

**REQUEST FOR PROPOSALS TO DELIVER CREATIVE FUNDRAISING AND COMMERCIAL SALES
PARTNERSHIP INITIATIVES FOR THE IZIKO MUSEUMS OF SOUTH AFRICA.**

Reference Number	FIG 10/2025 – Commercial Sales and Fundraising Partnership RFP
Description	REQUEST FOR PROPOSALS TO DELIVER CREATIVE FUNDRAISING AND COMMERCIAL SALES PARTNERSHIP INITIATIVES FOR THE IZIKO MUSEUMS OF SOUTH AFRICA.
Name of the responsible unit/department	Advancement Department
Address	25 Queen Victoria Street Cape Town 8001
Attention	Phumzile Zonke (Director Advancement)
Advert Date	07 October 2025
Closing date and time for submission	06 November 2025 @ 11:00am
Briefing session	Arrange with Phumzile Zonke – 067 1563850, pzonke@iziko.org.za
Technical Inquiries	Phumzile Zonke – 067 1563850, pzonke@iziko.org.za
Method of delivery	Quotes / Proposals, and accompanying documentation, must be emailed to (SCM) 021 481 3917: ndonson@iziko.org.za, smadlavu@iziko.org.za and scm@iziko.org.za or drop to our Tender box.
Tender box dimensions	(h) 90mm x (l) 400mm x (w) 900mm
TENDERER	
Name of Company	
Trading as (if different from above)	
CSD Supplier Number (MA.....Number)	
B-BBEE Status Level of Contribution	
Quote Price (Incl Vat)	
Signature	

1. BACKGROUND

Iziko Museums of South Africa (Iziko) is a schedule 3A public entity and non-profit organisation, partly subsidised by the National Department of Sport, Arts & Culture (DSAC), bringing together 12 national museums and a Social History Centre situated in the Western Cape under a single governance and leadership structure. Iziko was established in terms of the Cultural Institutions Act, 1998 (Act No. 119 of 1998) and is required to comply with the Public Finance Management Act (PFMA), 1999 (Act No. 1 of 1999) as amended and its concomitant Regulations.

The South African heritage sector, like many other sectors operate in a VUCA environment, characterised by Volatility, Uncertainty, Complexity, and Ambiguity. A sectoral context that presents idiosyncratic challenges and opportunities that highlights the need for adaptability, flexibility, creativity, strategic thinking and innovation to respond to the rapidly changing external market conditions. Hence, an economic contraction of the South African heritage market, decreasing museum visitor numbers, increasing unemployment, declining customer spending and lower business investments. Iziko Museums of South Africa has reimagined and repositioned itself as a leading museum of excellence and a visitor destination of choice across South Africa and abroad.

Iziko Museums of South Africa is a public institution that manages 13 heritage sites with Nelson Mandela Prison house being the latest inclusion into its portfolio that is soon to be opened in December 2025. Like any other business, and in light of the VUCA world Iziko is contending with, growing competition, changing consumer behaviour and visitor preferences within the heritage sector, Iziko seeks to entrench its market dominance and maintain its leadership status of being a museum of excellence by diversifying its financial sustainability strategy and introduce creative fundraising, strategic partnerships and alternative income generation initiatives that can enable the brand to sustain itself financially beyond its existing public grant funding, visitor gate revenue and venue hires.

Commercial Sales Objectives

- Increase the visitor income in all the Iziko heritage sites
- Attract more visitors with a strong buying power in order to improve the financial health and sustainability of Iziko Museums of South Africa.
- Attract new public and private partnerships for both commercial and non-commercial initiatives.
- Drive the commercial appeal of the brand Iziko and its sub-brands in terms of sites and content offering
- Produce high quality experiences for Iziko audience/visitor consumption that is different from the current traditional exhibitions and public programmes
- Launch and commercialise an Iziko Museum's video podcast to attract younger audiences
- Launch and commercialise a Youth Heritage Hub Micro website to attract and retain your entrepreneurial cultural heritage and artistic audiences .
- Launch and commercialise a scalable Youth Heritage Hub mobile APP to attract and retain younger audiences while building an inventory of audio-visual content for VoD/OTT initiative.
- Organise and Deliver monthly lifestyle and entertainment ticketed events for sales and income generation purposes.

- Produce and License all Iziko AV documentary and music concerts content productions to the mainstream television broadcast networks and streaming platforms across the globe for revenue generation purposes.
- Deliver creative and innovative fundraising events for income generation purposes.
- Aggressively develop and implement diversified creative quarterly and monthly fundraising partnership engagement initiatives.
- Attract mutually beneficial commercial sponsorship deals for Iziko Museums of South Africa
- Increase the Iziko corporate and individual donor portfolio
- Promote Iziko heritage sites and offerings as lucrative spaces for commercial trade and fundraising opportunities
- Identify brand aligned CSI opportunities and forge partnerships that are brand aligned on behalf of Iziko Museums of South Africa.

Fundraising and Commercial Sales Target List

- Individual Donors
- Trusts and Foundations
- Corporate Donors/partnerships
- Community Organisations
- Individual Givings
- Crowd Funding
- Funding Agencies
- Digital Fundraising
- Government departments
- Foreign Agencies and Embassies
- Volunteers
- Friends of Iziko
- Friends of the Gallery
- Ticketed Events

Advancement Sites for Commercial Sales Opportunities

Table #1:

Site/s	Commercial Sales Opportunities	Commercial Format
ISAM	• Restaurant and, or Coffee Shop • LifeStyle and Entertainment Events • Gift/Retail Shop • Venue Hire • Vending Machines	• Lease/Partnership • Ticketed sales events • Lease/Partnership • Sales & Unsolicited Requests • Procurement/leasing/Partnership
ISANG	• Garden lifestyle & Entertainment Events • Fashion Shows/ Izi Gala • Pop Up Mobile Food/Coffee Truck • Gift/Retail Shop • Venue Hire • Vending Machine	• Ticketed Sales Events • Sponsorship and Partnerships • Sponsorship and Partnership • Lease/Partnership • Sales & Unsolicited Requests • Procurement/Leasing/Partnership

Iziko Old Town House	• Court Yard for Lifestyle & Entertainment small events • Kitchen for food sale • Gift/Retail Shop	• Ticketed sales events • Lease/Partnership • Lease or Partnership
Iziko Rust en Vruigd	• Garden Weddings, Concerts, Film Shoots, Picnics	• Sales & Unsolicited requests
	• Venue Hire	• Sales & Unsolicited
Iziko Bo-Kaap	• Venue Hire • Gift/Retail Shop	• Sales & Unsolicited • Lease/Partnership
Youth Heritage Hub	• Online Merchandise sales • Youth lifestyle & Entertainment events • Podcast Advertising sales • Podcast equipment rental • AV content licensing • Vending Machine • Youth and Student Art exhibitions	• Sales & Unsolicited • Ticketed Sales events • Sales promotion • Sales promotion • Sales promotion & partnerships • Procurement/Leasing/Partnership • Ticketed sales & Partnerships
Iziko NMP house	• Weekend Sleep Overs • Pop up kitchen/Coffee shop	• Ticketed Sales • Lease/Partnership
Iziko Betram House	• Youth/Student Lifestyle & Entertainment events • Student/Youth Art exhibitions • Restaurant/Café • Garden venue hire	• Ticketed sales events • Ticketed sales events • Lease/Partnership • Sales & Unsolicited

2. OVERVIEW

Iziko Museums of South Africa seeks to:

2.1 Invite interested pool of private enterprises/business to enter into a commercial relationship with Iziko museums of South Africa. These commercial relationships entails a variety of business models Iziko is prepared to engage and negotiate on. These include:

- 2.1.1 Short and long term leasing agreements to occupy and trade at selected Iziko spaces at a fixed monthly fee to Iziko museums of South Africa. This includes coffee shops, restaurants, conference rooms, daily boardroom and office space etc.
- 2.1.2 Revenue share on sales depending on the negotiations and the nature of the business the enterprise proposes. (percentage split)
- 2.1.3 Unusual blocked bookings of our spaces for lifestyle and corporate eventing purposes. This will include ticketed monthly events such as music concerts, gala events, book launches, temporary art exhibitions, museum sleep overs, poetry sessions, intimate weddings, matric dance evenings etc.

2.2 Assemble a panel of experienced and suitably qualified creative fundraising specialist agencies whose job would solely be to raise funds, search for sponsors, creatively generate alternative income and attract new and resourceful public and private partnerships for Iziko Museums of South Africa. The potential suppliers should demonstrate strong fundraising capabilities and resourceful networks that spans across industries (local, continental & international).

2. Brand description

- Iziko is an isiXhosa word meaning “hearth” - traditionally and symbolically the Social Centre of the home; a place associated with warmth, kinship and ancestral spirits; where food is prepared and shared, stories told and knowledge passed from one generation to the next. Similarly, 13 national museums that make up Iziko are spaces for cultural interaction - where we can gather, share, learn and connect with our history, art, nature, the planets and stars. The symbol of Iziko Museums represents the three flames of our art, social and natural history collections. The flames and light of the fire is intended to evoke Iziko’s pursuit of knowledge, education and inspiration and their transformative power. The Iziko Museums brand thus centers on the idea of bringing people together, connecting them with each other and the world around them - providing both the catalyst for emotional, mental and spiritual growth and a stimulus for sharing of diverse perspectives and narratives – that enable us all to **“see things differently”**. As an institution centered on the visitor, we believe in “igniting connections” and delivering an experience that is curious, engaging, open and enabling. In everything we do we aim to say to our public - our museums are your museums. Iziko seeks to be the change and lead the heritage sector.

With the growth of internet, smartphones penetration and the influx of alternative entertainment options in the South African market, which has resulted on rapidly changing consumption patterns and visitor behaviour. Iziko Museums of South Africa aims to respond to the global declines in donation and public funding purse of the cultural heritage sector and leverage on its rich tapestry of collections and exhibition, and iconic heritage sites that are located in prime spaces within the city of Cape Town, South Africa. Tap into the latest best practice and quick turn around strategies of fundraising and alternative revenue and income generation by leveraging the wealth of heritage sites and assets Iziko Museums of South Africa has. The appointed pannelists will be expected to deliver out of the box fundraising campaigns and commercial sales innitiatives/activities that aligned with Iziko Museums ambitions of autonomous financial sustainability.

3. COMMERCIAL SALES AND FUNDRAISING BRIEF

Iziko Museums of South Africa, hereon referred to as the client, requires an experienced and suitably qualified expert fundraising and commercial sales enterprises whose job will be to leverage on the strength of the Iziko Museums of South Africa brand, uniqueness of its, the depth of the heritage and research to commercialise our assets and raise funds on behalf of Iziko Museums of South Africa inline with the Iziko Fundraising and Income Generation strategy. The appointed fundraising agencies will be briefed quarterly and monthly on project plans (Exhibitions, Events and Public Programmes) along with a minimum fundraising budget and ROI targets to be achieved against the allocated budget, for them to pitch their creative fundraising ideas and commercial sales proposals along with potential sponsorships and partnerships relevant to the brief. Position Iziko Museums of South Africa as an internationally acclaimed South African museum of choice for strategic partnerships, fundraising partnerships, CSI projects, knowledge production and research opportunities, entertainment and leisure experiences.

IZIKO BRAND ARCHITECTURE



a. IZIKO FUNDRAISING

- 4.1.1 Q3 (Oct – Dec 2025) fundraising concert/music festival/standup comedy/Christmas event/new year's eve celebration and or sleepover party with sponsors/partnerships
- 4.1.2 Q4 (Jan – March 2026) New year public programmes and back to school campaigns with sponsors and/or partnerships
- 4.1.3 Q3 (Oct – Dec 2025) summer campaign and festive season fundraising initiative
- 4.1.4 Q4 (Jan – March 2026) new year new exhibitions campaign (identify exhibition aligned CSI projects and commercial partnership opportunities)
- 4.1.5 Q1 (April – June 2026) Commemorative months – (Freedom month, Africa Month & Youth month campaign)
- 4.1.6 Q2 (July – Sep 2026) Commemorative months – (Mandela month, Women's month & Heritage month). This is a big month for Iziko with huge traffic of children due to school winter holidays and heritage week activities on all our sites.

4.2 IZI GALA (ANNUAL EVENT)

Iziko Museums of South Africa seek to enter into a commercial partnership with a seasoned fundraising and big eventing company that will assist Iziko to produce the biggest GALA event ever seen in the South African heritage industry. The key idea behind this annual event is to:

- 4.2.1 Market and launch the first of its kind prestigious Annual Live broadcast Iziko Gala event (reference MET GALA). (Oct/Nov 2026)
- 4.2.2 Have the whole year to raise funds, solicit sponsorship and forge strategic partnerships in order to make sure that Iziko Annual Gala fundraising event launches by the end of 2026.
- 4.2.3 Work closely with Iziko Museums of South Africa to drive aggressive marketing and advertising of the IZI GALA in partnership with the fashion, art, culture and heritage sector.
- 4.2.4 Demonstrate with evidence the experience of producing high profile creative and innovative high production value fundraising events with strong networks of sponsorships, investors, donors and philanthropists.

Visual Reference: MET GALA



4.3 IZIKO COMMERCIAL SALES OPPORTUNITIES

- 4.3.1 **Iziko Café** – Iziko Museums of South Africa is offering a prime spot suitable for a coffee shop and pastry sales opportunity and inviting all interested commercial coffee brands (experienced and emerging) to engage with us for potential business partnership or leasing opportunities. Accompanying this prime spot is a commercial kitchen a few floors away from the space but can be availed to the interested partner at a negotiated fee.
- 4.3.2 **OTH Coffee Shop - Iziko Old Town House** offers a small coffee shop that can also function as a mini sit in café located at a prime location next to the food lovers market with guaranteed traffic and of art and museum goers. Integrated into the space is a beautiful small courtyard that can be used for intimate events and small ticketed music performances and art fairs.
- 4.3.3 **Retail/Gift Shop** – Iziko Museums of South Africa is offering an opportunity for brand aligned retail commercial enterprises to engage with us with the intension to set up a retail store on any of the selected sights to sell merchandise, gifts and souvenirs etc.
- 4.3.4 **Youth Heritage Hub** – Iziko Museums of South Africa is embarking on an ambitious project with international partners to repurpose one of our iconing heritage museum houses (Koopmans de Wet) by integrating some parts of the house museum into a youth

entrepreneurship hub. Iziko seek to enter into a commercial partnership with a suitable commercial enterprise that will help bring life into this heritage hub starting with the development of the following:

- 4.3.4.1 **Youth Heritage Hub website** that is userfriendly and with the capability to host online shopping for the hub's merchandise.
- 4.3.4.2 **Youth Heritage Hub Mobile App** that is scalable with the capability to create and transact from virtual Heritage Hub tours, virtual art exhibitions, online auctions, VoD/OTT subscription for cultural heritage content (video on demand).
- 4.3.4.3 **Youth Heritage Hub Podcast**

5

5.1 Technical Criteria

Table #2: Technical Criteria

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in Fundraising, Commercial Sales and Income Generation for big companies	• Supply previous Fundraising and Income Generating work done with signed references. (10) - 1 X letter = 1 point - 2 X letters = 3 points - 5 X letters = 10 points • Company credentials Show Reel (5)	10	15
Proposed creative Fundraising, sponsorship, and commercial growth ideas that are suitable for Iziko Museums of South Africa.	Proposed Fundraising and Income generation Execution Plan ○ Proposed Fundraising and Income Generation Execution (55) ▪ Demonstrating ability of understanding THE BRIEF – (5) ▪ Understanding of the Fundraising needs of Iziko. – (10) ✓ Good understanding = 10 ✓ Fair understanding = 5 ✓ Poor understanding = 0 ▪ Proposed income opportunities – (30) ✓ Excellent = 30 ✓ Good = 10 ✓ Fair = 5 ▪ Fundraising elements submitted – (10) ✓ All Iziko Sites covered = 10 ✓ Missing elements = 0	20	55
Case Studies of previous Fundraising, Sponsorship and Income Generation projects.	Bidders to provide 2 case studies not older than 2 years, indicating the following: Case study 1 (10)	10	20

	▪ Successful client fundraising and income generating initiative (2) ▪ Use of various types of investors (8) ✓ Corporate = 2 ✓ Individual = 2 ✓ Community = 2 ✓ NGO/Trusts/Foundations = 2 Case study 2 (10) ▪ Successful client fundraising and income generating initiative (2) ▪ Use of various types of investors (8) ✓ Corporate = 2 ✓ Individual = 2 ✓ Community = 2 ✓ NGO/Trusts/Foundations = 2		
Staff Compliment/Client Service	Enough people and capacity to deliver the project	10	10

NB: Additional Submission

The interested suppliers are required to also submit a written or a video recorded presentation that outlines the type of commercial relationship they would like to have with Iziko museums of South Africa and which heritage site they have in mind on the above listed sites or opportunities. The interested enterprises are welcome to book time for a briefing session and a visit to the site to see what is possible and in alignment with their business objectives.

Table #3: Submitted Presentation Criteria

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Understanding of the brief	The presentation must demonstrate a clear comprehension of Iziko fundraising and income generation objectives, targeted sites and desired outcomes.	05	10
Strategic Approach	The proposed fundraising and income generation strategy must effectively address the brief's requirements and align with Iziko brand overall objectives.	15	30
Commercial sales Concepts	The proposed fundraising and income generation ideas must demonstrate strong financial growth for Iziko Museums of South Africa.	10	25
Team Experience and Expertise	The presentation must showcase the team's relevant experience, skills and expertise in handling similar projects.	05	10
Implementation Plan	The presentation must outline a clear and feasible implementation plan, including forecasting of potential financial targets and potential limitations/challenges.	10	25

6 REQUIREMENTS

The bidding requirements and stages are summarised in the table below:

Table #4: Bidding stages

Stage 1 – Administrative Documents requirements	Stage 2 - Functionality Criteria	Stage 3 - Price and Specific Goals
Bidders must submit all documents as outlined in Table 3 Administrative Documents requirements below. Note: Failure to supply any of the Administrative Documents requirements stipulated below may lead to disqualification	Bidders are required to achieve a minimum of 70% on functionality criteria to proceed to stage 3 (price and specific goals) Refer Table 7 – Required documents to enable functionality scoring. Specifications will be posted on the Iziko website - http://www.iziko.org.za/static/page/tenders	Bidders that meet the minimum threshold for functionality will be evaluated for preference point scoring as follows, refer to Table # 2: Price – 80 points Specific Goals– 20 points Note: Price and quality of work/product are important factors as it ensures optimum value for money and total cost to Iziko and should cover all goods and services to be delivered to the best standard possible for specified products and assembly methods.

Note: Failure to supply any of the administrative documents stipulated below may lead to disqualification

Table #5: Administrative Documents

Order	Administrative Documents
1.	A Valid B-BBEE Certificate or Sworn Affidavit to determine the bidder's status level, as prescribed by the B-BBEE Act, 2003 (Act No. 53 of 2003) as amended and Code of Good Practice Where there will be sub-contracting, the rules must be applied
2.	Central Supplier Database Report – with supplier number and company details (www.csd.gov.za) and Tax Status
3.	Completed Confidentiality and Non-Disclosure Agreement (Annexure C)
4.	Completed SBD 1 - Invitation to Bid
5.	Completed SBD 3.3 - Pricing Schedule (
6.	Completed SBD 4 – Bidder's Disclosure
7.	Completed SBD 6.1 - Preference Points Claim Form (Preferential Procurement Regulations 2022)

Note: Failure to supply any of the administrative documents stipulated may lead to the quote not being considered.

7 Preference Points Claim

SBD 6.1 Preference Points Claim form in terms of the Preferential Procurement Regulations of 2022.

The points are allocated as follows:

Table #6: Preference Point System

	SPECIFIC GOALS ALLOCATED POINTS	Number of points allocated (80/20 system)	Number of points claimed. (80/20 system) (To be completed by the tenderer)
	Proof of B-BBEE certificate; Company Registration Certification Identification Documentation. CSD report Ownership by HDIs (Who had no franchise on national elections before the 1983 and 1993 constitution) 50% or more black ownership = 20 points Less than 50% black ownership = 10 points 0% black ownership = 0 points	20	
TOTAL POINTS		20	

8 Evaluation of Proposals

Proposals will be evaluated on price and functionality in accordance with the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

9 Stage 2 - Functionality Criteria

A proposal which scores lower than the minimum overall percentage of 70% (70 points) will be eliminated from further evaluation; will be regarded as non-responsive and will not be evaluated further. All proposals which score 70% (70 points) and more for functionality will be eligible for further evaluation. Refer to table # 8 below for Evaluation Criteria.

Table #7: Evaluation Criteria

10 Stage 3 – PRICE AND SPECIFIC GOALS ALLOCATED POINTS

10.1 Awarding of Preference Points

Proposals that meet the minimum stipulated threshold for functionality criteria will be evaluated based on preference points as described in the Preference Point System stipulated in the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000). The criteria for apportioned and weighted preference points for this tender are as per table # 9 below:

Table # 7: Preference Point Criteria

Preference Point Criteria		Points Allocation
1.	Price	80
2.	Specific Goals allocated Points	20
Total Points		100

10.2 Price

Price schedule must include a breakdown of the different services as listed in scope of work.

10.3 Specific Goals

As indicated in Table 4, 10.3 Specific Goals Claim Form (SBD 6.1) must form part of all bids submitted. This form serves as a claim form for preference points for Specific Goals contribution.

11 SUMMARY OF GENERAL PRINCIPLES

14.1. Iziko will apply the 80/20 preferential points system.

14.2. Iziko applies the provisions of the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000) and the Public Finance Management Act, 1999 (Act No. 1 of 1999).

14.3. The lowest or only proposal received will not necessarily be accepted.

14.4. Iziko reserves the right to withdraw its decision to seek the provision of these services at any time.

14.5. There will be no discussions with any bidder until a final decision has been taken by the Bid Adjudication Committee. Any subsequent discussions shall be at the discretion of Iziko.

12 REASONS FOR DISQUALIFICATION

Iziko may disqualify any proposal for any one or more of the following reasons:

15.1. a bidder submits a proposal late;

15.2. a bidder submits a proposal via facsimile or e-mail;

15.3. a bidder does not submit required documents.

15.4. a bidder submits incomplete documentation and/or information as per the requirements; and

15.5. a bidder submits information which is fraudulent, factually untrue, or inaccurate.

15.6.

Any such disqualification may take place without prior notice to the applicable bidder.

13 FORMAL CONTRACT

The proposal and appended documentation, all completed and read together, form the basis for a formal agreement to be negotiated and concluded in a formal contract between Iziko and the preferred bidder.

A mere offer and acceptance shall not constitute a formal contract of any nature for any purpose between Iziko and the preferred bidder.