



*in the footprints* ...

**NELSON MANDELA MUSEUM**

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**5 April 2023**

**RFQ 7 of 2023: PRODUCTION OF A MARKETING VIDEO FOR THE NELSON MANDELA MUSEUM**

The Nelson Mandela Museum (NMM) invites quotations from accredited service providers that are registered with the Central Supplier Database (CSD) for the production of a marketing video, as per the specification below:

**PURPOSE**

NMM seeks the services of a qualified and experienced company to produce a marketing videos to be used during the marketing the museum in events, trade shows and expos, as follows:

- 7-minutes video that will focus on few selected significant artefacts, the exhibitions and the Bhunga Building structure with newly branded bus.
- 7-minute video of the Youth and Heritage Centre with the sliding stone, Nelson Mandela's Home, and part of Mqhekezweni elements.
- 7-minute video as a teaser to places of interests around O.R. Tambo District, the Eastern Cape and South Africa. All the videos must include voice over.

**PROJECT DESCRIPTION**

The marketing video of the Nelson Mandela Museum will be a culmination of videos that include physical site visit to the following sites and the Nelson Mandela Museum Events, as listed below:

### **Bhunga Building**

- High definition videography looking into museum exhibitions, few artefacts, Bhunga Building structure.

### **Qunu village**

- The sliding stone where Madiba used to slide during his tender years
- Nelson Mandela's home and his burial site from a distance

### **Mqhekezweni Great Place:**

- Mqhekezweni where he grew up after his father's death. It is at about 25km westwards from Qunu.

### **Museum Events**

- This is a culmination of museum events that were recorded, as well as educational programmes (to be supplied by the museum).

## **APPROVED PREFERENCE SCORING**

Points for this shall be awarded for:

- (a) Price; and
- (b) Specific Goals.
- (c) Where 80 points will be allocated for price and 20 points allocated specific goals

Category		Sub-categories	Specific goals points	Verification documents
Local Supplier	5	OR Tambo supplier	5	CIPC Registration Certificate (CK) or
		Eastern Cape Supplier	4	
		Anywhere in South Africa	3	

		Non-South African	0	Proof of residence
Women-owned supplier	4	Black African Women	4	CIPC Registration Certificate (CK) and CSD Report
		Non-Black African Women	2	
Youth Owned Supplier	4	Youth Owned (< 35-year-old persons)	4	CIPC Registration Certificate (CK) and CSD Report
		Non-Youth Ownership (> 35-year-old persons)	2	
People living with disabilities	3	People living with disabilities	3	CSD Report
Small Micro, Medium & Enterprises	4	SME – Owned by people with disability	4	Sworn Affidavit (BBBEE Affidavit) CSD Report
		SME – Black owned	3	
		SME – Other	2	

### **EVALUATION CRITERIA**

- All bidders are required to respond to the functionality evaluation criteria as indicated below.
- Only bidders that have met the pre- Qualification criteria will be evaluated in for functionality
- A bidder that scores less than 70 points for the functionality will be regarded as non-responsive will be disqualified. Points will be allocated as per the table below:

No.	Functionality Criteria	Weight
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	<b>Methodology</b>	<b>40</b>
	<p>A detailed methodology of how each of the projects will be carried out from inception to the end of each project: -</p> <ul style="list-style-type: none"> <li>• Excellent= 30</li> <li>• Good= 20</li> <li>• Fair= 10</li> <li>• Poor points= 3</li> <li>• Failure to submit project methodology= 0</li> </ul>	
	<b>Reference</b>	<b>30</b>
	<p>Bidders must provide a minimum of three (3) contactable reference letters from clients (Not older than 5 years) where professional videos services were rendered.</p> <ul style="list-style-type: none"> <li>a) 6 or more written reference letters = 30 points</li> <li>b) 4 -5 written reference letters = 20 points</li> <li>c) 3 written reference letters = 15 points</li> <li>d) 1-2 written reference letter= 5</li> <li>e) No submission= 0</li> </ul>	
	<b>Portfolio of Evidence</b>	<b>30</b>
	<p>A minimum of 5 edited videos (on a hard disk drive or USB on the work done previously). The work should be from January 2022 to December 2022.</p> <ul style="list-style-type: none"> <li>• 8 or more video products = 30 points</li> <li>• 6-7 video products = 20 points</li> </ul>	

	<ul style="list-style-type: none"> <li>• 3-5 video products = 15 points.</li> <li>• 0-2 video products= 0 points.</li> </ul>	
<b>TOTAL</b>		<b>100</b>

### **QUOTATION SUBMISSIONS**

- All quotations must be submitted with the following documents:
  - Recent CSD registration report/MAAA number
  - Signed & completed SBD 1 , SBD 4, & SBD 6.2 form (as attached)
  - Specific Goals Verification Document(Failure to submit will in zero scoring for preference)
- All quotations and accompanying documents must be forwarded to: [supplychain@nelsonmandelamuseum.org.za](mailto:supplychain@nelsonmandelamuseum.org.za)
- NO FAXED OR HAND-DELIVERED QUOTATIONS SHALL BE ACCEPTED.
- Closing date for the submission of quotations is **14 April 2023** at 12H00.

All communications and enquiries/requests for clarification relating to this proposal should be directed to the contact person:

**FOR BID ADMINISTRATION**

<b>Ms M Mputa</b>
<b>Tel: 047 501 9504</b>
<b>Email: <u><a href="mailto:mihlali@nelsonmandelamuseum.org.za">mihlali@nelsonmandelamuseum.org.za</a></u></b>
<b>Supply Chain Specialist</b>
<b><i>Technical Enquiries:</i></b>
<b>Ms N Matikinca</b>
<b>Tel: 047 501 9512</b>
<b>Email: <u><a href="mailto:unathi@nelsonmandelamuseum.org.za">unathi@nelsonmandelamuseum.org.za</a></u></b>
<b>PR Officer</b>

**NB: The NMM reserves the right to amend, modify or withdraw this RFQ at any time, without prior notice and without liability to compensate and/or reimburse any party.**




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**Dr Vuyani Boo**  
**Chief Executive Officer**

