



CAPE TOWN STADIUM (RF) SOC LIMITED

TENDER NO: CTS T017/2025/26

APPOINTMENT OF A MARKETING AND COMMUNICATIONS AGENCY FOR THE CAPE TOWN
STADIUM (CTS)

Agenda

- Welcome
- Attendance Register
- Purpose of the Tender
- Tender Evaluation Process
- SCM Compliance Evaluation
- Functionality Evaluation
- Tender Specifications
- Pricing Instructions
- Preference Schedule
- Questions & Answers
- Closure


- Please remember to sign the attendance register.
- Make sure that you write legibly, indicating your name and the company you are representing.
- If you do not view your e-mail often, please ensure to also provide an alternative e-mail address, so that you don't miss important information regarding this tender.

Purpose of this Tender

- The CTS manages core marketing and commercial functions in-house.
- The intention of this tender is to appoint a maximum of two (2) suitably qualified agencies to work as an extension of the CTS team, providing specialist marketing, communications, public relations, digital, and commercial support services across the full scope of the organisation's activities.
- The appointment will consist of a Main (winning) bidder and one (1) Alternative bidder.

Tender Evaluation Process

All offers will be evaluated in terms of the Conditions of Tender and the CTS SCM Policy.



The evaluation steps are as follows:

1. SCM Compliance evaluation

(i.e. verifying of all declarations, returnable schedules, CSD registration, eligibility criteria, tax matters, etc.)

2. Functionality evaluation

3. Compliance to technical requirements and overall tender specifications

4. Verification of pricing and evaluation of PPPFA Points

(i.e. 80/20)

5. Negotiations with preferred bidder

(if necessary)

SCM Compliance Evaluation

- **Bidders are requested to read through the Tender Conditions carefully to ensure the bid document is correctly completed:**
 - ✓ All declarations and returnable schedules must be completed and submitted
 - ✓ All supporting documentation is to be provided with the bid
 - ✓ SCM will review and perform a verification against the declaration and documentation provided, including the verification of Tender Defaulters and Restricted Suppliers.

- **Mandatory SCM Compliance documentation include:**
 - ✓ Proof of registration on the National Treasury CSD
 - ✓ Tax verification Pin/Certificate
 - ✓ Company registration documentation and number
 - ✓ Copy of Partnership/Joint Venture agreement (where applicable)
 - ✓ Fully completed pricing schedule and Form of Offer
 - ✓ Valid documentation associated with Preference Points claimed

Functionality Evaluation

The following criteria will be used to evaluate your submission >>>

The minimum qualifying score for functionality is **60** out of a maximum of **100** points.

Evaluation criteria		Available points
1.	Demonstrated track-record and experience of the tendering entity with respect to comparable projects.	50
2.	Professionalism, reliability and suitability (Business Plan & Methodology) in executing the scope of works; through the submission of a detailed Business Plan outlining how the bidder will meet the full scope of work and tender requirements.	50
Maximum possible score for Quality (M₅)		100

Functionality Evaluation (continued)

The following criteria will be used to evaluate your submission >>>

The minimum qualifying score for functionality is **60** out of a maximum of **100** points.

Description of quality criteria	Applicable values/points	Weight	Maximum possible score
<p>Demonstrated Track-Record and Experience:</p> <p>Equivalent contracts demonstrating proven experience in fields directly aligned to the CTS scope and magnitude of the contract. This includes evidence of successful management and conclusion of multiple projects.</p> <p>Admissible references are those comparable with the scope from within the last 5 years.</p>	Proven experience of public and media relations for a similar organisation/target market (i.e. large venues, events-sector clients, or equivalent high-exposure organisations).	10 points	40
	Proven experience in integrated marketing and campaign management (including account/brand management).	10 points	
	Proven experience in digital marketing, social media content production, and paid media (SEO/SEM, digital advertising)	10 points	
	Proven experience in commercial proposals, business development, tourism marketing event acquisition.	10 points	
	Client references/testimonials within the last 3-5 years demonstrating quality of work, levels of performance, client satisfaction and overall experience in the industry (reliability) through the submission of positive client references/testimonials.		10

Functionality Evaluation (continued)

The following criteria will be used to evaluate your submission >>>

The minimum qualifying score for functionality is **60** out of a maximum of **100** points.

Description of quality criteria	Applicable values/points	Weight	Maximum possible score
Business Plan & Methodology: Provide a concise but clear Business Plan structured exactly under the six headings below. For each heading, state your approach, workflows, deliverables, controls, tools, team roles, and evidence (samples/links) where relevant. Incomplete or non-verifiable information may be scored down or not scored.	Integrated Marketing and Communications Approach:	10 points	50
	Digital & Social Media Strategy (incl. SEO/SEM & Paid Media)	10 points	
	Public Relations & Issues/Crisis Management	8 points	
	Content Production Capability (copy, short-form video, design, asset management)	8 points	
	Commercial, Event Acquisition, and Tourism Methodology (, sponsorship, MICE/tourism, proposals	8 points	
	Project Management, Staffing Plan & Delivery Workflow (incl. reporting)	6 points	

Tender Specifications

1. SCOPE OF WORK

1. The Contractor is to support the delivery of CTS's integrated marketing, communications, digital and commercial support services that advance CTS's strategic and commercial business-development objectives.
2. All services will be delivered on a quotation and project-approval basis against the approved rate card (Pricing Schedule), in response to written CTS briefs and subject to an authorised Purchase Order. No monthly retainer is payable. CTS will be liable only for work formally briefed, quoted and approved.
3. The Contractor will be expected to operate as an extension of the CTS team and must demonstrate flexibility, rapid turnaround capability, strong strategic insight, high-quality creative execution, and the ability to collaborate effectively with CTS's internal structures, existing suppliers and the wider municipal ecosystem. All work must comply with CTS governance requirements, brand protocols, and supply chain standards.
4. The listed services serves only as the main areas of focus for the contract. The implementation of the contract is therefore not limited to these services and CTS reserves the right to request the execution of any related services.

Tender Specifications (continued)

1. Marketing & Communications

The Contractor shall support CTS in the creation, development and implementation of integrated marketing and communication initiatives, including:

1. Purchasing and management of media usage licenses and asset-specific rights on behalf of CTS (e.g. image libraries, footage, music, broadcast clearances).
2. Brand development, refinement, protection and ongoing brand-identity and management.
3. Development of marketing strategy, research, conceptualisation, campaign planning and execution.
4. Design and/or procurement of specialist communication material linked to specific projects and initiatives
5. Concepting, design and manufacture of promotional, exhibition or displays items
6. Digital and print content design and production, including static, animated and video formats
7. Planning and placement of media across print, broadcast, outdoor and digital channels
8. Market insights, analytics and research to inform CTS's marketing, commercial and operational decision-making.

Tender Specifications (continued)

2. Public Relations (PR)

The Contractor shall provide full spectrum PR services for both proactive and reactive communication requirements, including:

1. Public relations strategy, research, planning and campaign execution
2. Development, production and placement of PR content across print, broadcast and digital media
3. Crisis communication, issues and reputation management
4. Media engagement, liaison and relationship management
5. Writing and distribution of press releases, media statements and editorial content
6. Monitoring, measurement and reporting of media coverage, sentiment, reach and impact.

Tender Specifications (continued)

3. Digital and Social Media

The Contractor shall manage and/or support CTS's digital ecosystem, including:

1. Digital and social media strategy, content planning and ongoing execution across CTS's platforms (including but not limited to Instagram, Facebook, LinkedIn, and YouTube)
2. Creation and production of short-form video content for platforms such as Instagram, YouTube and other emerging platforms
3. Design and production of digital content, including static, animated and video assets
4. Community management and audience engagement across CTS-managed channels
5. Paid digital advertising strategy, placement, optimisation and performance management
6. Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)
7. Web design and content management as instructed, in alignment with CTS's digital framework and existing supplier arrangements.
8. Management, segmentation and maintenance of CTS digital databases and contact lists
9. Storage, cataloguing and management of CTS's image and video asset libraries.

Tender Specifications (continued)

4. Business Lounge and Hospitality Marketing

CTS operates a structured Business Lounge membership programme for corporate and individual clients. The Contractor shall support this key revenue stream by:

1. Developing and executing Business Lounge member-acquisition and retention campaigns
2. Designing and producing marketing materials for membership, hospitality and premium experiences (digital, print and direct communication)
3. Drafting of member and non-member communications including match-day event invitations, renewal notices and promotional offers
4. Tracking and reporting on campaign performance, including conversion and customer-acquisition metrics.
5. Providing analytics, insights and reporting on membership sales, retention trends and revenue opportunities.

Tender Specifications (continued)

5. Commercial

The Contractor shall support CTS's commercial growth objectives through:

1. Strategy development, research and preparation of commercial plans.
2. Securing and managing access to media tracking tools across broadcast, print and digital channels.
3. Analysis of commercial trends, sponsorship values, broadcast/media valuations and market shifts.
4. Drafting, design and/or styling of corporate documents including business plans, annual reports, financial statements and project proposals.
5. Marketing, promotion and sale of naming rights (stadium or facility), where instructed by CTS. CTS may choose to perform this function independently or in conjunction with additional agencies.

Tender Specifications (continued)

6. New Business Development: Event Acquisition, MICE and International Tourism

The Contractor shall support CTS in identifying, acquiring and converting new business opportunities across the Events, MICE (Meetings, Incentives, Conferences & Exhibitions) and International Tourism sectors. This includes strategic research, lead generation, proposal development and targeted marketing to strengthen DHL Stadium's position as a premier events and tourism destination.

6.1. Event Acquisition proposals:

- 6.1.1. Identify and assess event opportunities across sport, entertainment, music, culture, and related sectors.
- 6.1.2. Develop tailored acquisition proposals, presentations and bid documents for event owners, promoters and rights-holders.
- 6.1.3. Provide market intelligence, commercial value assessments and strategic recommendations to grow CTS's event pipeline.
- 6.1.4. Preparation of professional pitch materials and research-driven insights to support CTS's engagement with local and international stakeholders.

6.2. MICE (Meetings, Incentives, Conferences & Exhibitions)

- 6.2.1. Identify MICE opportunities aligned with CTS's hospitality, conferencing and premium venue offerings.
- 6.2.2. Create targeted marketing campaigns and sales collateral for event planners, incentive agencies and conference organisers.
- 6.2.3. Assist with bid documents and acquisition strategies that showcase DHL Stadium's capabilities and competitive advantages.
- 6.2.4. Support CTS's engagement with industry bodies and business networks to grow MICE-related revenue.

6.3. International Tourism

- 6.3.1. Develop initiatives that enhance CTS's visibility among global tourism audiences.
- 6.3.2. Produce digital content and promotional material aligned with City and national tourism messaging.
- 6.3.3. Identify partnerships with travel trade, airlines, operators and international event owners
- 6.3.4. Provide intelligence on international tourism trends that inform CTS's commercial and event acquisition strategies.

Tender Specifications (continued)

Resource Requirements

The Contractor must allocate suitably qualified personnel with relevant industry experience. The following positions/personal represent the minimum required and the contract must provide CTS with CV's for each position/personal:

1. Senior Account Manager - Minimum of 5 years relevant experience
2. Senior Marketing & Communications Manager - Minimum of 5 years relevant experience
3. Marketing & Communications Manager - Minimum of 3 years relevant experience
4. Senior PR Account Manager - Minimum of 5 years relevant experience
5. PR Account Manager - Minimum of 3 years relevant experience
6. Graphic/ Digital Designer - Minimum of 3 years relevant experience
7. Digital Content Producer / Creator - Minimum of 3 years relevant experience
8. Copywriter - Minimum of 3 years relevant experience
9. Administrative Support - Minimum of 2 years relevant experience
9. Access to appropriately skilled specialist resources (e.g., copywriting/content strategy, digital analytics/SEO/SEM, research/insights) to fulfil specific briefs

Pricing Instructions

- All prices shall be tendered in accordance with the units specified in this schedule.
- **The pricing submitted must remain fixed for the first year of the contract period (i.e. calculated from the first month of implementation for a period of 12 months).** Pricing for years 2 and 3 of the contract will be adjusted in accordance with the conditions of Schedule 8: Contract Price Adjustment and/or Rate of Exchange Variation.
- **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 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.**
- A price must be entered against all items as per the section in the Price Schedule. **An item against which no rate is entered (i.e. the line item is left blank or scratched through) may be interpreted as no offering having been submitted and will deem the entire offer for the section as non-responsive.**

Preference Schedule

- **The preference points system applicable to this tender is: 80/20** – with 20 points allocated in terms of Specific Goals.
- **The applicable preference system applied to this tender is >>>**
- **NB:** Bidders are to provide the necessary supporting documents which align to their preference claims.

	POINTS
PRICE	80
SPECIFIC GOALS	
Points for Race	5
Points for Gender	5
Points for SMME	10
Total points for PRICE and SPECIFIC GOALS	100



All questions to be directed to:

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CLOSING DATE: WEDNESDAY, 15 APRIL 2026

Closing Time: 12H00

THANK YOU

