



**RFQ SPEC:** MARKETING  
**CAMPAIGN:** I CHOOSE 2 B ACTIVE  
**CHIEF DIRECTORATE:** MARKETING AND COMMUNICATIONS - ADVERTISING & MOBILISATION & IMPLEMENTATION OF COMMUNITY OUTREACH BOOTCAMP  
**DIRECTORATE:** MARKETING  
**SUBMITTED BY:** NNANIKI MALESA  
**DATE:** 19 September 2022

## 1. BRIEF TO SCM

The last quarter of 2022 ends with the campaign's activations centred in two weeks mobilisation and activations to promote the Bootcamp for 3rd quarter - month of December 2022.

SCM is being asked to request quotes from service providers who are responsible for driving marketing activations - especially on digital platforms involving influencers to assist with activating advertising and mobilisation to promote the last leg of Quarter's intentions i.e. mobilisation of Bootcamp for December 2022.

## 2. SCOPE OF SPEC

SCM is being asked to brief service providers who have experience, expertise, and skills to implement a mobilisation activation intended to deliver and promote participation in the Bootcamp by delivering on the following:

### 2.1 Procurement of Certified Instructors to drive Bootcamp on the day:

To procure 6 Fitness Instructors who will deliver the community outreach bootcamp as follows:

- Promote and help mobilise community to participate in the 5km walk and aerobics session on the day
- Drive a showstopper key-messages activation through a 5km walk and aerobics session

### 2.2 Procurement of Fitness Influencers to help promote the mobilisation activations leading up to the day:

To procure 6 Fitness Instructors who will deliver the community outreach bootcamp mobilisation drive as follows:

- Ensure 3 x per week posting, sharing, and retweeting of content promoting the bootcamp activation
- Ensure 1 x weekly sharing/engagement on own social media platforms of content promoting the bootcamp activation
- Ensure 2 x weekly promoting of campaign's LIVE/pre-recorded content on their own platforms promoting the bootcamp activation
- Ensure 1x weekly curation of original content driving engagement on own social media platforms promoting the mobilisation and participation of the event

### 2.3. Procurement of Fitness Instructors to drive 5 HIIT Classes

To procure Fitness Instructor/s who will deliver HIIT Classes as part of awareness campaign leading to the event as follows:

- From 01 December 2022 till Friday leading up to the 10th of December 2022 when Bootcamp is hosted
- ensure running of classes
- Dramatise the activation and awareness of bootcamp in the classes leading up to the 10th through key messaging.
- Promote the ethos of the campaign

### 2.4 Procurement of Videographer and Animator & Editor team:

- To curate the content promoting the event through promo videos and Tiktok content
- To produce post-event promo showcasing the reporting of what happened at the bootcamp

### 2.5 Procurement of PR services and community-Media

- Employ a PR person who will help drive media engagement and management to drive mobilisation leading up to the bootcamp
- Identify 2-3 community radio stations within which activation of paid-for daily LIVE-READS will be actioned 5 days before the event
- Ensure presence of paid-for live broadcasting by community media station onsite on the day of the activation to promote the activities of the day.





#### 2.6 Hybrid Activation of the bootcamp - assume to be held in Northern Cape;

To drive key Ayihlome Ihlasele Bootcamp in the Northern Cape on 10/12/2022 (Date TBC) ensuring:

- Identify community outdoor park for hosting the hybrid activation - inclusive of logistics for stage set up and live streaming of the activation so that the rest of the country can also access the bootcamp via zoom and facebook.
- Procure the services of 6 certified instructors to participate at the event's bootcamp
- Travel and accommodation itinerary for Durban and CT-based influencers to event's activation
- Account for travel and accommodation itinerary of the 6 certified instructors from GP scheduled for driving the bootcamp in the Northern Cape
- Provide resources for streaming the event live from set venue - inclusive of needed camera crew
- To attend to meetings with provincial team in setting up the mobilisation efforts of community outreach participation
- Assume physical event will take place in Northern Cape
- Provide water bottles for +500 people onsite
- To deliver/courier shipment of apparel and event branding collateral to the Northern Cape for 500+ participants

#### 4. CRITERIA OF QUOTES SUBMISSION

The service providers submitting quotations must:

- Be willing to attend daily meetings which take place with influencers (often these happen in the evenings to accommodate the virtual gym class instructors who run classes during the day)
- Understand that they will be expected to have physical onsite meetings in the Northern Cape in driving the mobilisation and preparing for the bootcamp
- Must develop and implement the content plan to be delivered for driving mobilisation activation plan to highlight how will the desired target of participants be reached.
- Must manage the processes unfolding and ensure briefings for all relevant collateral being procured with production teams responsible for producing promotional adverts for TV, Radio and Print publications
- Must develop a PR
- Must ensure payments to all influencers by end of project - so as to mitigate likely negative backlash on social media platforms of non-payments.

The bidder submitting quotations must meet the following criteria:





Criteria	Weight	Value Rating Points
<p><b>3.1 <u>EXPERIENCE IN RENDERING A SIMILAR SERVICE</u></b></p> <p>Required submission: All bidders must have relevant experience in their businesses' undertaking of marketing activations driving influencer marketing before Provide reference of organisation, reference number and name of personnel to contact in this regard</p> <p>In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"><li>• A list of the client/s and attach the reference letters outlining undertaking of marketing activations involving influencer marketing content planning delivery</li><li>• Letters of reference must be provided of previous or existing clients not more than 5 years old.</li><li>•</li></ul> <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"><li>• 0 reference letter of contract successfully delivered for the above = Poor</li><li>• 1 - 2 reference letters of contracts successfully delivered for the above= Average</li><li>• 3 - 4 reference letters contracts successfully delivered = Above average</li><li>• 5+ reference letters of contracts successfully delivered and above = Good</li></ul>	40	0-10 = Poor 10-20 = average 20-30= above average 34-40= good
<p><b>3.2 <u>MARKETING TECHNICAL EXPERTISE</u></b></p> <p>Required submission: All bidders must showcase ability to develop and implement projects marketing content plans for digital marketing activations In order to substantiate the above the service provider must provide:</p> <ul style="list-style-type: none"><li>• A sample of a developed marketing content plan produced by the bidder's organisation and as substantiated in the reference letter supplied.</li></ul> <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"><li>• No Provision of marketing content plan showing credibility of competency = Poor</li><li>• Provision of 1 marketing content plan showing credibility of competency as delivered by bidder and supported by reference letter already supplied = Good</li></ul>	30	0-6 = Poor 24-30= Good





Criteria	Weight	Value Rating Points
<b>3.2 PROOF OF AUDIO VISUAL CONTENT CURATED</b>	<b>30</b>	0-6 = Poor 24-30= good
<u>Required submission:</u> All bidders must showcase ability to execute audio visual content for purposes of Digital Marketing In order to substantiate the above the service provider must provide: <ul style="list-style-type: none"><li>• A reel of 2-3 60 seconds - 2 minutes video clips curated for social media</li><li>• Reels produced for video curated content for promotion on TikTok, Instagram and Youtube platforms</li></ul>		
<u>Submission thereof assessed as follows:</u> <ul style="list-style-type: none"><li>• No Provision of reel showing credibility of competency in social media video production clips = Poor</li><li>• Provision of reel for proof as delivered by bidder and supported by reference letter already supplied = Good</li></ul>		
<b>TOTAL</b>		<b>100</b>

Quotations will be evaluated on two stages. 80/20 preference point system will apply

Stage 1

Technical Functionality

Prospective bidders will have to score at least 70 out of 100 points allocated for functionality

Stage 2

Price and BBEE

**ENQUIRIES**

Nnaniki Malesa - 071 350 9125 [nnanikim@dsac.gov.za](mailto:nnanikim@dsac.gov.za)



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 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 TO BE FALSE.

.....	.....
Signature	Date
.....	.....
Position	Name of bidder



## PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2011

This preference form must form part of all bids invited. It contains general information and serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution

**NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2011.**

**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 80/20 system shall be applicable.

1.3 Preference points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contribution.

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

	POINTS
<b>1.3.1.1 PRICE</b>	.....
<b>1.3.1.2 B-BBEE STATUS LEVEL OF CONTRIBUTION</b>	.....
<b>Total points for Price and B-BBEE must not exceed</b>	<b>100</b>

1.4 Failure on the part of a bidder to fill in and/or to sign this form and submit a B-BBEE Verification Certificate from a Verification Agency accredited by the South African Accreditation System (SANAS) or a Registered Auditor approved by the Independent Regulatory Board of Auditors (IRBA) or an Accounting Officer as contemplated in the Close Corporation Act (CCA) together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

1.5 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

- 2.1 **“all applicable taxes”** includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies;
- 2.2 **“B-BBEE”** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;
- 2.3 **“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;
- 2.4 **“bid”** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of services, works or goods, through price quotations, advertised competitive bidding processes or proposals;
- 2.5 **“Broad-Based Black Economic Empowerment Act”** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- 2.6 **“comparative price”** means the price after the factors of a non-firm price and all unconditional discounts that can be utilized have been taken into consideration;
- 2.7 **“consortium or joint venture”** 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;
- 2.8 **“contract”** means the agreement that results from the acceptance of a bid by an organ of state;
- 2.9 **“EME”** means any enterprise with an annual total revenue of R5 million or less .
- 2.10 **“Firm price”** means the price that is only subject to adjustments in accordance with the actual increase or decrease resulting from the change, imposition, or abolition of customs or excise duty and any other duty, levy, or tax, which, in terms of the law or regulation, is binding on the contractor and demonstrably has an influence on the price of any supplies, or the rendering costs of any service, for the execution of the contract;
- 2.11 **“functionality”** means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder;
- 2.12 **“non-firm prices”** means all prices other than “firm” prices;
- 2.13 **“person”** includes a juristic person;
- 2.14 **“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;
- 2.15 **“sub-contract”** means the primary contractor’s assigning, leasing, making out work to, or employing, another person to support such primary contractor in the execution of part of a project in terms of the contract;
- 2.16 **“total revenue”** bears the same meaning assigned to this expression 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 and promulgated in the *Government Gazette* on 9 February 2007;

- 2.17 “**trust**” means the arrangement through which the property of one person is made over or bequeathed to a trustee to administer such property for the benefit of another person; and
- 2.18 “**trustee**” means any person, including the founder of a trust, to whom property is bequeathed in order for such property to be administered for the benefit of another person.

### 3. ADJUDICATION USING A POINT SYSTEM

- 3.1 The bidder obtaining the highest number of total points will be awarded the contract.
- 3.2 Preference points shall be calculated after prices have been brought to a comparative basis taking into account all factors of non-firm prices and all unconditional discounts;.
- 3.3 Points scored must be rounded off to the nearest 2 decimal places.
- 3.4 In the event that two or more bids have scored equal total points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.
- 3.5 However, when functionality is part of the evaluation process and two or more bids have scored equal points including equal preference points for B-BBEE, the successful bid must be the one scoring the highest score for functionality.
- 3.6 Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots.

### 4. POINTS AWARDED FOR PRICE

#### 4.1 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

### 5. Points awarded for B-BBEE Status Level of Contribution

- 5.1 In terms of Regulation 5 (2) and 6 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

- 5.2 Bidders who qualify as EMEs in terms of the B-BBEE Act must submit a certificate issued by an Accounting Officer as contemplated in the CCA or a Verification Agency accredited by SANAS or a Registered Auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates.
- 5.3 Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Registered Auditor approved by IRBA or a Verification Agency accredited by SANAS.
- 5.4 A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate.
- 5.5 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
- 5.6 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.
- 5.7 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.
- 5.8 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.

**6. BID DECLARATION**

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

**7. B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.3.1.2 AND 5.1**

7.1 B-BBEE Status Level of Contribution: ..... = .....(maximum of 10 or 20 points)

(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 5.1 and must be substantiated by means of a B-BBEE certificate issued by a Verification Agency accredited by SANAS or a Registered Auditor approved by IRBA or an Accounting Officer as contemplated in the CCA).

**8 SUB-CONTRACTING**

8.1 Will any portion of the contract be sub-contracted? YES / NO (delete which is not applicable)

8.1.1 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? YES / NO (delete which is not applicable)

**9 DECLARATION WITH REGARD TO COMPANY/FIRM**

9.1 Name of company/firm ..... :

9.2 VAT registration number : .....

9.3 Company registration number .....

9.4 TYPE OF COMPANY/ FIRM

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

[TICK APPLICABLE BOX]

9.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

.....  
.....  
.....

9.6 COMPANY CLASSIFICATION

- Manufacturer
- Supplier
- Professional service provider

Other service providers, e.g. transporter, etc.  
[TICK APPLICABLE BOX]

9.7 Total number of years the company/firm has been in business? .....

9.8 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-BBE status level of contribution indicated in paragraph 7 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 7, 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 contribution 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) restrict the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, 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
  - (e) forward the matter for criminal prosecution

**WITNESSES:**

1. ....

.....  
SIGNATURE(S) OF BIDDER(S)

2. ....

DATE:.....  
ADDRESS:.....  
.....



