

***SOUTH AFRICAN***



***CIVIL AVIATION  
AUTHORITY***

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REQUEST FOR PROPOSALS

**Supply and Printing of Marketing and Promotional Collateral 10x**

## **1. INVITATION TO BID**

### **1.1. Introduction and Background**

The South African Civil Aviation Authority (SACAA) is a Schedule 3A public entity in terms of the Public Finance Management Act ("PFMA"). It was established on the 1st of October 1998, following the enactment of the now repealed South African Civil Aviation Authority Act, 1998 (Act No.40 of 1998).

The Act provided for the establishment of a stand-alone authority charged with promoting, regulating, and enforcing civil aviation safety and security. It reflected the government's priorities and was in line with international trends in the aviation world, where more and more states are implementing this option.

The abovementioned Act was repealed by the Civil Aviation Act, 2009, (Act No.13 of 2009). The Act, provides for the establishment of a stand-alone authority mandated with controlling, promoting, regulating, supporting, developing, enforcing, and continuously improving levels of safety and security throughout the civil aviation industry. The SACAA is an agency of the Department of Transport (DoT).

The above is to be achieved by complying with the Standards and Recommended Practices (SARPs) of the International Civil Aviation Organisation (ICAO), whilst considering and adapting to the local context.

### **1.2. Objective**

The SACAA intends to appoint a pool of ten service providers to supply and print SACAA marketing and promotional collateral for a period of 3-years.

### **1.3. Brand Communication**

The SACAA promotes aviation safety and security through various media channels and interactive identity campaigns. The branding goals of the SACAA can be summarised as follows:

1. To give SACAA stakeholders a positive experience of the SACAA brand:
2. To play and demonstrate a leadership role (brand visibility and positioning)
3. To highlight SACAA's products, services and infrastructure (easily accessible and innovative)
4. To illustrate that SACAA understands its mandate, its challenges and its market.

5. To illustrate that SACAA is a partner of choice to both private and public sector.
6. To tell the SACAA success stories.

#### 1.4. Targeted stakeholders

- The CEO/DCA, Board, and Executives Management frequently travel internationally for various high-level events and want to take along gifts for their counterparts. SACAA hosts high-level events whereby Ministers, Presidents, CEOs, and Executives are in attendance. Gifts distributed should be unique, exclusive, high quality, **proudly produced in SA** and of *value*. Presentation, packaging and weight (box, bubble wrapped if item is fragile, etc) is a very critical element as either one has to travel with the item/gift, in or out of the country and should comply with carry-on baggage laws according to the various airlines. These gifts are usually procured in limited quantities, not more than 100.
- *Corporate events*: We host and attend corporate events and exhibitions attended by government officials and aviation personnel in the country and internationally. We procure relevant branded corporate gifts. Quantities may range from 100 to 500 items per year or as and when required.
- As part of aviation development in the country, the team visits schools in deep rural and urban (mainly townships) areas to create awareness about careers in aviation. The SACAA also partner with relevant stakeholders to host exhibitions. We procure material that will assist learners who are doing maths and science as subjects such as scientific calculators, maths sets, backpacks, stationery etc. Quantity varies from 1000 to 2000 per item per the financial year or as and when required.
- *University students*—The SACAA participates in university career fairs around the country. We procure material that is current and relevant for university students to promote our brand as an employer of choice and as a regulator. The quantity will vary from 1000 to 1500 per financial year.
- *General public*—The SACAA participates in various exhibitions and campaigns, mostly invited by the National Department of Transport, where the general public wishes to know more about the regulator. In such events, we procure promotional materials, generally small giveaway items, in large quantities for the financial year.
- *Staff* – The SACAA host internal events and campaigns for staff members, sometimes with their partners and families. Promotional materials will range from golf shirts, family picnic baskets, cups, power banks, hampers and etc. It's also dependent on a number of campaigns that require promotional materials.

- *SED Projects* – The SACAA sponsors child-headed families, charity organisations and with various needs which requires minimal or non-branded material such as food, nappies, stationery packs etc.

## 1.5. The scope

The contract will be awarded to ten service providers trained on the SACAA brand standards and the expected quality of goods. Each brief will be sent to all service providers in the form of an RFQ (request for quotation). Quotations/Proposals received within the specified deadline will be assessed against the specifications detailed on the RFQ. The work will be awarded to the lowest bidder who meets the specifications.

The contract will be limited to the supply and printing of SACAA marketing and promotional collateral not limited to the following:

- **Promotional materials** such as caps, maths sets, t-shirts, various types of backpacks, laptop bags, water bottles, and wellness-related items.
- **Executive gifts** such as trolley bags, pen sets, etc
- **Various types of banners** such as EX-T banners, wall banners, gazebos and etc
- **Corporate uniforms** such as blazers, jackets, reflectors, golf shirts etc.
- **Print collateral** such as letterheads, A5 flyers, Z-fold brochures, envelopes, various types of certificates, booklets, etc.

## 1.6. Terms of Conditions of contact

1.3.1 The SACAA will only pay for products that have been approved and delivered within the agreed time.

1.3.2 **Each quotation submitted must consider the following:**

1.3.2.1 An unbranded sample will be required for approval once the purchase order has been supplied unless otherwise specified in the RFQ.

1.3.2.2 A branded sample will be required for approval once the artwork layout/proof has been approved unless otherwise specified in the RFQ.

1.3.2.3 Approval turnaround time and the availability of goods quoted:

- Service providers are expected to specify on the quote when there is limited stock on items requested and suggest alternatives.
- Purchase Orders may be cancelled if the SACAA is only advised of low stock and alternatives are only suggested after the PO has been issued.

1.3.2.4 Quotations that are not aligned to the specifications will be automatically disqualified.

## **1.7. Proposal Submissions**

Compile a proposal, detailing the following:

- Company profile detailing services provided by the company and years of experience with previous client list.
- The company profile should indicate which of the required services they subcontract and which they perform in-house.
- Company should indicate their cancellation and return policy.
- Propose promotional gifts for an Ethics and Governance campaign aimed at SACAA employees.
- Propose promotional gift options for an Aviation Safety Culture Campaign at South African Airports aimed at passengers.
- Propose promotional gift options for our CEO to give to her international stakeholders.
- Propose a premium, custom uniform range for SACAA client-facing employees, specifying the recommended brands and materials.

The proposal above should be submitted with the following evidence of material for assessment by the bidding evaluation committee.

- Embroidered Swatch of the SACAA logo in full colour
- Screen Printed Swatch of the SACAA logo in full colour.
- Sublimation Swatch of the SACAA logo in full colour
- A4 prints of letterhead in full colour.

**NB:** *The SACAA Brand visual guide and letterhead are attached for reference.*

## **2. EVALUATION CRITERIA**

Bidders will be evaluated in accordance with the Supply Chain Management Policies as well as the Preferential Procurement Policy Framework, 2000 (Act No. 5 of 2000) and the Preferential Procurement Regulations of 2017. The evaluation criteria will consist of the following three (03) phases:

### **2.1. Phase 1 - Mandatory requirements (Non-compliance leads to automatic disqualification)**

- 2.1.1. Prospective bidders must register on the Central Supplier Database (CSD) prior to submitting bids. Please provide CSD supplier number.
- 2.1.2. Fully signed bidders' disclosure (SBD 4)
- 2.1.3. A legal affidavit confirming that the portfolio of designs submitted was produced by the designer should accompany the submission.

**2.2. Phase 2 - Technical/ Functionality Evaluation**

- 2.2.1. Table 1 below is a criteria that will be used for accumulating points. This is critical to the evaluators and will be a benchmark against your submission as per section 5. (1) of the Preferential Procurement Policy Framework Act 2000: Preferential Procurement Regulations, 2017. Bidders are advised to breakdown their submission taking into consideration the scope (see section 3.2) and functionality below.
- 2.2.2. Bidders who score 70 points or more out of 100 on functionality will be considered for the next phase.
- 2.2.3. User department and Bid Evaluation Committee members may request a detailed presentation of the proposals.

**TABLE 1: FUNCTIONALITY EVALUATION**

<b>TECHNICAL EVALUATION</b>			
<b>SUB-CRITERIA</b>	<b>DESCRIPTION</b>	<b>POINTS</b>	
		<b>MIN</b>	<b>MAX</b>
<b>Company Experience and Capacity</b>	<p>The company must submit a profile detailing services provided by the company and years of experience with previous current/client's reference letter with contact details.</p> <ul style="list-style-type: none"> <li>• Company profile specifies services which are aligned with the minimum marketing collateral requirements listed under 1.4 and a minimum of 3 reference letters are attached – 30 points</li> </ul>	20	30

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
	<ul style="list-style-type: none"> <li>• Company profile specifies services which are aligned with the minimum marketing collateral listed under 1.4 and a min of 2 reference letters are attached – 10 points</li> <li>• Company profile specifies services which are aligned with the minimum marketing collateral listed on the RFP and less than 2 reference letters are attached – 0 points</li> </ul>		
<b>Proposal Assessment</b>	<p>The company proposal includes promotional gift suggestions as follows:</p> <ol style="list-style-type: none"> <li>1. Promotional gift suggestion reinforces the Ethics and Governance and is appropriate for the audience – SACAA Employees</li> <li>2. Promotional gift options reinforce the Aviation Safety Culture Campaign and appropriate for the audience and the distribution location - South African Airports aimed at passengers.</li> <li>3. Promotional gift options that are appropriate an exchange between senior stakeholders in aviation.</li> <li>4. Proposed custom uniform is of the appropriate quality standard</li> </ol>		
	<p>The proposal submitted meets the requirements of all of the above = 40 points</p> <p>The proposal submitted meets the requirements of only three of the above = 30 points</p> <p>The proposal submitted meets the requirements only two of the above = 20 points</p>	30	40

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
	The proposal submitted meets the requirements only one of the above = 0 points		
<b>Material Evidence Assessment</b>	<p>The SACAA logo is applied correctly on all items provided – 30 points.</p> <p>The SACAA logo is applied correctly on only three items provided – 20 points.</p> <p>The SACAA logo is applied correctly on less than three items provided – 0 points</p>	20	30
<b>TOTAL POINTS FOR TECHNICAL EVALUATION</b>		<b>70</b>	<b>100</b>

Only submissions who score above 70 will be selected for the next evaluation stage.

### 2.3 PHASE 3 –PRICE AND SPECIFIC GOAL (B-BBEE) EVALUATION

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system, as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, Act No 5 of 2000.

For this bid, **80** points will be allocated for Price and **20** points for the specific goals in a form of a B-BBEE status level of the contributor.

The value of this bid is estimated NOT to exceed R50 000 000 (all applicable taxes included) and therefore the 80/20 preference point system shall be applicable.

The following PPPFA formula is used to evaluate price:

$$P_s = 80 \left( 1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$



Ps = Points scored for price of the bid under consideration.

Pt = Rand value of bid under consideration.

Pmin = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system, as follows:

Points for this bid shall be awarded for:

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

The maximum points for this bid are allocated as follows:

	<b>POINTS</b>
PRICE	80
Specific Goal (B-BBEE STATUS LEVEL OF CONTRIBUTOR)	20
<b>Total points for Price and Specific Goal</b>	<b>100</b>