



SCM Division
Radio Park, Henley Road
Auckland Park 2092
Johannesburg
Private Bag X1
Auckland Park 2006
Tel. +11 714-2150
Fax + 11 714-4000
URL www.sabc.co.za
E-mail: katiyobt@sabc.co.za

14 August 2023

REQUEST FOR QUOTATION (RFQ)

PROVISION OF S3 CREATIVE & TACTICAL CAMPAIGNS

RFQ	RFQ/VE/2023/99
RFQ ISSUE DATE	14 AUGUST 2023
RFQ DESCRIPTION	PROVISION OF S3 CREATIVE & TACTICAL CAMPAIGNS
CLOSING DATE & TIME	28 AUGUST 2023 at 12 noon

Submissions must be electronically emailed to RFQSubmissions@sabc.co.za on or before the closing date of this RFQ.

PLEASE NOTE THAT AS FROM 01 JULY 2016 COMPANIES THAT ARE NOT REGISTERED WITH CSD SHALL NOT BE CONSIDERED

For queries, please contact Blessed Katiyo at Tel +2711 7146855 or email katiyobt@sabc.co.za

The SABC requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. Late and incomplete submissions will invalidate the quote submitted.

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

FAX NO. : _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

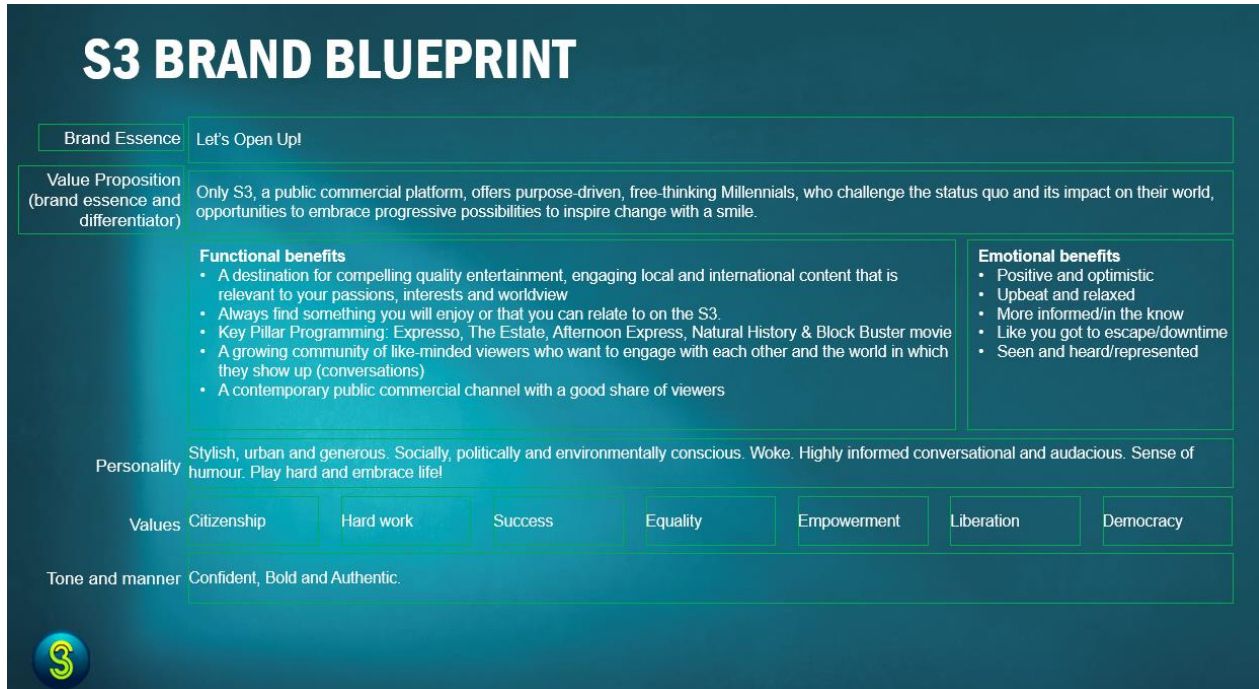
CELL NO: _____

SIGNATURE OF BIDDER: _____

DETAILED TECHNICAL SPECIFICATION

Background Information

S3 BRAND ARCHITECT



Target Audience

Who:

- 25-35 with the core being 30-year-olds
- Male and female +LGBTQ
- SEMs 6-10
- Entrepreneur, E-Commerce business
- Urban City.

Segment: Global Citizens

- Conscious Citizens, Purpose-driven, Well-travelled, Well read. Individually orientated. Great interest in lifestyle experiences, sports, and entertainment.

Media consumption:

- Heavy on digital media
- Instagram and Twitter to stay up to date, and LinkedIn to connect professionally, YouTube for specific short-form content.
- Some Newspaper over the weekend but rarely

Target audience statements:

"They are more socially conscious and environmentally aware than their predecessors.

They are progressive and open-minded.

These individuals are open to new experiences, ideas and beliefs.

They are not rigid and do not accept things as simply being black or white; or, right or wrong.

They are not satisfied with a second opinion... they need a third perspective.

They want to analyse, criticize and interrogate.

They want to absorb the world around them and also share glimpses of their lived experiences".

1. SCOPE OF WORK

S3 is fighting its way out of being an underdog of channels within the broadcasting fraternity.

The upcoming campaigns are aimed at positioning S3 as the home of premium content as well as the catalyst for constructive dialogue amongst Millennials.

A key requirement for S3 remains the promotion of content quarterly to attract and retain audiences, grow brand affinity and loyalty in this highly competitive market as well as to ensure that meaningful and relatable Marketing Campaigns are ideated and executed.

S3 will seek to promote new shows as well as formulate strategies to reinforce existing shows and content in the minds of viewers throughout the country. Content on S3 is dynamic and as such Marketing is proposing slot-promotion as well as a show-specific hybrid approach to its Marketing Initiative.

There are 3 main quarterly campaigns required from S3 along with 3 tactical initiatives which we require quotations on.

Marketing Campaign Objectives:

1. To achieve an average of 2% audience, share for S3
2. To build key pillar slots
 - a. Weekday 17h00, 19h00 and 21h00
 - b. Weekend Saturday 18h30
 - c. Weekend movies (Saturday and Sunday 19h30)
 - d. Natural history – 17h00 and 18h30
3. Entrench S3 brand proposition in the minds of the target audience.

Requirements

1. Big Idea

The proposal should be anchored in a big idea that brings to life the brand proposition of Open Up and truly resonating with the millennial audience of S3. The question to answer in the communication is, is one big idea big enough for all campaigns and how each of the campaigns will have variations?

1. ATL September till December 2023 Campaign

This is an exciting period not only for S3 but for the entire organisation as well as the VE channels. The aim of this specific campaign is to highlight our summer/festive schedule as 'preferable' amidst a lot of competition particularly externally.

- a) Dynasty:

Dynasty takes over from The Estate which aired on Weekdays at 19h00.
- b) Kelly Clarkson Talk show

Kelly Clarkson returns with a new season and sits in a key time slot (15h00 – 16h00). Kelly
- c) Movies: Saturday & Sunday @ 19:30
 - Key on the schedule is channels Rom Coms on movies on Saturdays.
 - Sundays we have our blockbuster movies @ 19:30
- d) Afternoon Express (17h00 -18h00)
 - Our Sunday National History - Sundays at 5pm as well as 18:30.
 - We have other genres and content we would like the campaign to focus on:
 - Music specials (Concerts & Partnerships)
 - Festive Movies specials (Saturday & Sundays)
 - Local & International content in prime time

1. Creative + On-Air

- Creative concept development and comms strategy in line with the S3 brand strategy
- 30 and 15-second promos
- Bumpers
- Stings
- Squeeze backs
- Design and layout
- Scripting /Copy writing
- On-air placeholder for the upcoming offerings
- On-air competition elements
- Stills photography using talent
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)

2. Media Drop Launch Event:

- Shoot talent stills to be used for PR & On-Air Boards
- Create media drops packages for 60 media packs on launch of campaign.

3. Radio:

- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
- Live read scripts for December specials in x 7 languages

4. Digital:

- Digital strategy formulation
- Programmatic advertising
- Content creation from various on-going productions
- Display digital ads/ Click through display ads
- Sponsored social media posts
- Content Marketing/Tactical Digital:
 - a. Tactical digital – Create a filter or campaign element that audiences can use to extend the campaign and promote the channel shows.

Example: Create an AI filter that allows for the audiences to take a picture with the talent on set. When on the road the audiences love taking pictures and videos with the talent, the brand team will add the appointment viewing details of the show so that this can get the word out on social media platforms. The digital team will share the images and stays true to the campaign sentiments the brand would like to bring across as the culture curators.
- Influencer campaigns
- Reporting: Campaign tracking through analytics tools
- Community management for the duration of the campaign

5. Campaign Merchandise:

- Proposed merchandise that must be used as giveaways.
- Proposed viewer giveaway competition that will live on air & on digital.

- Creative Collateral (call to action material, reminder material in posters, videos, GFS) to be created but to be in line with the overall big idea.

ACTIVATIONS

a) PRIDE MONTH – To run only for 4 weeks only. Short tactical initiative

- Digital Campaign based on proposed line I AM PROUD:
 - Creative (Posters, GIF, Memes, Videos, Influencer Content Creation)
- On-Air Elements:
 - Pride Stings & Bumpers
- Radio Ads
 - English + Zulu + Sotho
- Influencer Campaign
- Merchandise for giveaway (70 pax)

2. ATL January till March 2024 Campaign

This quarter marks the end of the fiscal which requires marketing activities need to go out with a bang. The beginning of the year also signifies newness and freshness from a new talent and shows point of view. Though we don't have a list of the confirmed schedule or thus period I will highlight come timeslots that are always key:

- Weekday 12:00 – 13:00 Retro Timeslot
- Weekday 15:00 : Kelly Clarkson Show
- Weekday 18:00 : Lifestyle Magazine Show
- Weekday 19:00: Dynasty
- Weekend Movies: Saturday & Sunday @ 19:30

1. Creative + On-Air

- Creative concept development and comms strategy in line with the S3 brand strategy
- 30 and 15-second promos
- Bumpers
- Stings
- Squeeze backs
- Design and layout
- Scripting /Copy writing
- On-air placeholder for the upcoming offerings
- On-air competition elements
- Stills photography using talent
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)

2. Media Launch Event:

- Shoot talent stills to be used for PR & On-Air Boards
- Create media drops packages for 60 media packs on launch of campaign.
- Host a Media launch x 1
 - a. Media launch (80 – 100 people)
 - i. Media launch concept (this needs to be an experience)
 - ii. MC x 2
 - iii. Invitation and RSVP process including sending save the date, reminder & Aide Memoire

- iv. RSVP management system and overall management
- v. Propose venue options and cost should include venue hire.
- vi. PA System (microphones and sound)
- vii. Décor items aligned to the show launch.
- viii. Tailored venue branding
- ix. Goodie Bags
- x. Proposed hospitality (food and drinks)
- xi. Screens
- xii. Social media activation points that will generate social media excitement and drive brand visibility.
- xiii. Entertainment (Performance and DJ)

3. Radio:

- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
- Live read scripts for December specials in x 7 languages

4. Digital:

- Digital strategy formulation
- Programmatic advertising
- Content creation from various on-going productions
- Display digital ads/ Click through display ads.
- Sponsored social media posts.
- Content Marketing/Tactical Digital:
 - a. Tactical digital – Create a filter or campaign element that audiences can use to extend the campaign and promote the channel shows.

Example: Create an AI filter that allows for the audiences to take a picture with the talent on set. When on the road the audiences love taking pictures and videos with the talent, the brand team will add the appointment viewing details of the show so that this can get the word out on social media platforms. The digital team will share the images and stays true to the campaign sentiments the brand would like to bring across as the culture curators.
- Influencer campaigns
- Reporting: Campaign tracking through analytics tools
- Community management for the duration of the campaign

5. Campaign Merchandise

- Proposed merchandise that must be used as giveaways.
- Proposed viewer giveaway competition that will live on air & on digital.
- Creative Collateral (call to action material, reminder material in posters, videos, GFS) to be created but to be inline with the overall big idea.

ACTIVATIONS

a) PLANET MATTERS – WE CAN DO BETTER INITIATIVE

S3 will be embarking on a campaign that seeks to educate as well as to encourage our audiences to increase their efforts to create a more environmentally friendly planet. The Campaign will be targeted at

- Our Municipal leaders via The Mayor Talk

a) Mayor Talk:

Our cities are an ever-evolving landscape with various industries and people within them. As our economy grows the burden on the environment also increases. City Footprint will see Mayors from the three major metros letting us in on their sustainability projects and how they are building cities for the future.

Quote:

Each of these talks must be hosted in a town hall in these areas and cost must include;

- Townhall Hire
- Facilitator MC x 1
- Invitation and RSVP process including sending save the date, reminder & Aide Memoire
- RSVP management system and overall management
- PA System
- Décor items aligned to the show launch.
- Tailored venue branding
- Basic Planet Matters T-Shirts
- Basic hospitality (food and drinks)
- Screens
- Social media activation points that will generate social media excitement and drive brand visibility.

The above should be done at 2 venues:

1. City of Joburg
2. City of Cape Town

Measurement of Success

1. Increase in viewership for specified show slots.
2. Level of engagements on social media
3. Increase in followers on various social media accounts with specific focus on Instagram & TikTok not neglecting Facebook & Twitter
4. Earned PR media for PR generated from media drops.

Service provider to supply the SABC with the following:

Presentation with all the elements in the scorecard

- Electronic Submission

2. *RFQ Response Information*

Effective Date of Bid

Vendors should state in writing in its quotation to the SABC that all furnished information, including price, will remain valid and applicable for 90 days from the date the vendor quotation is received by the SABC.

3. **COSTING**

The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the delivery of consumables.

4. DURATION OF THE CONTRACT

Once off project.

5. EVALUATION CRITERIA

5.1 BBBEE and Specific Goals

The RFQ responses will be evaluated on the **80/20** point system

5.2 Technical Evaluation

5.2.1 The tender submission will be technically evaluated out of 100 points all bidders achieving less than the set threshold of 65 points out of 100 points will be declared non-responsive and therefore will not continue to be evaluated for BBBEE & Specific Goals.

5.3 Objective Criteria

5.3.1 SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in TTL or any similar campaigns (Through-The-Line) Campaigns	- Supply previous campaigns including a show reel & layout: 5 campaigns (10) 3 campaigns (5) - Less than 3 (0) - Additional (5) points for previous work done for any broadcaster.	5	10
Project lead time	- Provide a detailed project plan (creative de-brief, creative revert, final creative, pre-production, production, post-production, despatching final material, post campaign report) to launch 1st campaign from appointment date: 3 Weeks to complete (10) 4 Weeks to complete (5) - More than 4 weeks to complete (0)	5	10
CREATIVE	- Submission of a strategy (10): - Link the big idea to the brand's objectives outlined in the scope and background information. - Strategy submitted has a big idea that resolves brand objective (10) - Strategy submitted has a big idea that is partially linked to resolving the brand objectives (5)	25	35

	▪ Strategy submitted has no link to the brand objective (0) • The proposed Big Idea strongly promotes appointment viewing of identified shows (include show name and broadcast date and time in the creative) from the background information above (5) • Execution of Creative alignment to the brand (15) ○ Quality of creative work: ▪ Innovative/ never seen before interpretation of art direction (5) ▪ Number of shows featured in print, OOH layouts. • 4 shows (5) • Less than 4 shows (0) ▪ Detailed story boards of the campaign (5) • Merchandise Ideas for each campaign 200 items @R400 per item (5) • Proposed treatment activations for Planet Matters and Media Launch: (5) ○ Proposed venues Cape Town and Johannesburg, MC facilitator, RSVP process, PA system, Décor, branding at venues, Screen, basic food & drinks (hospitality), social media activation points, and T-Shirts with Caps.		
DIGITAL	• Well written & articulated digital strategy on how to achieve our objectives based on the above brand information background shared (5) • Demonstrate evaluation, reporting & analytics using relevant media tools (5) • In the submission demonstrate the use of influencers (nano, micro and mega) to achieve brand objectives, with the inclusion of a clear strategy on how to best utilise them (5) • Include the use of paid posts, across social media platforms, as informed by the brand target audience (5) • Showcase a content and always on implementation plan (5) • Submission of a digital Campaign for Pride Month showcasing (Posters, GIF, Memes, Videos, Influencer Content Creation) (5)	20	30

PR	• Treatment of a media launch event and Planet Matters Activations (5) ○ Includes Venue, Deco and link campaign idea to events (5) ○ No treatment of events (0) • PR Stills for talent;- (5) ○ Presented treatment of Stills for PR (5) ○ No treatment of talent stills (0) • Proposed media tracking of S3 across digital & traditional media (print & broadcasting) – (5) ○ Include Media tracking and reporting weekly, monthly and quarterly (5) ○ No media tracking included (0)	10	15
TOTAL		65	100

Bidders who score less than the minimum score of 65 will not be considered further.

6. PRICE AND BEE (SPECIFIC GOALS)

6.1 The 80/20 preference point system will apply to evaluate responses.

6.2 The award of the tender / RFQ to will be based on presentation evaluation.

6.3 The Price and BEE (Specific goals) will be applicable to award the highest scoring bidder.

7. PRICE AND BEE (SPECIFIC GOALS) APPLICATION DURING CONTRACT IMPLEMENTATION

7.1 PRICE

The **80/20** preference point system

A maximum of **80** points is allocated for price on the following basis:

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where:

Ps = Points scored for comparative price of bid under Consideration

Pt = Comparative price of bid under consideration

Pmin = Comparative price of lowest acceptable bid

7.2 BEE (SPECIFIC GOALS)

<u>SPECIFIC GOALS</u>	<u>80/20</u>
EME/SME 51% owned by Black people	10
51% owned by Black people;	5
51% owned by Black people who are women	3
Black Youth	2

- **NB: All tenders will be issued to the market with all specific goals, and these will be scored in accordance with the evidence as submitted by the bidder. The bidder who does not meet the specific goals will not be disqualified but score zero.**

7.3 ADJUDICATION USING A POINT SYSTEM

- The bidder obtaining the highest number of total points will be awarded the contract.
- Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots.

8. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- **CSD report (Bidder must be registered with CSD in order to do business with the SABC)**

9. REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- Original Tax Clearance (verification will be done with SARS)
- Valid TV Licence (Company's and all Directors)
- Original Valid Original BBEE Certificate (from SANAS accredited Verification Agency) or from the Auditors approved by the Independent Regulatory Body of Auditors(IRBA)

NOTE: Verification agencies and auditors who are accredited by the IRBA (Independent Regulatory Board for Auditors) are no longer the 'Approved Regulatory Bodies' for B-BBEE verification and therefore IRBA Auditors are NOT allowed to issue B-BBEE certificates after 30 September 2016.

Companies who have engaged their IRBA verification agency prior to 30 September will be able to receive their BEE Certificate after 30 September, but only until 31 December 2016.

- For Exempted Micro Entrepreneurs (EME's), as per CODE 000 statement 000 (Framework for measuring BBEE) sufficient evidence of qualification as an EME is an Auditor's certificate issued by an accounting officer or verification agency. An EME is any enterprise with an Annual Total Revenue of R5million or less.
- Certified ID Copies of all directors/ Shareholders Certificate
- Company registration documents

10. COMMUNICATION

Respondents are warned that a response will be disqualified should any attempt be made by a tenderer either directly or indirectly to canvass any officer(s) or employees of SABC in respect of a tender, between the closing date and the date of the award of the business.

All enquiries relating to this RFQ should be emailed three days before the closing date.

11. CONDITIONS TO BE OBSERVED WHEN TENDERING

- 11.1** The Corporation does not bind itself to accept the lowest or any tender, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his tender. The Corporation reserves the right to accept a separate tender or separate tenders for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the tender at any stage.
- 11.2** No tender shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.
- 11.3** The Corporation reserves the right to:

Not evaluate and award submissions that do not comply strictly with his RFQ document.

Make a selection solely on the information received in the submissions and

- 11.3.1 Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.
- 11.3.2 Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.
- 11.3.3 Award a contract to one or more bidder(s).
- 11.3.4 Accept any tender in part or full at its own discretion.
- 11.3.5 Cancel this RFQ or any part thereof at any time.

- 11.3.6 Should a bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs, aligned to the BBEE & Preference Point system.

12. Cost of Bidding

The Tenderer shall bear all costs and expenses associated with preparation and submission of its tender or RFQ, and the Corporation shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

END OF RFQ DOCUMENT

Annexed to this document for completion and return with the document:

- Annexure A - Declaration of Interest
- Annexure B - **SBD 6.1 Form**
- Annexure C - Consortiums, Joint Ventures and Sub-Contracting Regulations
- Annexure D - **SBD 4 Form**
- Annexure E - Costing Model

ANNEXURE A

DECLARATION OF INTEREST

1. Any legal or natural person, excluding any permanent employee of SABC, may make an offer or offers in terms of this tender invitation. In view of possible allegations of favouritism, should the resulting tender, or part thereof be awarded to-
 - (a) any person employed by the SABC in the capacity of Tenderer, consultant or service provider; or
 - (b) any person who acts on behalf of SABC; or
 - (c) any person having kinship, including a blood relationship, with a person employed by, or who acts on behalf of SABC; or
 - (d) any legal person which is in any way connected to any person contemplated in paragraph (a), (b) or (c),

it is required that:

The Tenderer or his/her authorised representative shall declare his/her position *vis-à-vis* SABC and/or take an oath declaring his/her interest, where it is known that any such relationship exists between the Tenderer and a person employed by SABC in any capacity.

Does such a relationship exist? [YES/NO]

If YES, state particulars of all such relationships (if necessary, please add additional pages containing the required information):

	[1]	[2]
NAME	:	
POSITION	:	
OFFICE WHERE EMPLOYED	:	
TELEPHONE NUMBER	:	
RELATIONSHIP	:	

2. Failure on the part of a Tenderer to fill in and/or sign this certificate may be interpreted to mean that an association as stipulated in paragraph 1, *supra*, exists.
3. In the event of a contract being awarded to a Tenderer with an association as stipulated in paragraph 1, *supra*, and it subsequently becomes known that false information was provided in response to the above question, SABC may, in addition to any other remedy it may have:
 - recover from the Tenderer all costs, losses or damages incurred or sustained by SABC as a result of the award of the contract; and/or
 - cancel the contract and claim any damages, which SABC may suffer by having to make less favourable arrangements after such cancellation.

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

SBD 6.1**PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT
REGULATIONS 2022**

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- 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 **To be completed by the organ of state**

- a) The applicable preference point system for this tender is the **80/20** preference point system.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

1.4 **To be completed by the organ of state:**

The maximum points for this tender are allocated as follows:

SPECIFIC GOALS	80/20
EME/SME 51% owned by Black people	10
51% owned by Black people;	5
51% owned by Black people who are women	3
Black Youth	2

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation.
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:

4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—

(a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system: or

(b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine

the applicable preference point system,
then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed. (80/20 system) (To be completed by the tenderer)
SMMEs (<i>inclusive or QSEs and EMEs</i>) 51% owned by Black people	10	
51% owned by Black people;	5	
51% owned by Black people who are women	3	
Black Youth	2	

NB: All tenders will be issued to the market with all specific goals, and these will be scored in accordance with the evidence as submitted by the bidder. The bidder who does not meet the specific goals will not be disqualified but score zero

Source Documents to be submitted with the tender or RFQ

Specific Goals	Acceptable Evidence
B-BBEE	Valid BEE Certificate / Sworn Affidavit (in case of JV, a consolidated scorecard will be accepted)
Black Women Owned	Certified ID Documents of the Owners/shareholder
Black Youth owned	Certified ID Documents of the Owners

EME or QSE 51% Black Owned	Annual Financial/ Management Accounts/ B-BBEE Certificate / Affidavit/ Certified ID Documents of the Owners/shareholder
51% Black Owned	CIPC Documents / B-BBEE Certificate/Affidavit/ Certified ID Documents of the Owners/shareholder
South African Enterprises	CIPC Documents

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I 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 paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –

- (a) disqualify the person from the tendering 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) recommend that the tenderer or contractor, its shareholders, and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted 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, if deemed necessary.

	 SIGNATURE(S) OF TENDERER(S)
SURNAME AND NAME:	
DATE:	
ADDRESS:	

ANNEXURE C

CONSORTIUMS, JOINT VENTURES AND SUB-CONTRACTING REGULATIONS

1. CONSORTIUMS AND JOINT VENTURES

- 1.1 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.
- 1.2 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 tender.

2 SUB-CONTRACTING

- 2.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 2.2 A person awarded a contract in relation to a designated sector, may not subcontract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
- 2.3 A person awarded a contract may not subcontract more than 30% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.

3 DECLARATION OF SUB-CONTRACTING

- 3.1 Will any portion of the contract be sub-contracted? YES / NO
- 3.2 If yes, indicate:
 - 3.2.1 The percentage of the contract will be sub-contracted%
 - 3.2.2 The name of the sub-contractor
 - 3.2.3 The B-BBEE status level of the sub-contractor.....
 - 3.2.4 whether the sub-contractor is an EME YES / NO

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE D**SBD 4****BIDDER'S DISCLOSURE****1. PURPOSE OF THE FORM**

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

- 2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

- 2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

- 2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**

- 2.2.1 If so, furnish particulars:

.....

- 2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract?

YES/NO

- 2.3.1 If so, furnish particulars:

.....

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

3 DECLARATION

I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring 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

² Joint venture or Consortium 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.

ANNEXURE E**COSTING MODEL**

item	DESCRIPTION	QTY	UNIT PRICE	TOTAL
1	Development of the strategy and big idea	1		
2	Development of creative + On-Air elements for September till December 2023 campaign	1		
3	Development of creative + On-Air elements for January till March 2024 campaign	1		
4	Development of radio ads for September till December 2023 campaign	1		
5	Development of radio ads for January till March 2024 campaign	1		
6	Development and implementation of digital campaign- September till December 2023	1		

7	Development and implementation of digital campaign- January till March 2024	1		
8	Producing Merchandise for September till December 2023	200		
9	Producing Merchandise for January till March 2024	200		
10	PR Media monitoring for six months September 2023 to March 2024	1		
11	PR Media launch event for Jan till March 2024	1		
12	Pride Month Digital Campaign	1		
13	Activations – Planet Matters and Pride Month	1		
	SUB-TOTAL			