

SCM Enquiries : Mr. N Shikwambana

Tel : 012 441 3421

Reference : NSRFQ 02

**SUBJECT: THE APPOINTMENT OF A SERVICE PROVIDER TO BRANDING APPAREL
PROCUREMENT**

REQUIRED BY: DEPARTMENT OF SPORT, ARTS & CULTURE

1. Kindly furnish the Department with quotation for the above mentioned subject.
2. SBD 4, SBD 6.1, as well as SBD 6.2 forms are attached for completion.
3. Bidders are requested to submit quotation, attached SBD's together with proof of B-BEEE status level of contributor.
4. The quotations will be evaluated on 80/20 preference point system. Failure to submit proof of B-BBEE status level of contributor will result in zero preference points being awarded for B-BBEE.
5. These forms must be returned with your quotation to the following e-mail address:
NhlanhlaS@dsac.gov.za
6. The closing is 30 May 2023 ;

Signature:  _____

Date: 23-05-2023 _____



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

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Email: info@dsac.gov.za | Tel: 012 441 3000 | Fax: 012 441 3699

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OFFICIAL SPECIFICATION FORM

Specification for:	Procurement for the service provider to execute the I Choose 2 B Active – Mandela Month Activations May and June 2023 RFQ			
Directorate:	COMMUNICATION & MARKETING			
Unit:	MARKETING			
Was this service previously requested in this current financial year? If yes, please provide reasons why is requested again on your memo to procure.	Yes		No	X
Departmental Assets	Yes		No	X
Item Description:				Quantity
SEE AS PER THE ATTACHED SPECIFICATION				
Requestor: QUEEN MOTAUNG	Signature			Date: 22/05/2023
Director/ Delegate: NNANIKI MALESA	Signature:			Date: 22/05/2023
Technical Enquiries: Name (in print)	Telephone Number	E-mail address		

Note: Department doesn't provide tools of trade to the service providers



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sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

Inspiring A Nation Of Winners

DECLARATION CERTIFICATE FOR LOCAL PRODUCTION AND CONTENT FOR DESIGNATED SECTORS

This Standard Bidding Document (SBD) must form part of all bids invited. It contains general information and serves as a declaration form for local content (local production and local content are used interchangeably).

Before completing this declaration, bidders must study the General Conditions, Definitions, Directives applicable in respect of Local Content as prescribed in the Preferential Procurement Regulations, 2017, the South African Bureau of Standards (SABS) approved technical specification number SATS 1286:2011 (Edition 1) and the Guidance on the Calculation of Local Content together with the Local Content Declaration Templates [Annex C (Local Content Declaration: Summary Schedule), D (Imported Content Declaration: Supporting Schedule to Annex C) and E (Local Content Declaration: Supporting Schedule to Annex C)].

1. General Conditions

- 1.1. Preferential Procurement Regulations, 2017 (Regulation 8) make provision for the promotion of local production and content.
- 1.2. Regulation 8.(2) prescribes that in the case of designated sectors, organs of state must advertise such tenders with the specific bidding condition that only locally produced or manufactured goods, with a stipulated minimum threshold for local production and content will be considered.
- 1.3. Where necessary, for tenders referred to in paragraph 1.2 above, a two stage bidding process may be followed, where the first stage involves a minimum threshold for local production and content and the second stage price and B-BBEE.
- 1.4. A person awarded a contract in relation to a designated sector, may not sub-contract 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.
- 1.5. The local content (LC) expressed as a percentage of the bid price must be calculated in accordance with the SABS approved technical specification number SATS 1286: 2011 as follows:

$$LC = [1 - x / y] * 100$$

Where

x is the imported content in Rand

y is the bid price in Rand excluding value added tax (VAT)

Prices referred to in the determination of x must be converted to Rand (ZAR) by using the exchange rate published by South African Reserve Bank (SARB) at 12:00 on the date of advertisement of the bid as indicated in paragraph 4.1 below.

The SABS approved technical specification number SATS 1286:2011 is accessible on [http://www.thedti.gov.za/industrial development/ip.jsp](http://www.thedti.gov.za/industrial%20development/ip.jsp) at no cost.

1.6. A bid may be disqualified if this Declaration Certificate and the Annex C (Local Content Declaration: Summary Schedule) are not submitted as part of the bid documentation;

2. The stipulated minimum threshold(s) for local production and content (refer to Annex A of SATS 1286:2011) for this bid is/are as follows:

<u>Description of services, works or goods</u>	<u>Stipulated minimum threshold</u>
Golf shirts	100%

3. Does any portion of the goods or services offered have any imported content?

(Tick applicable box)

YES		NO	
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3.1 If yes, the rate(s) of exchange to be used in this bid to calculate the local content as prescribed in paragraph 1.5 of the general conditions must be the rate(s) published by SARB for the specific currency at 12:00 on the date of advertisement of the bid.

The relevant rates of exchange information is accessible on www.reservebank.co.za

Indicate the rate(s) of exchange against the appropriate currency in the table below (refer to Annex A of SATS 1286:2011):

Currency	Rates of exchange
US Dollar	
Pound Sterling	
Euro	
Yen	
Other	

NB: Bidders must submit proof of the SARB rate (s) of exchange used.

4. Where, after the award of a bid, challenges are experienced in meeting the stipulated minimum threshold for local content the dti must be informed accordingly in order for the dti to verify and in consultation with the AO/AA provide directives in this regard.

LOCAL CONTENT DECLARATION
(REFER TO ANNEX B OF SATS 1286:2011)

LOCAL CONTENT DECLARATION BY CHIEF FINANCIAL OFFICER OR OTHER LEGALLY RESPONSIBLE PERSON NOMINATED IN WRITING BY THE CHIEF EXECUTIVE OR SENIOR MEMBER/PERSON WITH MANAGEMENT RESPONSIBILITY (CLOSE CORPORATION, PARTNERSHIP OR INDIVIDUAL)

IN RESPECT OF BID NO.

ISSUED BY: (Procurement Authority / Name of Institution):

.....
NB

$$P_S = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right) \text{ or } P_S = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

P_{max} = 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 organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.)

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

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**

(delete whichever is not applicable for this tender).

- 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:

	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

3.1.1 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 organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.)

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

The specific goals claim points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
B-BBEE Status level of Contributor		10		

1		10		
2		9		
3		8		
4		5		
5		4		
6		3		
7		2		
8		1		
Non-compliant contributor		0		
Specific goals		10		
Women		4		
Youth		4		
People living with Disabilities		2		

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:

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

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.

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:

.....

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

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.

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



RFQ SPEC: **MARKETING**
CAMPAIGN: **I Choose 2 B Active - Youth Month and Mandela Month Activations**
DIRECTORATE: **MARKETING**
SUBMITTED BY: **NNANIKI MALESA**
DATE: **2023 MAY 18**

1. RATIONALE OF SPEC

June - July months amplifies the promotion of the campaign through messaging to enable us to reach the NDP 2030 target of being at least 50% of South Africans being physically active regularly.

The 2 months will activate the messaging as follows:

- June month focuses on promotion of youth-centric communication showcasing to the youth how to adopt this lifestyle and commit to it providing testimonials of those living this life
- July 2023 focuses on getting champions of this life to emulate the ethos of Mandela month messaging fun promoting this lifestyle within their communities and getting more community members to join movement

2. BRIEF TO BIDDERS

Bidders who are responsible for conceptualising and implementing marketing campaigns - by briefing and running campaigns using community engagement managers to promote events that are run in hybrid, physical and or virtual environments are being asked to respond to this RFQ.

Bidders are to revert with quotations outlining how the following will be effected over a two month period of June to July 2023:

- Management of a Virtual Gym run for 5 classes a week
- Management of a physical aerobics class run for 3 times a week in Pretoria
- Story-board & shooting of a TVC promoting healthy lifestyle through virtual gym attendance
- Content plan utilising the services of editor, animator and 2 engagement coordinators
- Competition promoting 5KM walk/run challenge during June
- Competition promoting the crunches challenge in July
- Citizenry Engagement Communication through SMS and Whatsapp
- Community Database Growth of I Choose 2 B Active OCP (Online Community Platform)
- Content Planning Curation and Production

3. SCOPE OF SPEC TO BIDDERS

Bidders interested to respond with quotations must note the following:

- Quotation is for payment of services over a period of two months - for June - July 2023
- Payment of the team activating the work at hand must cater for both months of work done
- Service provider appointed must ensure payment of the appointed team across both the months under which services are expected.
- Quotation must respond to the deliverables & outline costs for delivery of 3.1 to 3.5 as well as show costings for project management fee of the work done.



SCOPE	ACTIVITY	DELIVERABLES	TANIGBLE MEASURE- MENTS
3.1	Virtual Gym Mobilisation Drive	<p>Procurement of fitness instructors for the full scope of June and July months of 2023 with procurement of 5 Fitness Instructors with proof of qualifications as group fitness instructors will be expected to deliver:</p> <ul style="list-style-type: none"> • 5 Virtual Classes per week from Monday to Friday • Classes must be streamed on Zoom, Instagram, Facebook and TikTok daily from Monday - Friday. • 3 classes per week run physically from the DSAC Pretoria Wellness Centre • To record 3-5 minutes workout videos that shows delivery of various exercises representing the quick-wins of exercising under 5 - 15 minutes • Gym Manager to manage and coordinate the instructors' schedule, develop Virtual Gym Theme script for June and July 2023 as well as also host one of the 5 gym classes • Zoom Platform subscription for hosting classes • Instructors will be expected to procure their own music for their classes and advise • SAMRA to be paid for all music usage rights used by Instructors by service provider • Special hybrid class run on June 16 and July 18 2023 to celebrate government calendar days of Youth Day and Mandela Day 	<ul style="list-style-type: none"> • 5 Instructors • 5 virtual Classes weekly • 3 physically run classes • 5 videos recorded per instructor promoting the theme of June and July 2023 • Gym Manager • Gym Manual and Gym Script for June - July 2023 • Zoom platform subscription • SAMRA payments for music rights usage during classes by instructors
3.2	Citizenry Engagement Communication through SMS and Whatsapp	<p>I Choose 2 B Active has a WhatsApp line meant for engaging with communities - bidder to ensure activation of:</p> <p>Community engagement Procurement of SMS Air-time Bundle for:</p> <ul style="list-style-type: none"> • Sending out of weekly SMS to at least 6000 VIP registered members of I Choose 2 B Active • Sending out whatsapp communication 	<ul style="list-style-type: none"> • SMS Weekly send out for 4 weeks to 6k numbers • To note that this will be for 2 months
3.3	Community Database Growth of I Choose 2 B Active OCP (Online Community Platform)	<p>Management of the Community Database Growth of I Choose 2 B Active OCP:</p> <p>Sending out weekly emails to VIP registered</p> <p>Procuring the services of Analytics Officer to monitor analytics of the platform, Generate reports, Activate AdSense adverts through SEO/Key Words activation</p> <p>Procure services of OCP developer and OCP Designer to update the changes resulting from recommendations of the Analytics Report</p>	<p>Analytics Report</p> <p>Analytics Officer</p> <p>OCP Developer</p> <p>OCP Designer</p> <p>Ad Sense paid-for advertising in response to Key Words amplification</p>



3.4	Content Planning Curation and Production	Procurement of Content Planning Team whose role is curate and distribute the content produced to promote the 2 months' themes: 1 Project Content Curator - to develop the content plan for June and July 2023 2 Community Engagement Coordinators - to promote content on social media platforms of WhatsApp, TikTok, YouTube, Facebook, Instagram, Twitter. Video Editor - to record video content in line with content plan Video Animator - who works with the Editor in the compilation of the AV produced to promote the ABC's of Fitness	The services expected of the following personnel: • 2 Community engagement Coordinators • 1 Content Curator • 1 Project Coordinator • 1 Video Editor • 1 Video Animator
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4. CRITERIA OF QUOTES SUBMISSION

The bidders submitting proposal and 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)
- Must develop and implement the content plan to be delivered for the months of June and July 2023 to highlight the benefits of the campaign messaging
- Must manage the processes unfolding and ensure briefings for all relevant collateral being procured
- Must ensure payments to all instructors by end of the month where services were rendered

The bidder submitting quotations must meet the following criteria:



	Criteria	Weight	Value Rating Points
3.1	<p><u>EXPERIENCE IN RENDERING A SIMILAR SERVICE</u></p> <p>Required submission: All bidders must have relevant experience in their businesses' undertaking of marketing activations driving influencer marketing before (not procurement of branding or apparel - influencer marketing) 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"> A list of the client/s and attach the reference letters outlining undertaking of marketing activations <u>involving influencer marketing content planning delivery</u> Letters of reference must be provided of previous or existing clients not more than 5 years old. <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"> 0 reference letter of contract successfully delivered for the above = Poor serving as non-compliant 1 reference letter of contract successfully delivered for the above = Average 2 reference letters contracts successfully delivered = Good 3 + reference letters of contracts successfully delivered and above = Excellent <p>Please note DSAC has the jurisdiction of contacting the aforesaid references for further clarification so contact details must be provided for with the letters</p>	40	<p>0 - 10= Poor 10 -20 = Average 20 - 30 = Good 30 - 40 = Excellent</p>
3.2	<p><u>PROOF OF AUDIO VISUAL CONTENT CURATED</u></p> <p><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:</p> <ul style="list-style-type: none"> A reel of 2-3 60 seconds - 2 minutes video clips curated for social media purposes Reels produced for video curated content for promotion on TikTok, Instagram and Youtube platforms Links/pictures of such reels posted on social media platforms must be supplied <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"> No Provision of reel showing credibility of competency in social media video production clips = Poor Provision of reel for proof as delivered by bidder and supported by reference letter already supplied = Good 	30	<p>0 - 8= Poor 9 -16 = Average 17 - 24 = Good 25 - 30 = Excellent</p>



	Criteria	Weight	Value Rating Points
3.3	<p><u>INFLUENCER MARKETING EXPERIENCE - MARKETING TECHNICAL EXPERTISE</u></p> <p><u>Required submission - Influencer Marketing Experience</u> 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"> • A sample of a developed marketing content plan produced by the bidder's organisation and as substantiated in the reference letter supplied. <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"> • No Provision of marketing content plan showing credibility of competency = Poor • Provision of 1 marketing content plan showing credibility of competency as delivered by bidder and supported by reference letter already supplied = Good 	30	<p>0 - 8= Poor 9 -16 = Average 17 - 24 = Good 25 - 30 = Excellent</p>
	TOTAL	100	

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 BBBEE

WRITTEN ENQUIRIES

SCM Enquiries - please contact 012 441 3000

Nnaniki Malesa

071 350 9125 - WhatsApp Written Enquiry Only

Email nnanikim@dsac.gov.za

queenm@dsac.gov.za