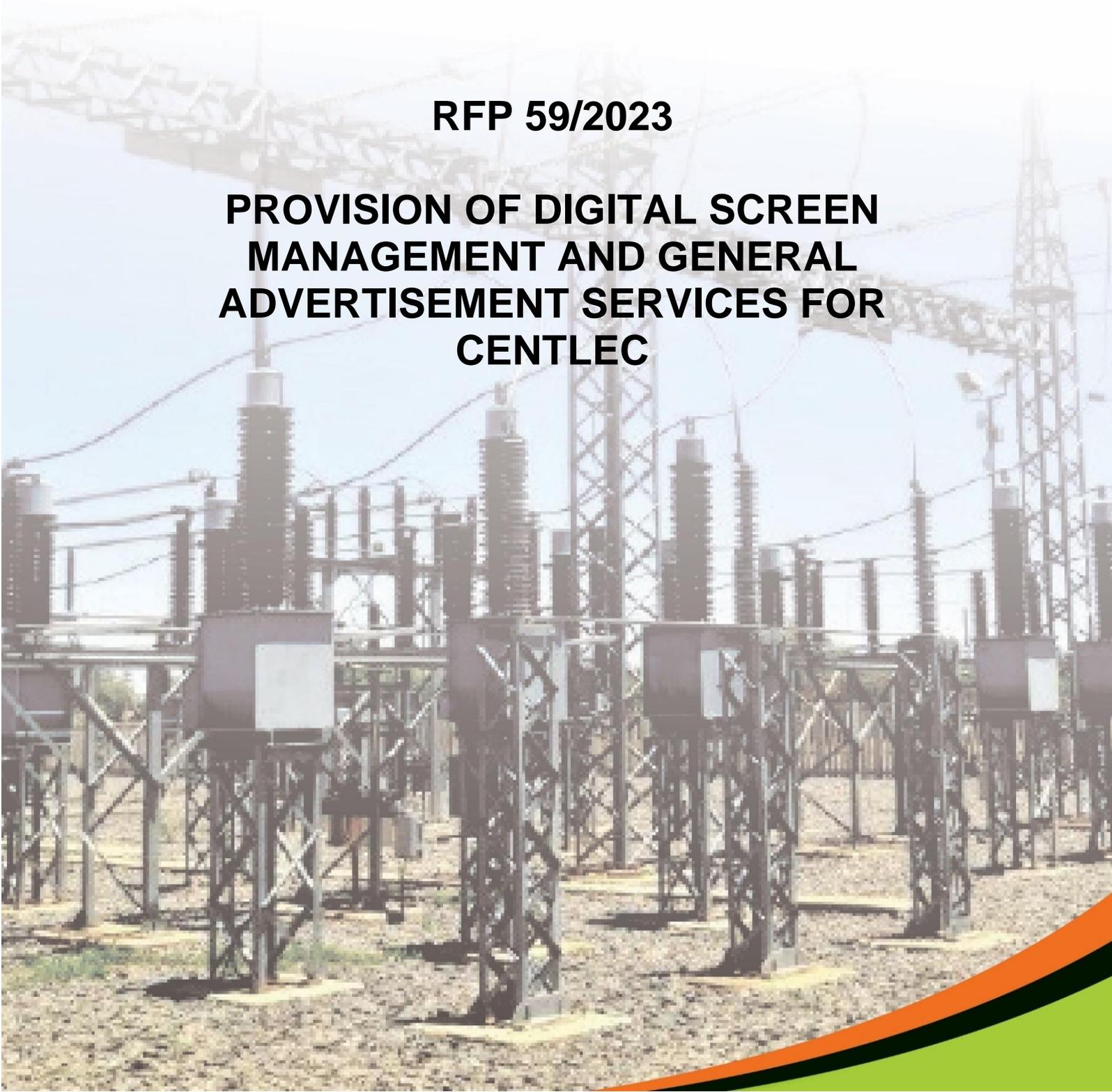




**RFP 59/2023**

**PROVISION OF DIGITAL SCREEN  
MANAGEMENT AND GENERAL  
ADVERTISEMENT SERVICES FOR  
CENTLEC**



# RFP 59/2023 - F

Request for proposal for provision of digital screen management and general advertisement services



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## 1. INVITATION

CENTLEC (SOC) LTD hereby referred to as CENTLEC invites suitably qualified service providers for the provision of digital screen management and general advertisement services for a period of thirty six (36) months.

## 2. MINIMUM SUBMISSION REQUIREMENTS.

**NOTE: Any omission of the listed items would render an automatic disqualification.**

- 2.1 Supply unique security personal identification number (PIN) from SARS for TAX compliant status and submit original valid Tax Clearance Certificate
- 2.2 Supply municipal services (water, sanitation, rates and electricity) clearance certificate or Lease Agreement with a current Bill and rates clearances, or Current Bill of Account not owing more than 90 days. In a case where the services are paid by the Landlord, the signed lease agreement and statement of account must be submitted by the bidder.
  - 2.2.1 In an event, that the Bidder utilizes prepaid services (e.g. Water or electricity) a valid municipal clearance certificate(s) must still be provided.
- 2.3 Submit proof of registration on the National Treasury Centralized Supplier's Database.

## 3 SCOPE OF WORK

The following services will be required to support the implementation of integrated marketing and communication of programs as well as printing of pamphlets/brochures for CENTLEC.

### 3.1 PRINT AND ELECTRONIC MEDIA

#### 3.1.1 Bulk Media Buying: Print, Audio, Audiovisual & digital media

Booking and placement of advertising space in specified newspapers, magazines, radio, television, social media platforms, billboards, screens, public spaces, and any type of media, including government publications, as and when required.

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- a. **Print Media:** This includes newspapers (print/electronic), magazines (Community, local, regional and national media). Bidder must secure/buy print media space for CENTLEC on:
1. Media strips, Banners and Inserts ; and
  2. Normal print adverts (Quarter page; half page, double page, full page and center spread).
- b. **Audio Media:** This includes various radio stations (Community, regional, provincial and national -Main stream media. Bidder must secure/buy radio advertising space, for CENTLEC on:
1. Radio advertising (Duration in seconds : 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60).
  2. Radio sponsored programs.
  3. CENTLEC owned programs.
  4. Public service announcements for the CENTLEC (1 minute); and Product placements on storylines.
  5. Live reads, jingles (Procurement of slots on live-reads and pre-recorded adverts during campaigns and roadshows).
  6. Studio/telephonic Radio interviews (30 minutes, 1 hour, etc.).
  7. Outside Broadcast (1 hour-3 hours shift with radio presenter).
- c. **Production of CENTLEC Educational Radio Drama for CENTLEC** (This includes the following:
1. Production of 5-10min Centlec educational dramas (Includes script development, Production – editing and mixing, studio time, casting, admin and miscellaneous).
  2. Drafting, editing and translation of scripts English and Afrikaans.
  3. 36 Episodes (5 minutes long episode).
  4. Sourcing of actors and studio for recording.
  5. Creation of promotional jingles to be played before and after the drama (30 Sec).
  6. Securing of airtime/radio slots in various radio stations (Community, regional, provincial and national -Mainstream media) as per requirements of the user department.
- d. **Audio Visual Media:** This includes various television stations (regional, provincial and national/mainstream). Bidder must secure/buy TV advertising space for CENTLEC on:
1. TV sponsored programs.
  2. CENTLEC owned programs.

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3. Public service announcements and normal adverts (Duration in seconds 15, 30, 45).
4. TV Broadcast elements.
5. Lower thirds.
6. Squeeze backs.
7. Animated corner logo screen placement; and
8. Product placement on soapy storylines.

**e. Electronic/digital Media:** The bidder must secure/buy advertising space in various websites, social media platforms, live streaming media platforms, advertising screens, electronic billboards etc.

**f. Outdoor Media Coverage:**

Bidder must secure/buy outdoor advertising space for CENTLEC on the following:

1. Street poles.
  2. Bill Boards.
  3. LED screen in Commuter Hubs e.g. Taxi Rank/Train Stations.
  4. Digital ad scrolls.
  5. Taxi rank TV's.
  6. Taxi, bus and bus shelter branding.
  7. Stadium Branding.
  8. Public bathrooms; and
  9. Airport Branding.
- 3.1.2 Prepare Monthly electronic Newsletter: Production (planning & coordination, editing, design and layout, publishing and distribution minimum 5 pages or more.
  - 3.1.3 Develop and maintain market related rate card, according to various media houses in relation to their area of coverage, print order and Living Standards Measure (LSM).
  - 3.1.4 Develop content for print and electronic media to be approved by CENTLEC and be uploaded on all CENTLEC social platforms.
  - 3.1.5 Media monitoring on editorials as well as advertorials of CENTLEC on a weekly basis.
  - 3.1.6 Study and analyze the advertising markets and audience relating to CENTLEC's business and provides reports to CENTLEC on a monthly basis.
  - 3.1.7 Resize and edit materials according to media plan including ad hoc placements.

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## 3.2 ADVERTISING AND MANAGEMENT OF THE DIGITAL SCREEN (6544H x4496 W)

- 3.2.1 Marketing and Management (*daily monitoring and technical support*) of the screen on behalf of CENTLEC.
- 3.2.2 Develop marketing and advertisement strategy of the LED digital screen to external stakeholders and indicate the projected income.
- 3.2.3 Develop and maintain market related rate card, according to screen specifications.
- 3.2.4 Provide CENTLEC with monthly advertising report and schedule.
- 3.2.5 Compile and submit a proposal on different advertising rates for the screen to generate revenue.
- 3.2.6 Develop content for digital screen and be uploaded after the approval by CENTLEC.
- 3.2.7 Develop and produce the drama for radio aligning with the themes from Communications and Marketing unit that will be broadcasted after the approval by CENTLEC.
- 3.2.8 Service provider should provide training to CENTLEC personnel and provide manual for operations.

## 3.3 ADHOC SERVICES

### 3.3.1 Events Management:

The successful bidders will be required to manage the following type of events, implement, and manage all logistics for the event including venue arrangements but not limited to:

1. Bloem Show Week.
2. Mandela Day.
3. CENTLEC Day.
4. Memorial Prayer.
5. National Electricity Safety.
6. National Science Week.
7. MACUFE.
8. Corporate Social Investment (CSI).
9. Men and Women's' day.
10. Road Shows.
11. Ministerial Outreach/Electrifications (launch).
12. Memorial Services.

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## Logistics for The Event:

Provide logistical requirements for the events of CENTLEC . Logistical arrangements may include the following services and facilities, but not limited to:

1. Sourcing of a venue that can accommodate the number of guests as required by the user department.
2. Renting of Marquee /tents.
3. Furniture (Tables, chairs, podium).
4. Mobile toilets.
5. Public Address System (PA System).
6. Entertainment (Live band performance; DJ).
7. Sound equipment and recording.
8. Stage and production including lighting.
9. Photography and videography.
10. Audio-visual equipment .
11. Climate Control, e.g. Heating or cooling system.
12. Power generator(s).
13. Clearing and cleaning of the site (before and after event).
14. Sufficient number of safe parking.
15. Exhibition Facilities.
16. Provide and recommend artists line up to suit the type of event.
17. Décor.
18. Provision for beverages.
19. Exhibition stands.
20. Prepare and set-up the information kiosk arrangement.
21. Ensure availability of support services throughout the event; and
22. Facilitate the booking, and payments of artists for live performances including guest speakers and programme directors.
23. Brochures.
24. Promotional gifts.
25. Provide table tags.
26. Tickets.
27. Stall as per the requirement of the user department.
28. Branded attire for the event.
29. Arrangements for visual arts, performing arts and corporate video.
30. Securing invites of different stakeholders.

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## 3.3.2 Corporate Branding:

### 3.3.2.1 Promotional material and items:

1. Branded pens.
2. Branded rulers.
3. Lanyards.
4. Solar jars.
5. Surge plug protectors.
6. Headphones.
7. USB Flash drives.
8. Power Banks.
9. Coffee mugs/Tumblers.
10. Energy saving bulbs.
11. Caps/Beanies.
13. T shirts.
14. Fleece/puffer jackets.
15. Branded Laptop bags.
16. Branded Sling bags.
17. Surgé protectors.
18. Mathematical sets (Branded).
19. Branded Umbrellas.
20. Branded Electric Appliances (kettle, hot plate stove, irons and heaters).
21. Wall Watches.

### 3.3.2.2 Corporate gifts:

1. Bluetooth speakers.
2. Flask and cup set.
3. Bottle openers.
4. Colour changing mugs.
5. Multifunction Night Light.
6. Ball point and highlighter.

### 3.3.2.3 Signage (External)

1. Customized sizes.

### 3.3.2.4 Internal & External Branding

#### a) Outdoor Branding:

1. Gazebos.
2. Lantern Banners.
3. The Revolving Lantern Banners.
4. Branded Director Chairs.
5. Frame Banner.
6. Umbrellas.

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## b) Indoor Branding:

1. Pull up Banners.
2. Media Banners.
3. Stretch-Fitted Table Cloth.
4. Graphic Panel.
5. Trestle Table packing.
6. The Promo Counter.
7. Graphic Panel.
8. Carry Bag.

### 3.3.2.5 Vehicle Branding

1. Full wrap.
2. Door Stickers.  
(Customized sizes due to the make and the sizes of vehicle to be branded)

### 3.3.2.6 Other Branding Material:

1. Printing of A4 Z fold pamphlets (gloss) including designing and layout.
2. A4 branded certificates printed in full corporate colours.
3. Posters with aluminium frames (gloss, custom sizes).
4. Fence wrap.

## 3.4 SPECIAL CONDITIONS

- 3.4.1 Bid documents may only be submitted on the official bid format. Bidders may approach all advertisers complying with the relevant statutory bodies and other requirements.
- 3.4.2 Support for the Bidders proposals should be evidenced by a signed participation confirmation from companies who will support their recommended structure at the terms, conditions and exceptions proposed by bidder.
- 3.4.3 This contract will be valid for the period of thirty six (36) months from the date of appointment.
- 3.4.4 A monthly meeting needs to be scheduled with the relevant CENTLEC officials directly dealing with advertising.
- 3.4.5 It would be required from the bidder to submit and present on invitation a comprehensive power point presentation which would demonstrate the proposed process. **(A hard copy of this power point presentation should be submitted with the bid as required for technical evaluation).**

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- 3.4.6 The Service Provider shall execute and complete the work strictly in accordance with this contract to the satisfaction of CENTLEC, as represented by the Representative and shall comply with the Representative's instructions and directions required for execution and conclusion of the work.
- 3.4.7 The service provider together with our IT department shall provide technical support and maintenance of the screen 24/7 for the duration of the contract.

## 4 EVALUATION CRITERIA

All proposals submitted will be evaluated in accordance with the criteria set out in the policy of Supply Chain Management of the Entity.

The most suitable candidate will then be selected.

Furthermore, technical competence is the principal selection criteria, CENTLEC will evaluate the technical criteria first, and will only look at the price and specific goals if it is satisfied with the technical evaluation. Please take note that CENTLEC (SOC) Ltd is not bound to select any of the bidders' submitting proposals, lowest price and has the right to appoint more than one bidder.

### 4.1 EVALUATION CRITERIA

Table 1 – Evaluation criteria

No.	Criteria	Description	Points
4.1.1	Approach and methodology	The approach and methodology to demonstrate the intended services?  Bidders should by means of a compulsory Power Point presentation illustrate the advertising model.  Has the bidder addressed the following criteria in their proposal? Printing and Electronic media as per 3.1.1 of the scope of work = <b>10 points</b> Management of the digital Screen as per 3.2 of the scope of work = <b>10 points</b> How revenue will be generated as per 3.2 of the scope of work = <b>15 points</b>	35
4.1.2	Experience and Knowledge	Submit at least two (2) reference letters signed by the duly authorized official with contact details to confirm the successful completion of a similar scope. These letters should be for work completed within the last two (2) years. <ul style="list-style-type: none"><li>• Two (2) letters = <b>10 points</b></li><li>• Three (3) letters or more = <b>20 points</b></li></ul>	20
4.1.3	Skills and capacity	The service provider must prove sufficient capacity by means of :	25

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No.	Criteria	Description	Points
		Organizational structure = <b>5 points</b> CV's of both the graphic designer and language practitioner that should include their qualifications and membership of recognized registered body for proof reading services and advertising skills: One (1) CV on both a graphic designer and a language practitioner = <b>10 points</b> Two (2) or more CV's on both a graphic designer and a language practitioner = <b>20 points</b>	
4.1.4	Local(Mangaung) operational capability and economic investment	Does the bidder have a local office with operational capability? (a) Existing and established local office = <b>20 points</b> (b) If not, but within RSA = <b>10 points</b>	20
	<b>TOTAL</b>		<b>100</b>

A bidder who gets a minimum of 70 points and above will qualify to the next stage. Individual tenders would have to be evaluated according to the preferential point system. The bidder must score minimum points as follows:

Item 1 – 35 points

Item 2 – 10 points

Item 3 – 15 points

Item 4 – 10 points in the Evaluation Criteria.

### 4.2 PRICE AND REFERENTIAL POINTS SCORING – STAGE 2 (Price and Specified Goals requirement)

All Bidders that have passed the technical evaluation threshold of 70 points would also be scored based the 80/20 principle where 80 Points is for the Price and 20 points for specified goals as per the detail given below:

### 4.3 Points awarded for price.

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

$$\text{Where } P_s = 80 \left[ 1 - \frac{P_t - P_{\min}}{P_{\min}} \right]$$

$P_s$  = Points Scored for comparative price of bid under consideration

$P_t$  = Comparative Price of bid under consideration

$P_{\min}$  = Comparative Price of lowest acceptable bid

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## 4.4 Points awarded for Specified Goals Requirement

In terms of Regulation 3.(1) An organ of state must, in the tender documents, stipulate— (a) the applicable preference point system as envisaged in regulations 4, 5, 6 or 7; (b) the specific goal in the invitation to submit the tender for which a point may be awarded, and the number of points that will be awarded to each goal, and proof of the claim for such goals in accordance with the table below;

**Table 2: Specified Goals for Preferential Point System**

<b>Specified Goals</b>	<b>Points Allocation</b>
50% Black owned (attach detailed CSD Report	10
50% Women owned (attach detailed CSD Report	5
50% Youth owned <35 years (attach detailed CSD Report)	5
<b>Total Points</b>	<b>20</b>

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## 5. PRICING SCHEDULE

### 5.1 PRINT AND ELECTRONIC MEDIA

Prices should be in rands and exclusive of VAT. Transport costs must be included in the pricing.

NB: The table below should be used to capture the cost per category. Price increase for the outer years will be based on the media house`s revised rates. Successful bidder(s) must submit proof of the revised rates from the media house(s).

Table 3: Pricing schedule

Item Reference	Description	Activity	Price ( R )	
<b>5.1.1 (a)</b>	<b>Print Media</b>			
	<b>Courant</b>	Media Strips		
		Banners		
		Inserts		
		Quarter page		
		Half page		
		Double page		
		Center Spread		
		Full page		
	<b>City Press</b>	Media Strips		
		Banners		
		Inserts		
		Quarter page		
		Half page		
		Double page		
		Center Spread		
		Full page		
	<b>Express</b>	Media Strips		
		Banners		
		Inserts		
		Quarter page		
		Half page		
		Double page		
		Center Spread		
		Full page		
	<b>Volksblad</b>	Media Strips		

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		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
	<b>Sowetan</b>	Media Strips	
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
	<b>Rapport</b>	Media Strips	
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
	<b>Careers 24</b>	Media Strips	
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
	<b>Daily Sun</b>	Media Strips	
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	

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		Full page	
	<b>The Citizens</b>	Media Strips	
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
		<b>Bloem Nuus</b>	Media Strips
	Banners		
	Inserts		
	Quarter page		
	Half page		
	Double page		
	Center Spread		
	Full page		
	<b>Mangaung Issue</b>		Media Strips
		Banners	
		Inserts	
		Quarter page	
		Half page	
		Double page	
		Center Spread	
		Full page	
		<b>The Mail</b>	Media Strips
	Banners		
	Inserts		
	Quarter page		
	Half page		
	Double page		
	Center Spread		
	Full page		
Item Reference	Description		Activity
<b>5.1.1 (b)</b>	<b>Audio Media</b>		
	<b>Mosupatsela FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	

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		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
		Outside Broadcast per hour	
	<b>Motheo FM</b>	Radio advertising (Duration : 5, 10, 15, 20,25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	

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		Outside Broadcast per hour	
	<b>Radio Bloem</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
			Outside Broadcast per hour
	<b>Lesedi FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	

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		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
		Outside Broadcast per hour	
	<b>KOVSI FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	

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		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
		Outside Broadcast per hour	
	<b>CUT FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
			Outside Broadcast per hour
	<b>Rosestad FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	

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		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
		Outside Broadcast per hour	
	<b>OFM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
			Outside Broadcast per hour

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	<b>FREE STATE ONLINE</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	
		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
			Outside Broadcast per hour
	<b>TAKALANI FM</b>	Radio advertising (Duration : 5, 10, 15,20, 25,30,35, 45, 50", 55,60 seconds)	
		Radio sponsored programs;	
		CENTLEC owned programs;	
		Public service announcements per1 minute	
		Product placements on storylines per minute	
		Live reads	
		Jingles	

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		Pre-recorded adverts during campaigns and roadshows)	
		Studio/telephonic Radio interviews (30 minutes, 1 hour )	
		Outside Broadcast per hour	
Item Reference	Description	Activity	Price ( R )
5.1.1 (d)	Audio Visual Media (TV)		
	SABC 1, 2 & 3	TV Sponsored programme	
		CENTLEC owned programs;	
		Public service announcements and normal adverts (15"/30"/45");	
		TV Broadcast elements;	
		Lower thirds	
		Squeeze backs	
		Animated corner logo screen placement; and	
		Product placement on soapy storylines.	
		eTV	TV Sponsored programme
	CENTLEC owned programs;		
	Public service announcements and normal adverts (15/30/45");		
	TV Broadcast elements;		
	Lower thirds		
	Squeeze backs		
	Animated corner logo screen placement; and		

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		Product placement on soapy storylines.	
	<b>SuperSport</b>	TV Sponsored programme	
		CENTLEC owned programs;	
		Public service announcements and normal adverts (15/30/45) seconds	
		TV Broadcast elements;	
		Lower thirds	
		Squeeze backs	
		Animated corner logo screen placement; and	
		Product placement on soapy storylines.	
		<b>One Free State TV</b>	TV Sponsored programme
	CENTLEC owned programs;		
	Public service announcements and normal adverts (15/30/45");		
	TV Broadcast elements;		
	Lower thirds		
	Squeeze backs		
	Animated corner logo screen placement; and		
	Product placement on soapy storylines.		
	<b>Mzansi Magic</b>		TV Sponsored programme
		CENTLEC owned programs;	
		Public service	

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		announcements and normal adverts (15/30/45) seconds	
		TV Broadcast elements;	
		Lower thirds	
		Squeeze backs	
		Animated corner logo screen placement; and	
		Product placement on soapy storylines.	
	<b>Moja Love</b>	TV Sponsored programme	
		CENTLEC owned programs;	
		Public service announcements and normal adverts (15/30/45) seconds	
		TV Broadcast elements;	
		Lower thirds	
		Squeeze backs	
		Animated corner logo screen placement; and	
	<b>Mzansi Wethu</b>	Product placement on soapy storylines.	
		TV Sponsored programme	
		CENTLEC owned programs;	
		Public service announcements and normal adverts (15/30/45) seconds	

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		TV Broadcast elements;	
		Lower thirds	
		Squeeze backs	
		Animated corner logo screen placement; and	
		Product placement on soapy storylines.	
Item Reference	Description	Activity	Price ( R )
5.1.1 (e)	<b>Electronic/digital Media</b>		
	<b>Advertising space</b>	Cost per click on search network, display network	
		Cost per action-Google advertising search campaigns in various websites	
		social media platforms	
		live streaming media platforms	
		Advertising on screens, electronic billboards etc	
		Live Streaming to multiple platforms	
		Electronic Bill boards	
Item Reference	Description	Activity	Price (R)
5.1.1 (f)	<b>Outdoor Media Coverage</b>		
	<b>Outdoor Media Coverage</b>	Stadium Branding: Toyota, Dr Molemela & Cricket (Mangaung Oval)	
		4-6 minutes exposure per match on LED boards	
		4 – 6 minutes per match on all televised matches	
		<b>Airport Branding:</b>	
		<b>Digital</b>	

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		Airport.TV	
		Visionet	
		Connections hub	
		Digital totens	
		2. The Atrium	

Table 4: Digital Screen

Item Reference	Description	Activity	Price (R)
3.2	Advertising and Management of the Digital Screen	% Commission based on the advertising revenue generated for each R100	

Table 5: Adhoc Services

Item Reference	Description	Activity	Price (R)
3.3	<b>ADHOC SERVICES</b>		
3.3.1	<b>Events Management</b>		
	Bloem Show Week		
	Mandela Day		
	CENTLEC Day		
	Memorial Prayer		
	National Electricity Week		
	National Science Week		
	MACUFE		
	Corporate Social Investment (CSI)		
	Men and Women's Day		
	Road Shows		
	Ministeral Outreach/Electrification s (launch)		
	Memorial Services		
3.3.2	<b>Corporate Branding</b>		
3.3.2.1	Promotional Material & Items		
3.3.2.2	Corporate Gifts		

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3.3.2.3	Signage (Internal & External)	Sizes: Custom sizes	
3.3.2.4	Indoor & Outdoor branding	Outdoor Branding:	
		<b>Gazebos:</b> 2m x 2m (Steel) 3m X 3m (Steel) 3m x 4,5; custom size	
		<b>The Revolving Lantern Banners:</b> 0,8m x 2m; 0,6m x 1,5m	
		<b>Branded Director Chairs:</b> 950mm (h) x 550mm (w) X 450mm (d)	
		<b>Frame Banner:</b> 2m X 1m	
		<b>Umbrellas:</b> 2m X 2m, 2,5m x 2,5m ; 3m x 3m	
		Indoor Branding:	
		<b>Pull Up Banners</b> (1500mm X 2000mm)	
		<b>Stretch Fitted Table Cloth:</b> (3.3m x 2.2m)	
		<b>Graphic Panel:</b> A0; A2; A1, A3 ; custom size	
		<b>Trestle Tables:</b> 180mm X 750mm	
		<b>The promo counter:</b> 850mm (h) x 890mm (w) x 350mm(d)	
<b>Media Banner:</b> 1150mm X 2250mm, 2250mm X 2250mm, 3000mm X 2250mm, 3750mm X 2250mm, 4500mm X 2250mm; custom size			
<b>Curved Wall banners:</b> 1150mm X 2250mm, 2250mm X 2250mm, 3000mm X 2250mm, 3750mm			

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		X 2250mm, 4500mm X 2250mm; custom size	
		<b>Telescopic Banners:</b> 200mm X 680mm; 3000mm x 680mm, 4000mm x 680mm	
3.3.2.5	Vehicle Branding	Full Wrap: Custom Size	
		Door Stickers: 17,7cm x 12, 7cm; 29,2cm x 7,6cm; 15,2 cm-20,32cm; Custom size	
3.3.2.6	Other Branding Material		
	Printing of Pamphlets (gloss) including designing and layout	A4 Z fold, A5, A6	
	Branded certificates printed in full corporate colours	A4, A3, A2	
	Poster with aluminium frames (gloss, custom sizes)	A3, A2, A1, A0	
	Fence wrap	Any Custom size	

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## 6. MENU

Prices should be in rands and exclusive of VAT. Transport costs must be included in the pricing.

Table 6: Catering Menu

Item Reference	Description	COST PER PERSON	Price (R)
6.1	<b>BREAKFAST</b>		
	<b>English Breakfast</b>		
	Eggs (boiled/scrambled/poached or baked)		
	Bacon/Fish cakes		
	Sausage (beef/pork/chicken or lamb)		
	Roasted tomato		
	Toasted bread/plain (white and/ or brown/whole grain or low GI)		
	Cereals/soft porridge		
	Fresh fruit salad		
	Yoghurt (250ml) assorted		
	Tea plain/rooibos		
	Coffee (caffeinated/de-caffeinated)		
	100% juice 500ml bottle screw topped (assorted)		
	500ml bottled water screw topped		
	Sugar(brown, white or sweetener) honey, lemon slices		
	Milk full cream/2% low fat/fat free/coffee creamer		
	Wrapped toothpick		

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	Serviettes		
	Cutlery and Crockery		
	<b>Morning Tea</b>		
	Tea plain/Rooibos		
	Coffee (Caffeinated/de-caffeinated)		
	100% juice 500ml bottle screw topped Or can 340ml juice (assorted)		
	500ml bottled water screw topped		
	Sugar(brown, white or sweetener) honey, lemon slices		
	Milk full cream/2% low-fat/fat free/coffee creamer		
	Variety of fresh fruit		
	Cheese pre-sliced and spreads		
	Savory and sweet muffins (variety)		
	Wrapped toothpicks		
	Serviettes		
	Cutlery and Crockery		
<b>6.2</b>	<b>LUNCH</b>		
	<b>Starter: A choice of one plus a vegetarian option</b>		
	Chicken salad		
	Chicken livers		
	Fish on a bed of lettuce		
	Mini Quiche		
	Vegetable Sticks with a dip		
	<b>Main Course (1)</b>		

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	Savoury Rice/Plain Rice		
	Roasted chicken (1/4 chicken breast/leg)		
	Lamb chops (2 chops) best-end		
	Creamed spinach with feta		
	Butternut (roasted with cinnamon)		
	Greek salad		
	100% Juicy 500ml bottle screw topped or can 340ml juice (assorted)		
	500ml Bottled water screw topped		
	<b>Main Course (2)</b>		
	Savoury Rice/Plain Rice		
	Steak (200g)		
	Lamb chops (2 chops) best-end		
	Butternut (roasted with cinnamon)		
	Greek salad		
	100% Juicy 500ml bottle screw topped or can 340ml juice (assorted)		
<b>6.3</b>	<b>Dinner</b>		
	<b>Starter:</b>		
	Chicken salad		
	Chicken livers		
	Fish on a bed of lettuce		
	Soup (vegetables soup with cocktail bun)		
	<b>Main Course:</b>		
	Savoury Rice/Plain Rice		
	Two of the following meats:		

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	Fish (Fried/Grilled) Tartare sauce		
	Roasted Beef with gravy		
	Roasted chicken (1/4 chicken breast/leg)		
	Lamb chops (2 chops) best-end		
	Two of the following salads:		
	Potato salad		
	Red kidney bean		
	Greek salad with feta cheese (salad dressing separate)		
	Two of the following vegetables:		
	Roasted vegetables		
	Green beans with potatoes		
	Butternut (roasted with cinnamon)		
	Creamed spinach with feta		
	100% Juicy 500ml bottle screw topped or can 340ml juice (assorted)		
<b>6.4</b>	<b>Mass Catering</b>		
	<b>Healthy pre-pack meal</b>		
	1 White and 1 Brown bread roll (individually wrap)		
	Fillings: Ham and cheese or peanut butter and jam or chicken and mayonnaise		
	2 X Fruit in season		

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	100% Juice 500ml bottle screw topped or can 340ml juice (assorted)		
	500ml Bottled water screw topped		
	Packaging: Brown paper bag and bread wrap separately		
	Delivery: cold chain must be maintained		
	<b>Potjiekos and pap (Red meat)</b>		
	Portion per person minimum: 250g Pap, 150g meat and 200g mix vegetables		
	<b>Packaging:</b>		
	Polystyrene container with plastic cutlery		
	100% Juice 500ml bottled screw topped or can 340ml juice (assorted)		
	500ml Botled water screw top		
<b>6.5</b>	<b>Light Snack</b>		
	50g salted peanuts		
	50g dried fruit mix		
	3 X cocktail buns (Individually wrapped) fillings, ham and cheese, peanut butter and jam		
	1 X fresh fruit in season		
	1 X pack of dried chips		
	Biltong 100g		
	100% 500ml juice screw top bottle		

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	500ml bottled water		
	Packaging: Pre-pack in brown paper bag/platter  Delivery: Cold chain to be maintained		

Other services relating to the scope of work not listed above will require a third party quotation with the maximum of 10 % markup.

## 7. CONTACT DETAILS

- 7.1 For any further technical information regarding the document contents please contact Mr. T Leba e-mail: [tseliso.leba@centlec.co.za](mailto:tseliso.leba@centlec.co.za) . Such queries must be done in writing, the email address provided serves for this purpose. The answer to one question will be sent to all the other prospective bidders that have bought the bid documents.
- 7.2 For Supply Chain Related questions, please contact Me Palesa Makhele at [Palesa.Makhele@centlec.co.za](mailto:Palesa.Makhele@centlec.co.za)