitored or adjusted. 0 points: No tracking or analytics provided.	
6. Key Performance Indicators (KPIs) What specific KPIs did you track to evaluate the success of the campaign (e.g., community participation, brand mentions, local conversions, social media engagement, event attendance)? How did these KPIs relate to the broader goals of the campaign (e.g., increasing brand visibility in the community, driving local sales)?	3 points: KPIs are well-defined and directly tied to the campaign's goals (e.g., community engagement, local sales, event attendance). Clear analysis of how KPIs were tracked and how they guided campaign success. 2 points: KPIs identified but not strongly tied to campaign goals, or the analysis lacks depth. 1 point: Basic KPIs mentioned but with minimal connection to overall campaign objectives. 0 points: No KPIs discussed.	
7. Results and Impact What were the outcomes of the campaign in terms of the community's response (e.g., increased brand awareness, higher local engagement, conversions)? Did the campaign achieve the objectives set out in the planning stage? How did you compare the actual results to the initial goals or expectations? Were there any unexpected successes or challenges?	4 points: Comprehensive overview of campaign results, including specific outcomes in community engagement, brand awareness, and conversions. Includes comparison to initial goals and benchmarks, as well as addressing unexpected successes or challenges. 3 points: Clear discussion of campaign outcomes but lacks detailed comparison to initial goals or benchmarks, or limited explanation of challenges or successes. 2 points: Basic results presented, but with minimal analysis or comparison to goals. 1 point: Limited or vague results, with no comparison to initial goals or benchmarks. 0 points: No results or impact provided.	
8. Post-Campaign Analysis and Reporting How did you report on the campaign results to the client or stakeholders (e.g., community engagement reports, ROI calculations, qualitative feedback)? What insights or feedback from the community were gathered, and how did this impact future community-focused campaigns? Did you identify any learnings or best practices that could improve similar campaigns in the future?	3 points: Thorough post-campaign analysis and reporting, including community feedback, ROI, and actionable insights for future campaigns. Clear documentation of lessons learned and best practices. 2 points: Basic post-campaign reporting, but lacks full analysis of community feedback or detailed insights for future campaigns. 1 point: Minimal post-campaign analysis with limited feedback or insights shared. 0 points: No post-campaign analysis or reporting provided.	
Subtotal		
Case Study 4:	Total 25 minimum 17	
Total Case Study	Total 100 and minimum 66	
The minimum evaluation points required to qualify from Phase 2: Case Study phase is 66 points , required to qualify for the pricing and preference evaluation.		

The minimum threshold for technical/functionality [Step TWO] must be met or exceeded for a Respondent’s Proposal to progress to Step THREE for final evaluation

4.3 STEP THREE: Evaluation and Final Weighted Scoring

a) **Price and Specific Goal**

Sanral will utilise the following formula in its evaluation of Price:

$$PS = 90 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where:

Ps = Score for the Bid under consideration

Pt = Price of Bid under consideration

Pmin = Price of lowest acceptable Bid

Specific goals	Criteria	10 points		20 points	
		Point allocation	Maximum points	Point allocation	Maximum points
B-BBEE Level	Level 1	10.00	10.00	20.00	20.00
	Level 2	9.00		18.00	
	Level 3	6.00		14.00	
	Level 4	5.00		12.00	
	Level 5	4.00		8.00	
	Level 6	3.00		6.00	
	Level 7	2.00		4.00	
	Level 8	1.00		2.00	
	Non-compliant contributor	0.00		0.00	

- b) **Specific Goals** [Weighted score 10 point]
- Specific goals preference points claim form
 - Preference points will be awarded to a bidder for attaining the specific goals requirements in accordance with the table indicated in the specific goals Claim Form.

4.4 STEP FOUR: Post Tender Negotiations (if applicable)

- Respondents are to note that Sanral may not award a contract if the price offered is not market-related. In this regard, Sanral reserves the right to engage in PTN with the view to achieving a market-related price or to cancel the tender. Negotiations will be done in a sequential manner i.e.:
 - first negotiate with the highest ranked bidder or cancel the bid, should such negotiations fail,
 - negotiate with the 2nd and 3rd ranked bidders (if required) in a sequential manner.
- In the event of any Respondent being notified of such short-listed/preferred bidder status, his/her bid, as well as any subsequent negotiated best and final offers (BAFO), will automatically be deemed to remain valid during the negotiation period and until the ultimate award of business.
- Should Sanral conduct post tender negotiations, Respondents will be requested to provide their best and final offers to Sanral based on such negotiations. Where a market related price has been achieved through negotiation, the contract will be awarded to the successful Respondent(s).

4.5 STEP FIVE: Award of business and conclusion of contract

- Immediately after approval to award the contract has been received, the successful or preferred bidder(s) will be informed of the acceptance of his/their Quotation by way of a Letter of Award. Thereafter the final contract will be concluded with the successful Respondent(s).
- Otherwise, a final contract will be concluded and entered into with the successful Bidder at the acceptance of a letter of award by the Respondent.

Respondents are to note that, on award of business, Sanral is required to publish the tendered prices of the successful and unsuccessful Respondents *inter alia* on the National Treasury e-Tender Publication Portal, (www.etenders.gov.za), as required per National Treasury Instruction Note 01 of 2015/2016. **[This is not applicable if RFP was not advertised on National Treasury e-Tender Publication Portal]**

Respondents declaring a commercial relationship with a DPIIP or FPPO are to note that Sanral is required to annually publish on its website a list of all business contracts entered into with DPIIP or FPPO. This list will include successful Respondents, if applicable.

**SECTION
QUOTATION FORM**

RATE PER HOUR:

1. Please indicate the rate per hour for the following designated staff that will be working on the account for which the costs are reflected in the services table below.

Designation of staff	Rate per hour
Senior	
Middle	
Junior	

PART A- PRICING SCHEDULE: PROFESSIONAL FEES

No	SERVICE REQUIRED	Frequency	Quantity	Senior	% of work split	Middle	% of work split	Junior	% of work split
A	SCOPE OF WORKS								
A1	MEDIA BUYING SPECIFICATIONS								
1.1	Dedicated staff member/teams for each media buying.	Per brief	1800 hours						
1.2	Media Strategist	Per brief	800 hours						
1.3	Media plan development.	Per brief	800 hours						
1.4 1.5	Media planning must include all media vehicles.	Per brief	1300 hours						
1.6	Create media schedules.	Per brief	1000 hours						
1.7	Issue insertion orders.	Ad hoc	800 hours						
1.9 & 1.10	Traffic ad units and ensure that material sent to ad houses	Ongoing	1300 hours						
1.11	Implement a system to correct tracking implementation	Ongoing	300 hours						
1.12	Keep accurate media files including budget	Weekly	800 hours						

1.13	Provide detail plans for approval from SANRAL.	Ongoing	500 hours						
1.20									
1.21									
1.14	Obtain the best possible slot at value for money.	Ongoing	200 hours						
1.16	Develop a cohesive national, fully integrated media plan	Ongoing	300 hours						
1.17	Develop plan to track, monitor and evaluate results	Ongoing	500 hours						
1.22	Carry out research and surveys as and when required through the contract period	Ongoing	500 hours						
B	OTHER TENDER SPECIFICATIONS AND REQUIREMENTS								
B1	PROGRAMME ADMINISTRATION								
1.1.	Daily update calls	Ongoing	200 hours						
1.2	Weekly status report	ongoing	500 hours						
1.3	Prepare a monthly report	Monthly	100 hours						
1.4	Monthly strategic meetings	Ongoing	300 hours						
1.5	Save all SANRAL work on the Digital Asset Manager.	Ongoing	300 hours						
1.6	Attend SANRAL-related meetings	As and when needed	100 hours						
B2	ACCOUNT MANAGEMENT AND WORK FLOW								
2.1	Issue status reports for all projects that include but are not limited to project number, description, current	Weekly / project based	500 hours						
2.11									

2.12	status, next steps, timeline and due date								
2.2	Screen work before presentation to Client (on brief and strategy)	Per brief	300 hours						
2.4	Prepare and submit campaign timing plans	Per brief	200 hours						
2.6	Issue invoices and statements	Monthly	300 hours						
2.7	Manage and resolve financial queries	Ongoing	200 hours						
2.8	Manage third party suppliers	Per brief	200 hours						
2.9	Provide guard book of all work done for SANRAL monthly	Ongoing	200 hours						
2.10	Issue financial reports highlighting projects completed and/or invoiced, out-of-pocket expenses, media expenditures and other costs and committed budgets.	Quarterly	300 hours						
2.13	Cost estimates should be submitted with job card numbers	Weekly	600 hours						
2.14	Full financial accounting as stated in the RFP	Ongoing	300 hours						
2.15	Finance personal to attend monthly meetings	Monthly	100 hours						

TOTALS PER LEVEL OF SENIORITY	R	R	R
TOTAL (SENIOR + MIDDLE + JUNIOR) 2025/26			R
TOTAL FOR (SENIOR + MIDDLE + JUNIOR) 2026/27 PLUS CPI		CPI _____%	R
TOTAL FOR (SENIOR + MIDDLE + JUNIOR) 2027/28 PLUS CPI		CPI _____%	R
TOTAL FOR (SENIOR + MIDDLE + JUNIOR) 2028/29 PLUS CPI		CPI _____%	
TOTAL FOR (SENIOR + MIDDLE + JUNIOR) 2029/30 PLUS CPI		CPI _____%	
VAT			R
FINAL TENDERED AMOUNT FOR PROFESSIONAL FEES FOR FIVE YEARS			R
PROFESSIONAL FEES TENDERED AMOUNT FOR FIVE YEARS IN WORDS			

NOTE: Professional fees for each year of the contract will increase by CPI on a yearly basis on the anniversary of the awarded contract.

MARK UP:

Please provide a mark-up proposal not exceeding what the industry prescribes.

PART B -PRICING SCHEDULE: PRODUCTION AND MARKUP

MARK-UPS:

MARK-UP FOR MEDIA BUYING INCLUDING ANY RELATED THIRD-PARTY COSTS AS PER THE TENDER REQUIREMENTS		%
DESCRIPTION	AMOUNT	
PROVISIONAL SUM FOR NON-TOLL COMMUNICATION MEDIA BUYING SERVICES COST AND DISBURSEMENTS FOR 5 YEARS	R712 571 681	
MARK-UP%		
MARK-UP AMOUNT PER 5 YEARS		
TOTAL PRODUCTION PER ANNUM	R712 571 681	

NOTE: Also, the provisional sum is merely an estimate for bidding purposes and SANRAL reserves the right not to utilise the full amount of provisional sum for the duration of the contract.

PART C: FINAL PRICING SCHEDULE

CATEGORIES	TOTAL TENDERED PRICE EXCL. VAT	VAT	TOTAL PRICE
TOTAL PROFESSIONAL FEES FOR PART A - PRICING SCHEDULE			
TOTAL PRODUCTION AND MARK-UP FOR PART B - PRICING SCHEDULE	619 627 548.70	929 44 132.30	R712 571 681
GRAND TOTAL			

TRAVEL AND ACCOMMODATION

Disbursement related to Travel and Accommodation are subject to National Treasury’s cost containment measures Instruction note no.04 of 2017/2018.

Respondents are to note that Sanral will round off final pricing scores to the nearest 2 (two) decimal places.

Notes to Pricing:

4.5.1 All Prices must be quoted in South African Rand, inclusive of VAT

4.5.2 Any disbursement not specifically priced for will not be considered/accepted by Sanral.

4.5.3 To facilitate like-for-like comparison bidders must submit pricing strictly in accordance with this price schedule and not utilise a different format. Deviation from this pricing schedule could result in a bid being disqualified.

SECTION 5**RETURNABLE DOCUMENTS****List of Returnable Documents**

The tenderer must complete the following returnable documents:

The bidder must complete the following returnable documents:	Completed (tick)
Form A1: SBD 1	
Form A2: Certificate of Authority for Signatory	
Form A3: Certificate of Authority for Joint Ventures (where applicable)	
Form A4: Declaration of Tenderer's current status of any debt outstanding with SANRAL	
Form A5: Domestic Prominent Influential Persons (DPIP) OR Foreign Prominent Public Officials (FPPO)	
Form A6: Certificate of Fronting practices	
Form A7: Registration on National Treasury Central Supplier Database (CSD)	
FORM A8: Declaration of Tenderer's Litigation history	
Form A9: Valid Tax Clearance Pin issued by the South African Revenue Services.	
Form A10: Schedule of Deviations or Qualifications by Tenderer	
Form A11: SBD 4: Declaration of Interest	
Form A12: Bidders B-BBEE Verification Certificate	
Form A13: Protection of Personal information (POPIA)	
Form A14: Certificate of permission to conduct due diligence investigate	
Form A15: Declaration of tenderer's past supply chain management practices	
Form A16: Schedule of possible Sub-contractors	
Form A17: Certificate of single tender submission	
Form A18: Specific Goals points claim form	
Form B1: Schedule of Bidder's organisational experience and capabilities	
Form B2: CV of the Key personnel	
Form B3: Case studies	
Form B4: Letter of Good Standing / References	
Form B5: Form of Schedule: Example of different media campaigns	
Form B6: Form of Schedule: List of Companies (Public Sector) Worked	

CONTINUED VALIDITY OF RETURNABLE DOCUMENTS

The successful Respondent will be required to ensure the validity of all returnable documents, including but not limited to its valid proof of B-BBEE status, for the duration of any contract emanating from this RFP. Should the Respondent be awarded the contract [**the Agreement**] and fail to present Sanral with such renewals as and when they become due, Sanral shall be entitled, in addition to any other rights and remedies that it may have in terms of the eventual Agreement, to terminate such Agreement immediately without any liability and without prejudice to any claims which Sanral may have for damages against the Respondent.

Signed:.....Date:.....
Name:.....Position.....
Tenderer:.....

FORM A2: CERTIFICATE OF AUTHORITY FOR SIGNATORY

Notes to tenderer:

1. The signatory for the tenderer shall confirm his/her authority thereto by attaching on the tendering company's letterhead a duly signed and dated copy of the relevant resolution of the board of directors/partners. Submit a copy of the resolution on printed and bound hard copy and flash drive.
2. In the event that the tenderer is a joint venture, a certificate is required from each member of the joint venture clearly setting out:
 - authority for signatory,
 - undertaking to formally enter into a joint venture contract should an award be made to the joint venture,
3. The resolution below is given as an example of an acceptable format for authorisation, but submission of this page with the example completed shall not be accepted as authorisation of the tenderer's signatory.
4. In the event that authorisation is for more than one project, then all projects shall be listed in the copy of the resolution of the Board of Directors/Partners.

By resolution of the board of directors/partners passed at a meeting held on

Mr/Ms.....whose signature appears below, has been duly authorised to sign all documents in connection with the tender for contract no. **SANRAL NRA2025 /0013: PROVISION OF NON-TOLL MEDIA BUYING SERVICES FOR A PERIOD OF SIXTY (60) MONTHS FOR SANRAL**

.....
.....

and any contract which may arise therefrom on behalf of (enter name of tenderer in block capitals)

.....

SIGNED ON BEHALF OF THE COMPANY:

.....

IN HIS/HER CAPACITY AS:

DATE:

SIGNATURE OF SIGNATORY:

WITNESSES:

SIGNATURE

SIGNATURE

.....
NAME (print)

.....
NAME (print)

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A2: CERTIFICATE OF AUTHORITY FOR SIGNATORY

Notes to tenderer:

- 5. The signatory for the tenderer shall confirm his/her authority thereto by attaching on the tendering company's letterhead a duly signed and dated copy of the relevant resolution of the board of directors/partners. Submit a copy of the resolution on printed and bound hard copy and flash drive.
- 6. In the event that the tenderer is a joint venture, a certificate is required from each member of the joint venture clearly setting out:
 - authority for signatory,
 - undertaking to formally enter into a joint venture contract should an award be made to the joint venture,
- 7. The resolution below is given as an example of an acceptable format for authorisation, but submission of this page with the example completed shall not be accepted as authorisation of the tenderer's signatory.
- 8. In the event that authorisation is for more than one project, then all projects shall be listed in the copy of the resolution of the Board of Directors/Partners.

By resolution of the board of directors/partners passed at a meeting held on

Mr/Ms.....whose signature appears below, has been duly authorised to sign all documents in connection with the tender for contract no. **SANRAL NRA2025 /0013: PROVISION OF NON-TOLL MEDIA BUYING SERVICES FOR A PERIOD OF SIXTY (60) MONTHS FOR SANRAL**

.....
.....

and any contract which may arise therefrom on behalf of (enter name of tenderer in block capitals)

.....
SIGNED ON BEHALF OF THE COMPANY:

.....
IN HIS/HER CAPACITY AS:

DATE:

SIGNATURE OF SIGNATORY:

WITNESSES:
SIGNATURE SIGNATURE

.....
NAME (print)

.....
NAME (print)

FORM A3: JOINT VENTURE AGREEMENT

Bidder Name	Contact Detail (Name, Cellphone, Email)	Share % in the JV
Lead Bidder:		
Total		100

Tenderer:

In the event of a Joint Venture, attach to this form a signed and properly completed Joint Venture Agreement
 Lead Bidder shall have Majority share certificate.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A4: DECLARATION OF TENDERER’S CURRENT STATUS OF ANY DEBT OUTSTANDING TO SANRAL

Notes to tenderer:

- 1. The signatory for the tenderer (as per Form A2) shall complete and sign this form declaring the current status of (any) debt outstanding to SANRAL.**
- 2. In the event that the tenderer is a Joint Venture, a declaration is required from each member of the Joint Venture.**

I, the undersigned, declare that:

(i) the tenderer or any of its Directors/Members do not have any debt outstanding to SANRAL, other than what is listed below:

.....

.....

.....

.....

(ii) the tenderer and/or any of its Directors/Members freely, voluntarily and without undue duress unconditionally authorises SANRAL to set off any debts agreed to which is due and payable by the tenderer or any of its Directors/Members in terms of this declaration against any moneys due to the tenderer or any of its Directors/Members.

(iii) to the best of my knowledge the above information is true and accurate.

Signed and sworn before me at on the day of 20.....

.....
SIGNATURE

The deponent having:

- 1. Acknowledged that he/she knows and understands the contents hereof;
- 2. Confirmed that he/she has not objection to the taking of the prescribed oath;
- 3. That he/she considered the prescribed oath as binding upon his/her conscience; and
- 4. The Regulations contained in the Government Gazette Notice R1258 of July 1972 and R 1648 of August 1977 having been complied with.

.....
COMMISSIONER OF OATHS

FORM A5: Domestic Prominent Influential Persons (DPIP) OR Foreign Prominent Public**Officials (FPPO)**

Notes to Tenderer:

1. In line with a policy on the management of Prominent Influential Persons (PIP's), the purpose of this declaration form is to ensure maintenance and monitoring of the business relationships with prominent, influential stakeholders who have domestic and/or foreign influence as far as the procurement under the management of the Employer is concerned. This is done to mitigate the Employer's perceived association, reputational, operational or legal risk, as it strives to foster and maintain fair and transparent business relations. (This policy is available on the Employer's website: www.nra.co.za)
2. It is compulsory that all prospective and existing tenderers conducting business with the Employer, who potentially meet the definition of DPIP's, FPPO's or FIN's, complete this form by supplying credible information as required and submit together with their tender document.
3. Tenderers are required at the tender stage to declare any DPIP's, FPPO's or FIN's involved in their tenders, as part of their submission.
4. Further, that tenderers shall at the tender stage furnish the Employer of all information relating to namely, shareholders names, identity numbers and share certificates of the individual and/or transaction concerned using the form below, for verification purposes, including where applicable, confirmation as it relates to:
 - i. Knowledge of any offence within the meaning of Chapter 2, Section 12 and 13 of Prevention and Combating of Corrupt Practices Act No 4 of 2006; and/or
 - ii. Knowledge of any offence within the meaning of Chapter 3 of Prevention of Organised Crime Act No 121 of 1998 as it relates to any of the shareholders, directors, owners and/or individual link to the tenderer.
5. Tenderers undertake that should it be discovered that the information provided in the table below is fraudulently or negligently misrepresented, then Chapter 9, Section 214 and 216 of Companies Act No 17 of 2008 shall apply to shareholders, directors, owners and/or individual link to the tenderer.
6. Should the tenderer fail to declare or supply the Employer with credible information in the prescribed form, the tender may be rendered invalid.
7. Should the Employer, in the process of conducting verification and investigation of information supplied by the tenderer find out that the information poses a reputational risk, the tender shall be rendered invalid.
8. The following definitions shall apply:
 - i. "Board" means the Board of Directors or the Accounting Authority of the Employer.
 - ii. "Business relationship" means the connection formed between the Employer and external stakeholders for commercial purposes.
 - iii. "DD" means Due Diligence.
 - iv. "Domestic Prominent Influential Person" means an individual who holds an influential position, including in an acting position for a period exceeding 6 (six) months, or has held at any time in the preceding 12 (twelve) months, in the Republic, as defined in the Financial Intelligence Centre Amendment Act No 1 of 2017.
 - v. "DPIP" means a Domestic Prominent Influential Person.
 - vi. "Family members and known close associates" means immediate family members and known close associates of a person in a foreign or domestic prominent position, as the case may be, as defined in the Financial Intelligence Centre Amendment Act No 1 of 2017.
 - vii. "Foreign Influential National" means an individual who is not a South African citizen or does not have a permanent residence permit issued in terms of the Immigration Act No 13 of 2002, who possesses personal power that induces another person to give consideration or to act on any basis other than the merits of the matter.
 - viii. "Foreign Prominent Public Official" means (as defined in the Financial Intelligence Centre Amendment Act No 1 of 2017) an individual who holds or has held at any time in the preceding 12 (twelve) months, in any foreign country a prominent public function.
 - ix. "FPPO" means a Foreign Prominent Public Official.
 - x. "Improper influence" means personal power that induces another person to give consideration or to act on any basis other than the merits of the matter.
 - xi. "The Employer" means the South African National Roads Agency SOC Limited (SANRAL) with registration number 1998/009584/30.

- xii. "Senior Management" means the Executive Committee or its individual members.
- 9. A separate declaration is required from each DPIIP, FPPO and FIN. In the event that the tenderer is a Joint Venture (JV), a separate declaration from each DPIIP, FPPO and Fin from each of the Joint Venture (JV) members, is required.

Prominent Influential Persons (PIP's) Reporting Form

IDENTIFICATION PARTICULARS				
Primary Particulars	First Name	Surname	Middle Name	ID/Passport Number
Country Details	Country of Origin		Citizenship	Current Country of Residence
CURRENT STATUS AND BACKGROUND				
Current Occupation	Occupational Title		Status	
			Active	Non-active
Is the potential/business partner (mark with an "X" whichever is applicable):				
a DPIIP	a FPPO	a FIN	Family member or Close Associate of a DPIIP/FPPO/FIN?	
KNOWN BUSINESS INTERESTS				
No	Name of Entity	Role in Entity	Status	
1			Active	Non-active
2				
3				
4				
5				

MEDIA REPORTS / OTHER SOURCES OF INFORMATION
(Please reference all known negative or damaging media reports associated with the DPIP/FPPO/FIN)

Reporting Person/s:

Full names:		
Designation:		
Department:		
Head of Department:		
Head of Department's signature:	Date:	
Reporting Person's signature:	Date:	

DECLARATION / UNDERTAKING BY THE TENDERER

I, the undersigned,
 declare that:

- i. the information furnished on this declaration form is true and correct.
- ii. I accept that, any action may be taken against me should this declaration prove to be false.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A6: CERTIFICATE OF FRONTING PRACTICES

Fronting Practices

Window-dressing: This includes cases in which black people are appointed or introduced to an enterprise on the basis of tokenism and may be:

- Discouraged or inhibited from substantially participating in the core activities of an enterprise; and
- Discouraged or inhibited from substantially participating in the stated areas and/or levels of their participation.

Benefit Diversion: This includes initiatives implemented where the economic benefits received as a result of the B-BBEE Status of an enterprise do not flow to black people in the ratio as specified in the relevant legal documentation.

Opportunistic Intermediaries: This includes enterprises that have concluded agreements with other enterprises with a view to leveraging the opportunistic intermediary's favourable B-BBEE status in circumstances where the agreement involves:

- Significant limitations or restrictions upon the identity of the opportunistic intermediary's suppliers, Service Providers, clients or customers;
- The maintenance of their business operations in a context reasonably considered improbable having regard to resources; and
- Terms and conditions that are not negotiated at arms-length on a fair and reasonable basis.

Responsibility to Report Fronting

In order to effectively deal with the scourge of Fronting, verification agencies, and/or procurement officers and relevant decision makers are encouraged to obtain a signed declaration from the clients or entities that they verify or provide business opportunities to, which states that the client or entity understands and accepts that the verification agency, procurement officer or relevant decision maker may report Fronting practices to **the dti**. Intentional misrepresentation by measured entities may constitute fraudulent practices, public officials and verification agencies are to report such cases to **the dti**.

Fronting Indicators

<ul style="list-style-type: none"> • The black people identified by an enterprise as its shareholders, executives or management are unaware or uncertain of their role within an enterprise;
<ul style="list-style-type: none"> • The black people identified by an enterprise as its shareholders, executives or management have roles of responsibility that differ significantly from those of their non-black peers;
<ul style="list-style-type: none"> • The black people who serve in executive or management positions in an enterprise are paid significantly lower than the market norm, unless all executives or management of an enterprise are paid at a similar level;
<ul style="list-style-type: none"> • There is no significant indication of active participation by black people identified as top management at strategic decision making level;
<ul style="list-style-type: none"> • An enterprise only conducts peripheral functions and does not perform the core functions reasonably expected of other, similar, enterprises;
<ul style="list-style-type: none"> • An enterprise relies on a third-party to conduct most core functions normally conducted by enterprises similar to it;
<ul style="list-style-type: none"> • An enterprise cannot operate independently without a third-party, because of contractual obligations or the lack of technical or operational competence;

• The enterprise displays evidence of circumvention or attempted circumvention;
• An enterprise buys goods or services at a significantly different rate than the market from a related person or shareholder;
• An enterprise obtains loans, not linked to the good faith share purchases or enterprise development initiatives, from a related person at an excessive rate; and
• An enterprise shares all premises and infrastructure with a related person, or with a shareholder with no B-BBEE status or a third-party operating in the same industry where the cost of such premises and infrastructure is disproportionate to market-related costs.

DECLARATION

I, the undersigned,

in submitting the accompanying tender on behalf of the tenderer do hereby make the following statements that I certify to be true and complete in every respect:

1. I have read and understand the contents of this certificate.
2. I accept that the Employer may report fronting practices to the Department of Trade and Industry and the B-BBEE Commissioner.
3. I accept that intentional misrepresentation by measured entities may constitute fraudulent practices that shall be reported to the Department of Trade and Industry and the B-BBEE Commissioner.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A7: REGISTRATION ON NATIONAL TREASURY CENTRAL SUPPLIER DATABASE

The tenderer shall provide a copy supplier registration from the National Treasury Central Supplier Database (www.treasury.gov.za). Tenderers who are not registered on the Central Supplier Database at tender closure will be declared non-responsive. In the case of a Joint Venture a printed copy supplier registration from must be provided for each member of the Joint Venture.

Name of Service Provider:

Central Supplier Database Supplier Number:

Supplier Commodity:

Delivery Location:

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A8: DECLARATION OF TENDERER’S LITIGATION HISTORY

Note to tenderer:

The tenderer shall list below details of any litigation with which the tenderer (including its directors, shareholders or other senior members in previous companies) has been involved with any organ of state or state department within the last ten years. The details must include the year, the litigating parties, the subject matter of the dispute, the value of any award or estimated award if the litigation is current and in whose favour the award, if any, was made.

CLIENT	OTHER LITIGATING PARTY	DISPUTE	AWARD VALUE	DATE RESOLVED

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A9: CERTIFICATES OF TAX COMPLIANCE

The Tenderer shall complete the declaration below.

I, (name)
the undersigned in my capacity as (position)
on behalf of (name of company)
herewith grant consent that SARS may disclose to the South African National Roads Agency SOC
Limited (SANRAL) our tax compliance status.

For this purpose our unique security personal identification number (PIN) is

In the event of a joint venture each member shall comply with the above requirements.

Signed:..... Date:.....

Name:..... Position:.....

Tenderer:.....

FORM A10: SCHEDULE OF DEVIATIONS OR QUALIFICATIONS BY TENDERER

PAGE	DESCRIPTION

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A11: BIDDER'S DISCLOSURE SBD4

Notes to tenderer:

- i. Definitions:
 - a) "State" means:
 - any National or Provincial Department, National or Provincial Public Entity or Constitutional Institution within the meaning of the Public Finance Management Act, 1999 (Act No 1 of 1999);
 - any Municipality of Municipal Entity;
 - Provincial Legislature;
 - National Assembly or the National Council of Provinces; or
 - Parliament.
 - b) "Shareholder" means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.
- ii. In the case of a joint venture (JV), a separate declaration form is to be completed and submitted by each JV member.
- iii. If the Form is omitted or blank; or if the tenderer found to have failed to declare conflict or declare false information, The tender will be declared non-responsive and should it be discovered after the award of a contract, contract maybe terminated and tenderer will be ultimately restricted from doing business with the State.

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- a. Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state?

YES/NO

- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

2.2. Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? YES/NO

2.2.1 If so, furnish particulars:

.....
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? YES/NO

If so, furnish particulars:

.....
.....

DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.
I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE BE FALSE.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:

FORM A12:TENDERER’S B-BBEE VERIFICATION CERTIFICATE (INCORPORATING SBD 6.1)

Notes to Tenderer:

- 1. A tenderers’ scorecard shall be a B-BBEE Verification Certificate issued in accordance with:
 - The Amended Generic Codes of Good Practice issued in terms of government gazette No. 42496, issued on 31 May 2019.
 - i) The scorecard shall be submitted as a certificate attached to Returnable Schedule Form A14; and
 - ii) The certificate shall:
 - Be valid at the closing date;
 - Have been issued by a verification agency accredited by the South African National Accreditation System (SANAS);
 - Be in the form of a sworn affidavit (accompanied by an audited financial statement or Management Account on the latest financial year) or a certificate issued by the Companies and Intellectual Property Commission in the case of an Exempted Micro Enterprise (EME); and
 - Have a date of issue less than 12 (twelve) months prior to the tender closing date (see Tender Data 4.15); and
 - iii) A valid BBBEE Certificates shall contain:
 - Name of enterprise as per enterprise registration documents issued by CIPC, and enterprise business address.
 - Value-Added Tax number, where applicable.
 - The B-BBEE Scorecard against which the certificate is issued, indicating all elements and scores achieved for each element. The actual score achieved must be linked to the total points as per the relevant Codes.
 - B-BBEE status with corresponding procurement recognition level.
 - The relevant Codes used to issue the B-BBEE verification certificate.
 - Have a date of issue and expiry (e.g. 9 June 2018 to 8 June 2019). Where a measured entity was subjected to a re-verification process, due to material change, the B-BBEE Verification Certificate must reflect the initial date of issue, date of re-issue and the initial date of expiry. Re-verification does not extend the lifespan of the B-BBEE Verification Certificate.
 - Financial period which was used to issue the B-BBEE Verification Certificate
 - iv) A valid Sworn Affidavit must contain the following:
 - Name/s of deponent as they appear in the identity document and the identity number.
 - Designation of the deponent as either the director, owner or member must be indicated in order to know that person is duly authorised to depose of an affidavit.
 - Name of enterprise as per enterprise registration documents issued by the CIPC, where applicable, and enterprise business address.
 - Percentage black ownership, black female ownership and whether they fall within a designated group.
 - Indicate total revenue for the year under review and whether it is based on audited financial statements or management accounts.
 - Financial year-end (must be in the format dd/mm/yyyy) as per the enterprise’s registration documents, which was used to determine the total revenue.
 - B-BBEE status level. An enterprise can only have one status level.
 - Date deponent signed and date of Commissioner of Oath must be the same.
 - Commissioner of Oath cannot be an employee or ex officio of the enterprise because, a person cannot by law, commission a sworn affidavit in which they have an interest.
 - v) In an event of an un-incorporated Joint Venture (JV), a valid project specific (must contain SANRAL project name and number) consolidated B-BBEE Verification Certificate in the name of the JV shall be submitted.

A notated affidavit is given below. this indicates critical information that is required., as well as formats and conventions that must be adhered to.

Please use appropriate affidavit linked to your Sector code; where applicable.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM 13: PROTECTION OF PERSONAL INFORMATION

1. The following terms shall bear the same meaning as contemplated in Section 1 of the Protection of Person information act, No.4 of 2013.(“POPIA”):

consent; data subject; electronic communication; information officer; operator; person; personal information; processing; record; Regulator; responsible party; special information; as well as any terms derived from these terms.
2. Sanral will process all information by the Respondent in terms of the requirements contemplated in Section 4(1) of the POPIA:

Accountability; Processing limitation; Purpose specification; Further processing limitation; Information quality; Openness; Security safeguards and Data subject participation.
3. The Parties acknowledge and agree that, in relation to personal information that will be processed pursuant to this RFP, the Responsible party is “Sanral” and the Data subject is the “Respondent”. Sanral will process personal information only with the knowledge and authorisation of the Respondent and will treat personal information which comes to its knowledge as confidential and will not disclose it, unless so required by law or subject to the exceptions contained in the POPIA.
4. Sanral reserves all the rights afforded to it by the POPIA in the processing of any of its information as contained in this RFP and the Respondent is required to comply with all prescripts as detailed in the POPIA relating to all information concerning Sanral.
5. In responding to this bid, Sanral acknowledges that it will obtain and have access to personal information of the Respondent. Sanral agrees that it shall only process the information disclosed by Respondent in their response to this bid for the purpose of evaluating and subsequent award of business and in accordance with any applicable law.
6. Sanral further agrees that in submitting any information or documentation requested in this RFP, the Respondent is consenting to the further processing of their personal information for the purpose of, but not limited to, risk assessment, assurances, contract award, contract management, auditing, legal opinions/litigations, investigations (if applicable), document storage for the legislatively required period, destruction, de-identification and publishing of personal information by Sanral and/or its authorised appointed third parties.
7. Furthermore, Sanral will not otherwise modify, amend or alter any personal data submitted by the Respondent or disclose or permit the disclosure of any personal data to any third party without the prior written consent from the Respondent. Similarly, Sanral requires the Respondent to process any personal information disclosed by Sanral in the bidding process in the same manner.
8. Sanral shall, at all times, ensure compliance with any applicable laws put in place and maintain sufficient measures, policies and systems to manage and secure against all forms of risks to any information that may be shared or accessed pursuant to this RFP (physically, through a computer or any other form of electronic communication).

- 9. Sanral shall notify the Respondent in writing of any unauthorised access to information, cybercrimes or suspected cybercrimes, in its knowledge and report such crimes or suspected crimes to the relevant authorities in accordance with applicable laws, after becoming aware of such crimes or suspected crime. The Respondent must take all necessary remedial steps to mitigate the extent of the loss or compromise of personal information and to restore the integrity of the affected personal information as quickly as is possible.
- 10. The Respondent may, in writing, request Sanral to confirm and/or make available any personal information in its possession in relation to the Respondent and if such personal information has been accessed by third parties and the identity thereof in terms of the POPIA. The Respondent may further request that Sanral correct (excluding critical/mandatory or evaluation information), delete, destroy, withdraw consent or object to the processing of any personal information relating to the Respondent in Sanral’s possession in terms of the provision of the POPIA and utilizing Form 2 of the POPIA Regulations.
- 11. In submitting any information or documentation requested in this RFP, the Respondent is hereby consenting to the processing of their personal information for the purpose of this RFP and further confirming that they are aware of their rights in terms of Section 5 of POPIA

Respondents are required to provide consent below:

YES	NO
-----	----

- 12. Further, the Respondent declares that they have obtained all consents pertaining to other data subject’s personal information included in its submission and thereby indemnifying Sanral against any civil or criminal action, administrative fines or other penalty or loss that may arise as a result of the processing of any personal information that the Respondent submitted.
- 13. The Respondent declares that the personal information submitted for the purpose of this RFP is complete, accurate, not misleading, is up to date and may be updated where applicable.

Signature of Respondent’s authorised representative: _____

Should a Respondent have any complaints or objections to processing of its personal information, by Sanral, the Respondent can submit a complaint to the Information Regulator on <https://www.justice.gov.za/inforeg/>, click on contact us, click on complaints.IR@justice.gov.za

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A14: CERTIFICATE OF PERMISSION TO CONDUCT DUE DILIGENCE INVESTIGATION

Notes to tenderer

- 1. The tenderer shall complete the declaration below.
- 2. In the event of a Joint Venture (JV), each member of the JV shall comply with the above requirements.

I,.....(name), the undersigned in my capacity as (position), on behalf of.....(name of company), herewith grant consent that SANRAL or any of their appointed Service Providers may conduct a due diligence investigation on..... (name of company) to evaluate our ability to perform the contract as stipulated in the Standard Conditions of Tender, Clause C.3.13(b).

In addition, any information in this regard requested by SANRAL or any of their appointed Service Providers, shall be submitted within the timelines of the request.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM A15: DECLARATION OF TENDERER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

Notes to tenderer:

1. **This declaration:**
 - a. **must form part of all tenders submitted.**
 - b. **in the case of a joint venture (JV), must be completed and submitted by each member of the JV**
2. **This form serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse and/or misused the State's procurement of the supply chain management system.**
3. **The tender of any tenderer may be disregarded if that tenderer or any of its directors have –**
 - a. **abused and/or misused the State's procurement and/or supply chain management system;**
 - b. **committed fraud, corruption, or any other improper conduct in relation to such State system; and/or**
 - c. **has been charged with fraud, corruption or any other improper conduct whether of a criminal or civil nature during the course and scope of rendering services to the state or any other party and/or entity; or**
 - d. **failed to perform on any previous contract [with the State].**
4. **In order to give effect to the above, the following questionnaire must be completed and submitted with this tender.**

4.1	Is the tenderer or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector? Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/ Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied. The Database of Restricted Suppliers now resides on the National Treasury website (www.treasury.gov.za) and can be accessed by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If Yes, furnish particulars:		
4.2	Is the tenderer or any of its directors listed on the Register for Tender Defaulters in terms of Section 29 of the Prevention and Combatting of Corrupt Activities Act (No. 12 of 2004)? The Register for Tender Defaulters can be accessed on the National Treasury website (www.treasury.gov.za) by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If Yes, furnish particulars:		
4.3	Was the tenderer or any of its directors convicted by a court of law (including a court outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If Yes, furnish particulars:		
4.4	Was any contract between the tenderer and any organ of State terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

4.4.1	If Yes, furnish particulars:
-------	------------------------------

CERTIFICATION

I, the undersigned,

certify that the information furnished on this declaration form is true and correct.

I accept that, in addition to cancellation of a contract, action may be taken against me should this declaration prove to be false.

Signed:.....Date:.....

Name:..... Position.....

Tenderer:.....

FORM A16: SCHEDULE OF POSSIBLE SUB CONTRACTORS
CONTRACT NUMBER: NRA 2025/0013

Notes to tenderer:

- The tenderer shall list below the name of Sub Contractor(s) that will be used for 30% subcontracting.**

The National Treasury CSD category/commodity for subcontractors is **Media Placement and Fulfilment** under query **1947** procurement reference number **NRA 2025/0013**

Tenderers are required to provide the proposed list of subcontractors based on the CSD listed entities

Acceptance of this tender shall not be construed as approval of all or any of the listed Subcontractors. The tendered unit rates for the various items of work shall remain final and binding, even in the event of a service provider not listed below being approved by the Employer.

Please indicate whether the Sub Contractor is an EME or a QSE.

CSD Code	NAME OF SUB CONTRACTOR	EME	QSE

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

FORM A17: CERTIFICATE OF SINGLE TENDER SUBMISSION

Notes to tender:

- 1. **This certificate serves as a declaration by the tenderer that a single tender was submitted.**
- 2. **In the case of a Joint Venture (JV), a separate certificate is to be completed and submitted by each JV member.**

DECLARATION

I, the undersigned, in submitting the accompanying tender on behalf of the tenderer do hereby make the following statements that I certify to be true and complete in every respect:

- 1. I have read and understand the notes to, and the contents of, this certificate.
- 2. I understand that the accompanying tender and any other tender shall be disqualified in the event that I, including a Joint Venture partner participate in more than 1 (one) tender.

Signed:.....Date:.....

Name:.....Position.....

Tenderer:.....

FORM 18: SPECIFIC GOALS POINTS CLAIM FORM

This form contains general information and serves as a claim for preference points for specific goals Contribution. Sanral will award preference points to companies who provide valid proof of evidence of as per the table below.

NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF SPECIFIC GOALS, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000.

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to all bids:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 The value of this bid is estimated to **not exceed** R50 000 000 (all applicable taxes included) and therefore the preference point system shall be applicable. Despite the stipulated preference point system, Sanral shall use the lowest acceptable bid to determine the applicable preference point system in a situation where all received acceptable bids are received outside the stated preference point system.

1.3 Preference points for this bid shall be awarded for:

- (a) Price;
- (b) B-BBEE Status Level of Contribution.
- (c) Any other specific goal determined in Sanral.

1.4 The maximum points for this bid are allocated as follows:

	POINTS
PRICE	90
B-BBEE STATUS LEVEL OF CONTRIBUTOR	10
Total points for Price and Specific Goals must not exceed	100

1.5 Failure on the part of a bidder to submit proof of specific goals together with the bid will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

1.6 The purchaser reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

2. DEFINITIONS

- (a) **"all applicable taxes"** includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies;
- (b) **"B-BBEE"** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;

- (c) **"B-BBEE status level of contributor"** means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- (d) **"bid"** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the supply/provision of services, works or goods, through price quotations, advertised competitive bidding processes or proposals;
- (e) **"Broad-Based Black Economic Empowerment Act"** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (f) **"EME"** means an Exempted Micro Enterprise as defines by Codes of Good Practice under section 9 (1) of the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (g) **"functionality"** means the ability of a bidder to provide goods or services in accordance with specification as set out in the bid documents;
- (h) **"Price"** includes all applicable taxes less all unconditional discounts.
- (i) **"Proof of B-BBEE Status Level of Contributor"** means:
- 1) B-BBEE status level certificate issued by an unauthorised body or person;
 - 2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;
 - 3) Any other requirement prescribed in terms of the B-BBEE Act.
- (j) **"QSE"** means a Qualifying Small Enterprise in terms of a Codes of Good Practice under section 9 (1) of the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (k) **"rand value"** means the total estimated value of a contract in South African currency, calculated at the time of bid invitations, and includes all applicable taxes and excise duties.
- (l) **"Specific goals"** means targeted advancement areas or categories of persons or groups either previously disadvantaged or falling within the scope of the Reconstruction and Development Programme identified by Sanral to be given preference in allocation of procurement contracts in line with section 2(1) of the PPPFA.

3. POINTS AWARDED FOR PRICE

3.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

P_s	=	Points scored for comparative price of bid under consideration
P_t	=	Comparative price of bid under consideration
P_{\min}	=	Comparative price of lowest acceptable bid

3.2 The table below indicates the required proof of B-BBEE status depending on the category of enterprises:

Enterprise	B-BBEE Certificate & Sworn Affidavit
Large	Certificate issued by SANAS accredited verification agency
QSE	Certificate issued by SANAS accredited verification agency Sworn-Affidavit signed by the authorised QSE representative and attested by a Commissioner of Oaths confirming annual turnover and black ownership (only black-owned QSEs - 51% to 100% Black owned) [Sworn- affidavits must substantially comply with the format that can be obtained on the DTI’s website at www.dti.gov.za/economic_empowerment/bee_codes.jsp .]
EME³	Sworn-Affidavit signed by the authorised EME representative and attested by a Commissioner of Oaths confirming annual turnover and black ownership Certificate issued by CIPC (formerly CIPRO) confirming annual turnover and black ownership Certificate issued by SANAS accredited verification agency only if the EME is being measured on the QSE scorecard

3.3 A trust, consortium or joint venture (including unincorporated consortia and joint ventures) must submit a consolidated B-BBEE Status Level verification certificate for every separate bid.

3.4 Tertiary Institutions and Public Entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.

3.5 A person will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract.

3.6 A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.

3.7 Bidders are to note that the rules pertaining to B-BBEE verification and other B-BBEE requirements may be changed from time to time by regulatory bodies such as National Treasury or the DTI. It is the Bidder’s responsibility to ensure that his/her bid complies fully with all B-BBEE requirements at the time of the submission of the bid.

4. BID DECLARATION

4.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

5. B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.4 AND 6.1

5.1 B-BBEE Status Level of Contribution: . =(maximum of 20 points)
(Points claimed in respect of paragraph 6.1 must be in accordance with the table reflected in paragraph 4.1 and must be substantiated by relevant proof of B-BBEE status level of contributor.

6. SUB-CONTRACTING

6.1 Will any portion of the contract be sub-contracted?

(*Tick applicable box*)

YES		NO	
-----	--	----	--

6.1.1 If yes, indicate:

- i) What percentage of the contract will be subcontracted.....%
- ii) The name of the sub-contractor.....
- iii) The B-BBEE status level of the sub-contractor.....
- iv) Whether the sub-contractor is an EME or QSE

(Tick applicable box)

YES	NO
-----	----

v) Specify, by ticking the appropriate box, if subcontracting with any of the enterprises below:

Designated Group: An EME or QSE which is at least 51% owned by:	EME ✓	QSE ✓
Black people		
Black people who are youth		
Black people who are women		
Black people with disabilities		
Black people living in rural or underdeveloped areas or townships		
Cooperative owned by black people		
Black people who are military veterans		
OR		
Any EME		
Any QSE		

7. DECLARATION WITH REGARD TO COMPANY/FIRM

7.1 Name of company/firm:.....

7.2 VAT registration number:.....

7.3 Company registration number:.....

7.4 TYPE OF COMPANY/ FIRM

- Y Partnership/Joint Venture / Consortium
- Y One person business/sole propriety
- Y Close corporation
- Y Company
- Y (Pty) Limited

[TICK APPLICABLE BOX]

7.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

.....

7.6 COMPANY CLASSIFICATION

- Y Manufacturer
- Y Supplier
- Y Professional service provider
- Y Other service providers, e.g. transporter, etc.

[TICK APPLICABLE BOX]

7.7 Total number of years the company/firm has been in business:.....

7.8 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBEE status level of contribution indicated in paragraphs 4.1 and 6.1 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraph 4.1 and 6.1, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;
- iv) If the B-BBEE status level of contributor has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the purchaser may, in addition to any other remedy it may have-
 - (a) disqualify the person from the bidding process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result of that person’s conduct;
 - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
 - (d) if the successful bidder subcontracted a portion of the bid to another person without disclosing it, Sanral reserves the right to penalise the bidder up to 10 percent of the value of the contract;
 - (e) recommend that the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
 - (f) forward the matter for criminal prosecution.

WITNESSES

1.

2.

.....

SIGNATURE(S) OF BIDDERS(S)

DATE:

ADDRESS

.....

FORM B2:1. CV OF THE KEY PERSONNEL

Bidder shall submit list of projects similar to this tender scope of work.

1. Curriculum Vitae Summary Page			
Position: Senior strategist experience			
Personal information			
Name:		Surname	
ID number			
Date of birth			
Education (Attach copies of certificates)			
Date: From	Date To	Institution	Degree(s) or Diploma(s) obtained
Professional Experience (Attach full CV)			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			

Comments:

I confirm that the information provided herein is true, that the experience reported and the corresponding responsibilities are truly the experiences of the individual.

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

2. Curriculum Vitae Summary Page			
Position: Senior Lead experience for traditional media buying			
Personal information			
Name:		Surname	
ID number			
Date of birth			
Education (Attach copies of certificates)			
Date: From	Date To	Institution	Degree(s) or Diploma(s) obtained
Professional Experience (Attach full CV)			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			

Comments:

I confirm that the information provided herein is true, that the experience reported and the corresponding responsibilities are truly the experiences of the individual.

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

3. Curriculum Vitae Summary Page			
Position: Senior Lead experience for community media buying			
Personal information			
Name:		Surname	
ID number			
Date of birth			
Education (Attach copies of certificates)			
Date: From	Date To	Institution	Degree(s) or Diploma(s) obtained
Professional Experience (Attach full CV)			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			

Comments:

I confirm that the information provided herein is true, that the experience reported and the corresponding responsibilities are truly the experiences of the individual.

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

4. Curriculum Vitae Summary Page			
Position: Senior Lead experience for social and digital media buying			
Personal information			
Name:		Surname	
ID number			
Date of birth			
Education (Attach copies of certificates)			
Date: From	Date To	Institution	Degree(s) or Diploma(s) obtained
Professional Experience (Attach full CV)			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			
Date: From		Date to:	
Organisation		Position	
Description of duties			

Comments:

I confirm that the information provided herein is true, that the experience reported and the corresponding responsibilities are truly the experiences of the individual.

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

FORM B3: CASE STUDIES

Note to Tenderer:

Attach to Case studies as required to as returnables

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

FORM B4: LETTER OF GOOD STANDING / REFERENCES

Note to Tenderer:

Bidder must provide nine (9) letters of good standing as part of returnable

1. The national media houses /owners (including one from the SABC)
2. Two from national print media houses
3. Two from community media
4. One radio broadcaster outside of the SABC
5. One online/digital publishing house
6. One television broadcaster outside of the SABC and
7. one OOH outlet

NB: The letters must not be older than 3 months on the date of tender submission

The successful bidder must be able to cover upfront costs (up to R20 million a month) for media placements (including insertions and social and digital) and payment of invoices to media houses on behalf of SANRAL.

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

FORM B5: FORM OF SCHEDULE: EXAMPLES OF MEDIA CAMPAIGNS

Note to Tenderer:

Provide examples, in the form of schedules, of the work done for different media campaigns executed in the last five years, including traditional, community, OOH, and social and digital media buying.

The minimum criteria are as follows:

- 3 x Mixed campaign Traditional, community and digital
- 1 X Traditional media campaign
- 1 X community media campaign
- 1 X OOH media campaign
- 1 X Social and digital media campaign

SIGNED:.....DATE:.....

NAME:.....POSITION.....

TENDERER:.....

