

09 April 2026

NOTICE TO BIDDERS – NO.1

TENDER NUMBER	: T017/2025/26
BOX NUMBER	: 01
ORIGINAL CLOSING DATE	: 15 April 2026
EXTENDED CLOSING DATE	: 22 April 2026
DESCRIPTION	: APPOINTMENT OF A MARKETING AND COMMUNICATIONS AGENCY FOR THE CAPE TOWN STADIUM (CTS)

This notice is issued in terms of **Clause 3.2.1 of the Conditions of Tender**, which allows the Cape Town Stadium (RF) SOC Limited (CTS) to issue notices that amend the tender documents.

1. EXTENSION OF TENDER CLOSING DATE

Bidders are hereby notified that the closing date of the tender has been extended from 12h00 on Wednesday, 15 April 2026, to **12h00 on Wednesday, 22 April 2026**.

2. BRIEFING SESSION SUMMARY

A non-compulsory briefing session was held on **02 April 2026** at the DHL Stadium.

The **Presentation Slides** are attached to this Notice as **Annexure A**.

Bidders who did not attend the briefing session are still eligible to submit a tender offer.

All bidders are reminded to acknowledge receipt of this notice and insert it into their tender submission in accordance with **Clause 2.6.1 of the Conditions of Tender**.

3. TENDER RELATED QUESTIONS AND RESPONSES

The following table is a summary of all questions received regarding this tender prior to issuing this Notice:

No.	Questions	CTS Response	Relevant section in the tender document
1.	What is the CTS's current BVP (Brand Value Proposition)?	DHL Stadium is Cape Town's premier multi-purpose events destination. A 58,000-seat iconic landmark and <i>the place where memories are made</i> . As one of Africa's most recognised venues, the stadium delivers unmatched scale, reach, and impact for world-class experiences, attracting over one million spectators annually and generating a significant economic contribution to the City of Cape Town and the Western Cape region. Our diverse portfolio spans sporting events, concerts, exhibitions, and corporate events, while our versatile facilities create year-round opportunities for brands and event organisers to engage diverse, high-value audiences. Backed by a proven track record and long-term commercial partnerships, including our naming rights partner DHL, the stadium offers brands a powerful platform for visibility, community connection, and lasting impact.	Clause 2.3 and 2.5.1.2 of the Specifications (Page 23).
2.	With reference to the CTS's Public Relations (PR) strategy being linked to the City of Cape Town – Is this something that will continue and how is this aligned to the City of Cape Town?	The stadium is owned by the City of Cape Town, therefore key messaging needs to be aligned at all times. However, the stadium has its own independent strategies in place, approved by a Board of Directors.	Clause 2.6 of the Specifications (Page 23-24).
3.	What is being prioritised and how is this managed?	<p>This contract will not be based on a retainer but will work on a quote-by-quote basis for a specific work brief, in terms of the rates tendered in the Pricing Schedule.</p> <p>"4.3. The quotation to be submitted must be based on the contract rates as per the Pricing Schedule.</p> <p>4.4. No monthly account fee will be payable and all work will be on a quotation basis</p> <p>4.5. CTS will only be liable to pay for a scope of work that has been approved by CTS through the provision of a purchase order.</p> <p>4.6. After the completion of each scope of work, the Contractor will be required to produce evidence of the work being completed prior to payment being made.</p> <p>4.7. Payment will only be made on actual hours worked on a particular brief."</p>	Clause 4.3 – 4.7 of the Specifications (Page 27)
4.	Are the quantities that are indicated in the Pricing Schedule a guarantee of the work required?	"The quantities and frequency provided in the Pricing Schedule represent the service required, which is subject to change and discussion between CTS and the successful contractor. As such, the quantities and frequency provided are purely for	Clause 10 of the Pricing Instructions (Page 21).

No.	Questions	CTS Response	Relevant section in the tender document
		<p>evaluation purposes and assessment of the offers in terms of Price and Preference. CTS does not guarantee any specific quantity of work. The intention of this tender is to award the rates applicable to each line item with the final quantity procured being subject to operational requirements."</p>	
5.	<p>How will work be allocated between the two (2) appointed service providers?</p>	<p>"4.1. CTS will brief the Main Contractor on each scope of work required. The brief will be provided in writing and CTS will require a response to the brief in writing detailing how the task will be completed together with a quotation for the specific scope of work."</p> <p>"4.2. The Main Contractor will be provided with a specific timeframe in which to respond to the brief and CTS reserves the right to utilise the Alternative Contractor in the following instances (over-and-above the provisions of 3.13 of the Tender Data):</p> <p>4.2.1. the Main Contractor did not respond within the stated timeframe;</p> <p>4.2.2. the quotation provided, in the opinion of CTS, is not market-related; and/or</p> <p>4.2.3. Should all conditions/requirements of the brief not be met."</p>	<p>Clause 4.1 and 4.2 of the Specifications (page 26).</p>
6.	<p>With reference to the SEO/SEM results – is the CTS requiring the back-end information?</p>	<p>Yes – examples to be included in tender submission (if possible). CTS essentially wants to see that the service provider is capable of analytical reporting.</p>	<p>Schedule 13: Functionality Evaluation (page 58 – 62)</p>
7.	<p>What social media platforms are the CTS currently making use of and will the CTS be open to new ideas/platforms?</p>	<p>Instagram and LinkedIn are the only current active social media platforms. We're very much open to additional platforms, should the motivation align to our strategic objectives.</p>	<p>Clause 2.7 of the Specifications (Page 24)</p>
8.	<p>What is the reason for only going with two (2) service providers as opposed to appointing a panel.</p>	<p>The decision to appoint two service providers rather than a panel was deliberate. A panel approach, while offering pricing flexibility, can result in a transactional relationship driven primarily by cost rather than quality and collaboration. By appointing a primary service provider, DHL Stadium is able to foster a meaningful, accountable working relationship built on a deep understanding of the brand, consistent service delivery, and shared strategic objectives. This structure encourages the primary agency to invest fully in the partnership, rather than competing on price for individual briefs, and ensures continuity, institutional knowledge. A secondary provider is appointed and will only be</p>	<p>Clause 1.3 of the Specifications (Page 23)</p>

No.	Questions	CTS Response	Relevant section in the tender document
		engaged should the primary agency be unable to deliver on any given requirement.	
9.	With reference to the Lead Agency, when will the CTS decide to make use of the alternative service provider?	When the main service provider / lead agency does not have the relevant skillset or capacity to attend to the relevant brief, then the alternative service provider will be approached. Also see response to question 5.	Clause 4.1 and 4.2 of the Specifications (page 26).
10.	Will the Two Envelope system be applicable to this tender?	No, it is not applicable to this tender.	N/A
11.	What is required in terms of the Performance Guarantee.	A Performance Guarantee is not applicable to this tender.	N/A
12.	What are the requirements if tendering as a Joint Venture?	<p>Schedule 1 of the Tender Document must be completed, and a copy of the Joint Venture (JV) Agreement must be attached to the Schedule 11 (List of Other Documents attached the Bidder).</p> <p>In addition to the above, the following schedules must be copied and completed by each party to the JV:</p> <ul style="list-style-type: none"> • (3) Details of Bidder • Schedule 4: Declaration of Interest – State Employees (MBD4) • Schedule 5: Conflict of Interest Declaration • Schedule 6: Declaration of Bidder's Past Supply Chain Management Practices • Schedule 10: Certificate of Independent Tender Determination. <p>In terms of Schedule 3 (Preference Schedule), proof must be provided of each party to the JV with reference to the points claimed. The points will further be awarded based on the signed JV agreement and the split between the partners. For example, if there are two (2) partners to the JV in a 70/30 split in terms of the work, the total points for race (5) will be awarded as follows:</p> <p>Partner A (70% partner) and 100% black owned will be awarded: $5 \times 100\% \times 70\% = 3.5$ points</p> <p>Partner B (30% partner) and 51% black owned will be awarded: $5 \times 51\% \times 30\% = 0.77$ points</p> <p>Total points to be awarded to the JV for Race: $3.5 + 0.77 = 4.27$ points</p>	Schedule 1: Certificate of Authority for Partnerships / Joint Ventures / Consortiums (Page 37).

No.	Questions	CTS Response	Relevant section in the tender document
13.	What is the appointment period?	<p>The contract will be from the date of implementation (at the earliest 1 July 2026) for a period of up to three (3) financial years, ending 30 June 2029.</p> <p>A discrepancy has been picked up in the Special Conditions of Contract, where clause 1.29 refer to the 'Termination Date' as 30 June 2028. This is incorrect and should refer to 30 June 2029. Please find attached replacement page 29, correcting clause 1.29.</p>	<p>Front Page of tender document.</p> <p>Special Conditions of Contract – Replacement page 29.</p>
14.	How long have you been using “Making memories?”	Our current tagline is “The Place Where Memories are Made” and this has currently been in effect for the last 2-3 years	N/A
15.	Can the brand positioning document be shared with bidders?	We have included the Brand Value Proposition above and believe that this information is sufficient at this stage of the tendering process	N/A
16.	In terms of Schedule 13C regarding the business processes, what type of “proof” is required to be provided by bidders here?	Bidders are required to submit sufficient proof that relates to their tender submission. This can range: digital content calendars, paid performance reports (redacted if need be), press materials, coverage reports, content production, event acquisition and commercial plans relating to marketing	Schedule 13: Functionality Evaluation (Page 59 – 62; 66)
17.	Are you able to share your Corporate Identity (CI) document too?	At this stage, we do not feel it's a requirement to share our CI. We are happy for bidders to draft their submissions using any info which is readily and publicly available to them.	N/A
18.	Is it okay for us to fill in the forms electronically or do you require wet signatures?	<p>The tender document may be completed electronically.</p> <p>The final submission must however be printed and submitted physically.</p>	Clause 2.12.2 of the Conditions of Tender (Page 8)
19.	<p>Item 11 of the Pricing Schedule is pre-filled at 5%. Schedule 8, Clause 1 prohibits bidders from amending any part of the pricing schedule. Is the 5% a fixed CTS-determined rate, or a guide figure that bidders may replace with their own rate?</p> <p>If fixed, please confirm so that no bidder inadvertently alters it and is declared non-responsive.</p>	The 5% is a fixed percentage for the duration of the contract. Bidders are not allowed to amend this.	Pricing Schedule (Page 22)

No.	Questions	CTS Response	Relevant section in the tender document
20.	<p>Pricing Instruction 10 states the 420 evaluation hours are for scoring purposes only and CTS does not guarantee any volume. No historical spend or indicative annual budget has been disclosed.</p> <p>Please provide: (a) the approximate annual budget allocated for this contract; or (b) actual spend with the previous agency. Even a broad range (e.g. R500k–R1.5m per annum) would allow bidders to calibrate rates to actual scope.</p>	<p>The estimated 2026/27 Marketing Budget is R1 300 000.</p> <p>It should be noted that the available budget is not a guarantee of the actual contract spend due to the following:</p> <ol style="list-style-type: none"> 1. The budget must also cater for other services. 2. Final cost on any marketing and advertising will be subject to the approved annual marketing plan. 	
21.	<p>Clause 6.1 requires all third-party costs to be itemised and pre-approved per brief, with rights vesting in CTS. No approval threshold, delegated authority level, or turnaround time is defined.</p> <p>Please confirm: (a) whether a threshold exists below which the Contract Owner may approve without additional governance; and (b) the committed turnaround time for CTS to approve third-party line items within a quotation.</p>	<p>There are no specific thresholds as this will be dependent on the requirements of each brief and resulting third party services.</p> <p>In terms of any approvals of any third-party costs, this will only be given by either the CTS appointed contract owner or contract manager.</p> <p>With reference to timeframes, please refer to question/response 5.</p>	<p>Clause 6.1 of the Specifications (Page 27)</p>
22.	<p>Pricing Instruction 6 states prices are fixed for the first year 'calculated from the first month of implementation.' The stated start is 01 July 2026. However, if the commencement date under Clause 1.26 (date of delegated authority approval) falls after 01 July 2026, the operative start is unclear.</p> <p>Please confirm: does Year 1 run from 01 July 2026 regardless of actual commencement, or for 12 months from the Clause 1.26 commencement date?</p>	<p>All rates will run from the 1st of July 2026 to 30 June of the following year (a 12-month period), irrespective of the commencement date. The contract period will run up until 30 June 2029.</p> <p>Should the contract start later than the 1st of July 2026, year 2's rates will be applicable from the 1st of July 2027.</p>	<p>Pricing Instructions (Page 21)</p>

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23.	<p>Schedule 13 scores four track-record criteria (PR, integrated marketing, digital, and commercial/event acquisition), each requiring admissible references from comparable organisations within the last 5 years.</p> <p>Please confirm: if a single client relationship demonstrates experience across more than one criterion (e.g. a large venue client for whom both PR and digital services were delivered), may that client be cited as an admissible reference under each applicable criterion, or does it count as one reference across all criteria combined?</p>	<p>Bidders are allowed to have one reference that covers multiple scopes of work, however this must be clearly stated to say that the bidder was successfully involved in multiple categories – categories to be named.</p>	
24.	<p>Clause 2.1.1.3 and Schedule 13 require JVs to describe which party performs each work aspect and to submit each party's track record.</p> <p>Please confirm how scores are consolidated: (a) averaged across partners; (b) each partner independently satisfies the minimum for their allocated scope; or (c) the JV is assessed as a combined entity against each criterion?</p>	<p>For the purpose of evaluating Schedule 13, the JV is assessed as a combined entity against each criterion subject to the signed JV agreement signed between all parties.</p>	
25.	<p>Clause 3.2.1 requires CVs for 9 named minimum roles. The document does not state whether these individuals must be employees of the bidding entity at submission, or whether committed contractor / freelancer arrangements with named individuals are acceptable.</p> <p>Please confirm which is permissible.</p>	<p>Either is acceptable, as long as there is an agreement or commitment in place in the event where contractors or freelancers are to be used. Proof of such an agreement/commitment must be submitted as part of the tender and be signed by the bidder and the contractor/freelancer.</p>	<p>Clause 3.2 of the Specifications (Page 26)</p>
26.	<p>Clause 4.2 states the Main Contractor will be given 'a specific timeframe' to respond to each brief, failing which CTS may engage the Alternative Contractor. This timeframe is not defined anywhere in the tender document.</p>	<p>This will be based on a case-by-case basis.</p>	<p>Clause 4.1 and 4.2 of the Specifications (page 26).</p>

No.	Questions	CTS Response	Relevant section in the tender document
	<p>Please either: (a) state a standard default turnaround (e.g. 48 hours urgent / 5 business days standard); or (b) confirm it will be agreed in a contract schedule after award.</p>		
27.	<p>Clause 5.2 requires case-by-case written approval before any DHL or CTS logo may appear on material. For an agency producing time-sensitive campaign assets, event promotions, and daily social media content, an undefined approval window creates delivery risk.</p> <p>Please confirm: (a) the committed turnaround time for logo approval requests; and (b) whether a pre-approved brand/logo usage guideline pack will be provided at contract commencement.</p>	<p>CTS does have a Corporate Identity (CI) manual which will be shared with the successful bidders, however all design work remains the property of CTS and therefore final approval must be obtained from the contract manager.</p>	<p>Clause 5.2 of the Specifications (Page 27)</p>
28.	<p>Page 38 Schedule 2 (Declaration for Procurement above R10 million) - R10M over the three-year contract or annually?</p>	<p>This is part of the standard schedules in our tender document template but is not necessary to complete for this tender, as per the schedule title:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;">TENDER NO: CTS T017/2025/26</p> <p style="text-align: center;">0 million – Not Applicable</p> </div> <p>d) the bidder shall complete the following</p> <p>Bidders may draw a line through this schedule and mark it as not applicable.</p>	<p>Schedule 2 (Page 38-39)</p>

Please Note: This clarification forms part of the tender document and must be acknowledged in **Schedule 12: Record of Addenda**.

Yours sincerely,



For: **Blake D'Oliveira**
Supply Chain Management

ACKNOWLEDGEMENT OF RECEIPT FOR AND ON BEHALF OF THE BIDDER IN RESPECT OF TENDER NO: CTS T017/2025/26

At on this Day of2026.

Signature:

Name of Signatory:
(In ink and capitals)

Bidder:
(Name of firm in ink and capitals)