

REQUEST FOR QUOTATION

RFQ Number	JTC0028/2025-26
REQUEST FOR PROPOSALS FROM SUITABLY QUALIFIED, CREATIVE AGENCY TO CONCEPTUALISE, DEVELOP, MANAGE, AND EXECUTE AN IMMERSIVE <i>WELCOME2JOBURG</i> DIGITAL CAMPAIGN FOR THREE (3) MONTHS FROM DATE OF APPOINTMENT	
THIS REQUEST FOR PROPOSAL IS FOR THE JOHANNESBURG TOURISM COMPANY	

Date of advertisement:	24 APRIL 2026
Closing date:	05 MAY 2026
Closing time:	10h00
Compulsory requirements	<p>Bidder must:</p> <ul style="list-style-type: none"> • quote for all items in the pricing schedule • complete and signed form of bid. • attach a letter confirming errors or alteration in the price schedule.
Briefing meeting date	<p>Non-compulsory briefing</p> <p>Date: 29 April 2026 Time: 10h30 -12h30</p> <p>Joburg Tourism Company 4th Floor Sandton Library Nelson Mandela Square Sandton</p>
<p>Quotations may be deposited in bid box at:</p> <p>Sandton Library Offices Nelson Mandela Square West Street, Sandton</p> <p>NB: No emailed quotes will be attended to</p>	<p>Quotations will be received on the closing date and time shown and must be enclosed in a sealed envelope, bearing the applicable quotation description and reference number as well as the closing time and due date, for the attention of:</p> <p>THE ACCOUNTING OFFICER JOHANNESBURG TOURISM COMPANY</p> <p>Quotations will be opened at the stipulated address at the time indicated and no late submissions will be received.</p>
Procurement Enquiries	Sphiwem@joburgtourism.com
Technical Enquiries	lumkad@joburgtourism.com

ENTITY DETAILS

Entity Type (tick/specify details)	Private	Partnership	Close Corporation	Sole Proprietor
	Other (specify)			
Entity Name	Legal Name			
	Trading as			
Entity Registration No.				
City of Johannesburg / JTC Vendor Registration No (if in possession)				
National Treasury Central Supplier Database No (Compulsory)				
Income Tax No.				
VAT Reference No. (if applicable)				
Entity Street Address				
	Postal Code			
Contact Details of the Person Representing the Entity	Name			
	Telephone			
	Cell phone			
	E-mail address			

CONDITIONS OF QUOTATION

1. Quotation documents must be completed in black ink.
2. The lowest price or any quotation will not necessarily be accepted, and Joburg Tourism Company reserves the right to accept the whole or any portion of a quotation
3. Quotations are to remain open for acceptance for a period of thirty (30) days effective from the date on which they are lodged and shall be accepted at any time within the said period of thirty (30) days.
4. In the event of a mistake having been made on the price schedule it shall be crossed out in ink and be accompanied by an initial on each and every price alteration. Corrections in terms of price may not be made by means of a correction fluid such as Tipp-Ex or a similar product. If correction fluid has been used on any specific price item, such item will not be considered. No correction fluid may be used in a Bill of Quantities where prices are calculated to arrive at a total amount. If correction fluid has been used, the whole quotation will not be considered. The entity will reject the quotation if corrections are not made in accordance with the above.
5. No price increases/adjustments will be considered.
6. All purchases will be made through an official purchase order form; therefore, no goods must be delivered or services rendered before an official purchase order has been forwarded to and accepted by the successful bidder.
7. Johannesburg Tourism Company will not make any upfront payments and tenderers must ensure that they have sufficient cash flow to cover the provision of the goods/services.
8. To participate in the City's quotation process for the procurement of goods and/or services, vendors are advised to get accredited and registered primarily on the Central Supplier Database.
9. All prices must be quoted in the South African currency (SA rand), with all applicable taxes included
10. All prices quoted must be inclusive of Value Added Tax (VAT). Suppliers who are not registered for VAT will be treated as Non - VAT Vendors.
11. All prices submitted must be firm. "Firm" prices are deemed to be fixed prices, which are only subject to the following statutory changes, namely VAT and any levy related to customs and excise.
12. All prices and details must be legible/readable to ensure the quotation will be considered for adjudication.
13. Prices quoted must be inclusive of delivery charges and goods must be delivered to the address indicated on the quotation page.
14. The successful company must provide labour for off-loading/delivering.

15. Quantities are given in good faith and without commitment to the Johannesburg Tourism Company. The City reserves the right to increase or reduce the quantity to be in line with the set threshold for quotations prescribed in the SCM Policy.
16. In the event of price/prices being based on the exchange rate, the successful tenderer/s will be required to obtain exchange rate cover in order to protect the Municipality against exchange rate variations. Proof must be provided an Exchange Rate cover has been taken out within 14 days after an order has been placed. If proof and the invoice are not submitted to the Johannesburg Tourism Company that cover was taken out within 14 days after the order has been placed, the contract price adjustment will not be accepted and the contract may be cancelled.
17. Tenderers are reminded that orders placed against accepted quotations are to be executed in strict accordance with the accepted specification and within the quoted delivery period.
18. Where applicable, the tenderer is required to record the vendor number in the space provided on the cover page of this quotation document.
19. The Johannesburg Tourism Company reserves the right, to cancel and re-issue the request for quotation.
20. Bidders should note that, in accordance with legislation, no contract may be awarded to a/an person/entity who/which has failed to submit a Valid Tax Clearance Certificate issued by the South African Revenue Service (SARS), certifying that the taxes of that person/entity are in order, or that suitable arrangements have been made with SARS.
21. Copyright in any document produced, and the patent rights or ownership in any plant, machinery, thing, system or process designed, by a consultant/trainer during the consultancy service is vested in the Johannesburg Tourism Company
22. False declaration on municipal bidding document forms (MBD) will lead to automatic disqualification.

VALIDITY OF RFQ: 30 DAYS

I herewith confirm that I have read and understood the abovementioned conditions.

SIGNATURE _____

NAME _____

FORM E: SPECIFICATION/SCOPE OF WORK/TERMS OF REFERENCE

1. INTRODUCTION & OVERVIEW

The Joburg Tourism Company (JTC) is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination. Its operations include coordinating city-wide tourism marketing programmes, tourism information gathering and analysis.

As a DMO, Joburg Tourism plays a leading role in facilitating partnerships with various authorities, stakeholders and professionals to achieve a unified mission to create targeted communication that connects business and leisure travellers to Joburg, one experience at a time.

Johannesburg is competing with other leading and emerging destinations for the global tourism market share. The inherent risk of a potential threat in the decline of tourist/visitor numbers to Johannesburg thus requires aggressive marketing interventions to remain top-of-mind, maintain/grow market share, consistently build traveller confidence and attract new visitors. Amplifying destination marketing to promote Johannesburg as a diverse, year-round business, lifestyle, sport and leisure destination to grow the number of visitors and tourist spend is, therefore, an imperative in the fulfilment of the DMO mandate.

Hence the entity is embarking on this request for quotations from qualified creative agencies to conceptualise, develop, manage, and execute an immerse *Welcome2Joburg* digital campaign for a period of three (3) months from date of appointment.

2. PROJECT BACKGROUND

The Joburg Tourism Company (JTC) seeks to strengthen Johannesburg's positioning as a premier African destination by promoting its diverse cultural experiences, attractions, lifestyle, and business opportunities. The *Welcome2Joburg* campaign is a flagship brand initiative designed to invite both international and domestic visitors to discover the city's vibrancy, creativity, and people.

To amplify this brand, JTC intends to implement a fully integrated, immersive digital campaign that includes personalised visitor touchpoints, user-generated content promotion,

and influencer-led storytelling. This request for quotes outlines the strategic, technical, and creative requirements for the delivery of the campaign.

3. OBJECTIVES

The *Welcome2Joburg* campaign aims to:

- Enhance the visibility and emotional resonance of the destination brand.
- Provide personalised, seamless digital experiences that support visitor orientation and trip planning.
- Drive user-generated content (UGC) to increase organic reach and authenticity.
- Collaborate with influencers and partners to expand the city's digital footprint.
- Increase visitor engagement, dwell time, and digital conversion.
- Strengthen Joburg's reputation as a vibrant, culturally rich, safe, and welcoming city.

4. SCOPE OF WORK

The Immersive Digital Campaign consists of **three major activation pillars**:

4.1. Activation 1: FindYourJoburgJoy with Uber

Purpose: Create a welcoming, personalised digital arrival experience for visitors at OR Tambo International Airport.

4.1.1 Requirements

- Collaborate with Uber South Africa and relevant partners to integrate a *Welcome2Joburg* takeover within the Uber app for users opening the app at geofenced zones.
- Design and upload a "Welcome2Joburg" app banner including visuals, copy, and multilingual welcome message.
- Develop a system that provides personalised experience recommendations, including:
 - Rooftop bars and nightlife
 - Restaurants and culinary hotspots
 - Hospitality accommodation offers
 - Attractions, museums, galleries
 - Adventure and nature activities
 - Lifestyle and sporting events

- Provide analytics tracking:
 - User impressions
 - Engagement and social sharing using **#Welcome2Joburg** and **#FindYourJoburgJoy**
- Ensure compliance with POPIA and data privacy guidelines.

4.2. Activation 2: ShareYourJoburgJoy (User-Generated Content Campaign)

Purpose: Encourage visitors to share authentic personal experiences that amplify Joburg’s story through real voices.

4.2.1 Requirements

- Develop and launch a **User Generated Campaign (UGC) competition** across Joburg Tourism Company social channels (Facebook, Instagram, TikTok and X).
- Create compelling promotional assets (videos, banners, copywriting) encouraging users to share:
 - Travel photos
 - Short videos
 - Stories about their time in Joburg
- Use branded hashtags **#Welcome2Joburg** and **#ShareYourJoburgJoy**, with a tracking mechanism (dashboard or aggregator).
- Coordinate with hospitality, attractions, and tourism partners to secure prize packages, such as:
 - Weekend stay at accommodation facilities in Joburg
 - Adventure and or cultural experiences
 - Curated lifestyle packages (gastronomy, events etc.)
- Administer judging criteria and selection process.
- Showcase winning entries across digital platforms (Visit Joburg platforms), giving credit to creators.
- Provide monthly insights on participation, reach, sentiment, and UGC trends.

4.3. Activation 3: Joyful Journeys Influencer Campaign

Purpose: Expand reach and credibility through curated storytelling led by influencers and travel creators.

4.3.1 Requirements

- Identify and contract **influencers** across domestic markets (lifestyle, travel, culture, food and adventure).

- Plan hosted experiences, itineraries, and storytelling themes to reflect Joburg’s diversity.
- Provide influencers with guidelines on:
 - Campaign tone and brand identity
 - Mandatory messaging points
 - Use of hashtags **#Welcome2Joburg** and **#FindYourJoburgJoy**
- Produce a package of high-quality content:
 - Videos (YouTube, TikTok, Reels)
 - Photo stories
 - Behind-the-scenes experiences
- Publish content across JTC’s owned channels and influencers’ platforms.
- Track:
 - Engagement
 - Reach and impressions
 - Traffic referred to Visit Joburg digital platforms, i.e. FaceBook. Instagram, X, YouTube, TikTok and LinkedIn
 - Content performance on the digital platforms for the period of three (3) months

5. Deliverables

The service provider(s) must deliver:

1. **Campaign Plan and Creative Concept**
 - Full digital campaign framework
 - Creative direction, tone, storyline, and visual identity
2. **Activation-Specific Deliverables**
 - Uber App integration assets & technical setup for the three (3) months
 - UGC competition rollout pack for the three (3) months
 - Influencer tactical content plan for the three (3) months
3. **Content Production for:**
 - Social media content scheduling and management platform (to be shared with Joburg Tourism digital media team) and monthly analytics reports.
 - Social media campaign strategy in line with the immersive digital campaign.
 - Social media content calendar/plan for the period of three (3) months.
 - Creative development (graphics and 30 second videos) and execute social media campaign activities i.e. post on Facebook, Instagram, X, TikTok, YouTube and LinkedIn once a week for the duration of the contract.

4. **Campaign copywriting:** persuasive writing, consistent, and targeted messaging for communication campaign for the period of three (3) month on:
 - All social media posts (Facebook, Instagram, X, YouTube, LinkedIn, TikTok)
 - 3 x Campaign posters per week for the duration of three (3) months on social media platforms
 - 3 x 30second video scripts in line with immersive digital campaign for business, leisure, events
5. **Campaign Management**
 - End-to-end execution of digital activations
 - Influencer liaison and contracting
 - User Generated Content moderation and engagement
6. **Analytics & Reporting**
 - Monthly performance reports x 3
 - KPI dashboards x 3 months
 - Final campaign impact assessment at the end of the three-month contract

6. Duration

The contract period is 6 months from the date of appointment and issuing of a purchase order up to executing all deliverables.

6.1 Fees and payments

No advance payments will be made.

Note: Refer to video spec below:

Specification	Google	YouTube	Facebook	X	Instagram	TikTok	LinkedIn
Resolution	Full HD	Full HD	Full HD	Full HD	Full HD	Full HD	Full HD
Aspect ratio	16:9 (horizontal) 9:16 (vertical) 1:1 (square)	9: 16 (vertical) 16:9 (horizontal)	1:1 (square) 4:5 (vertical) 9:16 (vertical)	9:16 (vertical) 16:9 (horizontal) 1:1 (square)	1:1 (square) 4:5 (portrait) 9:16 (portrait)	1:1 (square) 9:16 (vertical) 16:9 (horizontal)	9: 16 (vertical) 16:9 (horizontal)
Format	MP4	MP4	MP4	MP4	MP4	MP4	MP4
Video size	≤256 GB	≤256 GB	≤10 GB	512 MB	4 GB max	500MB max	75 KB (min) - 500 MB (max)
Frame size	14 – 30 FPS	24, 25, 29.97, and 30 FPS	30 FPS	29.97 FPS or 30 FPS	30 FPS	30 / 60 FPS	30 FPS
Duration	15 sec	30 sec	30 sec	30 sec	30 sec	30 sec	30 sec

PRICING SCHEDULE – FIRM PRICES

Bidder's Name:

- Johannesburg Tourism Company is not bound to accept the lowest or any quotation and reserves the right to accept the whole or any part of a quotation and to award the bid to more than one bidder.
- Offers to be valid for 30 days from the closing date of bid and no second-hand/refurbished materials/parts may be used in the final goods to be delivered by the bidder.
- Only firm prices will be accepted. Non-firm prices (including prices subject to rates of exchange variations) will not be considered.

- Do you intend to subcontract more than 25% of the work?

(Tick applicable box)

YES	NO

- If the answer is **YES**, indicate the name of the subcontractor _____, the percentage to be sub-contracted _____% and attach the B-BBEE certificate of the subcontractor.
- The quotation will be evaluated on the 80/20 preference point system in line with PPPFA Regulations, 2022.
- A bidder must submit proof of its B-BBEE status level of contributor to be awarded preference points, attach original or certified certificate (not older than 3 months) or sworn affidavit.
- For quotations above R30 000, the bidder should submit the municipal account for the company and all directors or lease agreement or an affidavit if they do not own or lease a property.
- B-BBEE Status Level of Contribution _____ (preference points, maximum 20) _____
- **Other than completing the pricing schedule below, a bidder should submit the quotation on their company's letterhead/template.**

SCHEDULE OF PRICES/RATES

Quotation Description: REQUEST FOR PROPOSALS FROM SUITABLY QUALIFIED, CREATIVE AGENCY TO CONCEPTUALISE, DEVELOP, MANAGE, AND EXECUTE AN IMMERSIVE WELCOME2JOBURG DIGITAL CAMPAIGN FOR THREE (3) MONTHS FROM DATE OF APPOINTMENT	
Pricing	(R)
Subtotal Price (excluding Vat)	
Vat 15% (if applicable)	
Total Quoted Price (inclusive of Vat)	

MBD 4: DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state¹.
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.

3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

3.1 Full Name of Owner of the Bidding Entity:

.....

3.2 Identity Number if applicable:

.....

3.3 Position occupied in the Company (director, trustee, shareholder²):

.....

3.4 Company Registration Number:

3.5 Tax Reference Number:

.....

3.6 VAT Registration Number:

.....

3.7 The names of all directors/ trustees/ shareholders' members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below

3.8 Are you presently in the service of the state?

(Tick applicable box)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

3.8.1 If yes, furnish particulars.

3.9 Have you been in the service of the state for the past twelve months?

(Tick applicable box)

YES	NO

3.9.1 If yes, furnish particulars.....

3.10 Do you have any relationship (close family member, partner or associate) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid?

(Tick applicable box)

YES	NO

3.10.1 If yes, furnish particulars

3.11 Are you aware of any relationship (close family member, partner or associate) between any other bidder and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid?

(Tick applicable box)

YES	NO

3.11.1 If yes, furnish particulars.....

3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in the service of the state?

(Tick applicable box)

YES	NO

3.12.1 If yes, furnish particulars

3.13 Are any spouse, child or parent of the company's directors trustees, managers, principal shareholders or stakeholders in service of the state?

(Tick applicable box)

YES	NO

3.13.1 If yes, furnish particulars.....

3.14 Do you or any of the directors, trustees, managers, principal shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract?

(Tick applicable box)

YES	NO

3.14.1 If yes, furnish particulars:

.....

4. Full details of directors / trustees / members / shareholders. (Attach for additional members)

Full Name	Identity Number	State Employee Number (If applicable)

¹MSCM Regulations: “in the service of the state” means to be –

- (a) a member of – (i) any municipal council; (ii) any provincial legislature; or (iii) the national Assembly or the national Council of provinces;
- (b) a member of the board of directors of any municipal entity;
- (c) an official of any municipality or municipal entity;
- (d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);
- (e) a member of the accounting authority of any national or provincial public entity; or
- (f) an employee of Parliament or a provincial legislature.

² Shareholder” means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.

MBD 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

1.2 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 The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

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

3.2 THE 80/20 PREFERENCE POINT SYSTEMS

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

80/20

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

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmin = Price of lowest acceptable tender

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

3.4 POINTS AWARDED FOR PRICE

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

80/20

$$Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmax = Price of highest acceptable tender

3.5 POINTS AWARDED FOR SPECIFIC GOALS

3.6 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:

3.7 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.

THE SPECIFIC GOALS ALLOCATED POINTS IN TERMS OF THIS TENDER	MEANS OF VERIFICATION DOCUMENTS REQUIRED	NUMBER OF POINTS ALLOCATED (80/20 SYSTEM)	NUMBER OF POINTS CLAIMED (80/20 SYSTEM) (TO BE COMPLETED BY THE TENDERER)
GOAL 1: DESIGNATED GROUP			
Business/ enterprise owned by 51% or more Black people	CSD, Valid BBBEE Certificate/ Affidavit Sworn under oath, ID copy of owner/s of the business and Shareholder's certificate	3	

THE SPECIFIC GOALS ALLOCATED POINTS IN TERMS OF THIS TENDER	MEANS OF VERIFICATION DOCUMENTS REQUIRED	NUMBER OF POINTS ALLOCATED (80/20 SYSTEM)	NUMBER OF POINTS CLAIMED (80/20 SYSTEM) (TO BE COMPLETED BY THE TENDERER)
Business/enterprise owned by 51% or more Women	CSD, Valid BBBEE Certificate/ Affidavit Sworn under oath, ID copy of owner/s of the business and Shareholder's certificate	3	
Business/ enterprise owned by 51% or more Black Youth	CSD, Valid BBBEE Certificate/ Affidavit Sworn under oath, ID copy of owner/s of the business and Shareholder's certificate	2	
Business/ enterprise owned by 51% or more- Black People with Disabilities	CSD, ID Copy of owner/s of the business and shareholders certified	2	
GOAL 2: SPECIFIC GOAL			
Enterprise located within the jurisdiction of the City of Johannesburg Metropolitan Municipality	CSD and proof of municipal accounts/letter from Ward Council confirming business address	5	
SMMEs (EME or QSE)	CSD Report and BBBEE certificate /Affidavit Sworn under oath	5	

DECLARATION WITH REGARD TO COMPANY/FIRM

4. Name of company / firm
5. Company registration number:
6. 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]

7. 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:
- a) The information furnished is true and correct;
 - b) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
 - c) 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;
 - d) 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 –
 - 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.

MBD 8: DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

1. This Municipal Bidding Document must form part of all bids invited.
2. It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
3. The bid of any bidder may be rejected if that bidder, or any of its directors have:
 - a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
 - b. been convicted for fraud or corruption during the past five years;
 - c. wilfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
 - d. been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No. 12 of 2004).
4. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid. (tick applicable box)

Item	Question	Yes	No
4.1	<p>Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector?</p> <p>(Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).</p>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If so, furnish particulars:		

Item	Question	Yes	No
4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? (To access this Register, enter the National Treasury’s website, www.treasury.gov.za, click on the icon “Register for Tender Defaulters” or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		
Item	Question	Yes	No
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		
4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.7.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (NAME)

CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Capacity

.....
Name of Bidding Entity

MBD 9: CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. This Form “I” must form part of all bids¹ invited.
2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
 - a. take all reasonable steps to prevent such abuse;
 - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
 - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.
4. This Form “I” serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
5. In order to give effect to the above, the attached Certificate of Bid Determination must be completed and submitted with the bid:

CERTIFICATE OF INDEPENDENT BID DETERMINATION (MBD 9)

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

in response to the invitation for the bid made by: **Johannesburg Tourism Company** do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of _____ that:
(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorised by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorised by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organisation, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder
6. 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 consortium³ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - a) prices;
 - b) geographical area where product or service will be rendered (market allocation)

- c) methods, factors or formulas used to calculate prices;
- d) the intention or decision to submit or not to submit, a bid;
- e) the submission of a bid which does not meet the specifications and conditions of the bid; or
- f) bidding with the intention not to win the bid.

8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. 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.
10. 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.

.....

Signature

.....

Full Names of Person Representing Company

.....

Date

.....

Position in Company

DECLARATION ON STATE OF MUNICIPAL ACCOUNTS

A Any bid will be rejected if:
 Any municipal rates and taxes or municipal service charges owed by the bidder or any of the directors to the municipality or a municipal entity, or to any other municipality or municipal entity, are in arrears for more than three months.

B Bid Information

1. Name of bidder.....
2. Registration Number.....
3. Municipality where business is situated
4. Municipal account number for rates
5. Municipal account number for water and electricity
6. Names of all directors, their ID numbers and municipal account number.
 - a)
 - b)
 - c)
 - d)
 - e)
 - f)
 - g)

C Documents to be attached.

1. A copy of municipal account mentioned in B (iv) & (v) (Not older than 3 months)
2. A copy of municipal accounts of all directors mentioned in B(vi) (Not older than 3 months)
3. Proof of directors

I/We declare that the abovementioned information is true and correct and that the following documents are attached to this form:

.....

 Signature

 Date

PRICING SCHEDULE

ITEM	QUANTITY	UNIT PRICE excl VAT	TOTAL PRICE excl VAT
1. Campaign plan and creative concepts for leisure, business and events	1		
2. FindYourJoburgJoy with Uber activation for leisure, business and events	3		
3. ShareYourJoburgJoy activation for leisure, business and events	3		
4. Joyful Journeys Influencer campaign for leisure, business and events	3		
5. Monthly social media content calendar for leisure, business and events	3		
6. 3 x social media posts (for leisure, business and events) produced and shared <u>once a week</u> on six (6) platforms	54 posts		
7. 3 x social media graphics/posters for leisure, business and events produced incl. resizing for six (6) platforms	18		
8. 3 x 30sec videos created for leisure, business and events for Tik Tok, YouTube, Instagram, Facebook platforms posted (copywriting, footage sourcing and video editing)	3		
9. Monthly campaign and close-out reporting	4		
TOTAL PRICE excl VAT			
VAT			
TOTAL PRICE incl VAT			

RETURNABLE DOCUMENTS, DISQUALIFICATION CRITERIA & CONDITIONS OF AWARD

RETURNABLE DOCUMENTS

Checklist documents and requirements should be attached and submitted with the bid on submission.

1. Quotation on company letter head.
2. All parts must be quoted. (If there is an omission of any part or parts will result in disqualification.)
3. Valid certified BBBEE certificate or affidavit.
4. Valid Tax Clearance certificate
5. CSD registration number to be filled in on the front page of RFQ in clear handwritten
6. Completed RFQ including the municipal bidding documents (MBDs).
7. Municipal Account not in arrears for more than 90 days for all directors or lease agreement if leasing a property or affidavit if the company and directors are neither leasing nor own a property.
8. Municipal Account not in arrears for more than 90 days for the company with the address appearing on CSD report or lease agreement if leasing a property or affidavit if the company are nether leasing nor own a property.
9. Certification of documents must be within three (3) months. Documents older than three (3) months certification will not be accepted.
10. Submission must one (1) hard copy and USB.

EVALUATION CRITERIA

Phase one:

COMPLIANCE TO THE RFQ REQUIREMENTS

This entails evaluation of compliance to the bid conditions as outlined in the bid document, submission of the required returnable documents, full and proper completion of the RFP document and submission of the proposal document in line with the conditions spelt out in the bid document.

Phase two

FUNCTIONALITY

Only bidders that are deemed to be responsive in terms of compliance evaluation (phase one) will be evaluated in phase two. All proposals that will score less than sixty-five points (65 points) out of one hundred (100) points for functionality will be considered non-responsive. Joburg Tourism reserves the right to verify the authenticity of assertions made by bidders in the bid submissions/proposals.

Criteria	Guidance for criteria	Points Allocation
1. Methodology & Approach	<p>Quality, relevance, and clarity of the proposed methodology to conceptualise, develop, manage, and execute the immersive Welcome2Joburg digital campaign. Must demonstrate understanding of the destination marketing context, creative strategy, and execution plan.</p> <ul style="list-style-type: none"> a) Excellent, innovative, comprehensive, clearly tailored to Welcome2Joburg campaign and brand (40 points) b) Good, well-articulated, relevant to Welcome2Joburg campaign and brand (35 Points) c) Adequate but missing detail or depth (25 Points) d) Poor, generic, lacks understanding of brief (0 Points) 	40 Points
2. Portfolio of evidence in terms of the campaign	<p>Proven experience delivering any of the three (3) campaign elements for destination marketing, digital campaigns, or immersive creative projects. Evaluation based on portfolio, previous work examples, and demonstrated success.</p> <ul style="list-style-type: none"> a) Delivered all three (3) campaign elements (25 points) b) Delivered two (2) campaign elements (20 points) c) Delivered one (1) campaign element (15 points) d) No relevant experience (0 points) 	25 Points
3. References/ Letters	<p>Reference letters from contactable references/clients for similar work completed in the last five years. The letter must be on clients' letterhead and signed. Scoring based on relevance to the campaign, quality of feedback, and project success.</p> <ul style="list-style-type: none"> (a) 4 and more reference letters (20 points) (b) 3x reference letters (15 points) (c) 2x reference letters (10 points) (d) No reference letter (0 point) 	20 Points
4. Project management	<p>Clear project plan, timelines, resource allocation, team structure, and risk mitigation measures. Must show capability to deliver within 3 months from appointment.</p> <ul style="list-style-type: none"> (a) Excellent plan, clear roles, timelines, risks addressed (15 points) (b) Strong, practical, well-structured (10points) (c) Adequate (5 points) (d) Weak plan, unrealistic timelines (0 points) 	15 Points
Total		100 Points

Phase three:

PRICE AND PREFERENTIAL GOALS POINTS

Proposals will be evaluated in terms of the Preferential Procurement Policy Framework Act using the 80:20 points system. The evaluation in terms of price and preferential goal points will be conducted on responsive bidders.

A maximum of 80 points will be awarded for price and a maximum of 20 points will be awarded in line with the City’s Preferential Goals in terms of the Preferential Procurement Regulations 2022 as follows:

Preferential Goals	Number of Points	Means of verification
Business owned by 51% or more – Black People	3	CSD, valid BBBEE Certificate/Affidavit sworn under oath, ID Copy of owner/s of the business and shareholders certificate
Business owned by 51% or more – Women	3	CSD, ID Copy of owner/s of the business and shareholders certificate
Business owned by 51% or more – Black Youth	2	CSD, valid BBBEE Certificate/Affidavit sworn under oath, ID Copy of owner/s of the business and shareholders certificate
Business owned by 51% or more – black people with disabilities	2	CSD, ID Copy of owner/s of the business and shareholders certificate
Enterprises located within the jurisdiction of the City of Johannesburg Metropolitan Municipality	5	CSD and proof of Municipal accounts / Letter from Ward Council confirming business address
SMMEs (An EME or QSE)	5	CSD and BBBEE Certificate/Affidavit sworn under oath.
Maximum Points	20	

DISQUALIFICATION CRITERIA

1. Failure to complete and signed form of bid.
2. Failure to complete the Johannesburg Tourism Company pricing schedule in full.
3. Failure to attach a letter confirming errors or alteration in the price schedule.

CONDITIONS OF AWARD

1. Compliant tax status in terms of the CSD.
2. Municipal accounts not older than 90 days for the Company and all its director's not more than 90 days in arrears, or a valid lease agreement or sworn affidavit. If in arrears proof of acknowledgement of debt must be provided
3. Directors and Principal members not in the Service of the State
4. Name of the bidder or that of its directors should not appear on the National Treasury's database of Restricted Suppliers
5. The quotation shall be awarded at the sole and absolute discretion of JTC. JTC hereby represents that it is not obliged to award this quotation to any bidder. JTC is entitled to retract this quotation at any time as from the date of issue. JTC is not obliged to award this quotation to the bidder that quotes the lowest price.
6. Successful bidder will be required to enter into a service level agreement with JTC on delivery of the required service.

Disclaimer:

*The successful bidder shall be expected to have **sufficient cash flow** to project manage the work from beginning to end, **since the JTC shall not offer upfront payment for any work to be done. Payment will be made upon submission of invoice/s for completed project/s.***