



APPOINTMENT OF A SUITABLE PANEL OF THREE SERVICE PROVIDERS FOR PROVISION OF MEDIA BUYING, MEDIA PRODUCTION & MARKETING SERVICES TO COUNCIL FOR GEOSCIENCE (CGS) FOR A PERIOD OF THREE (03) YEARS

NAME OF THE BIDDER.....

TENDER NUMBER: CGS-2025-0018FM

CLOSING DATE AND TIME: 30 September 2025 at 11h00

PRICING SCHEDULE

Important Note:

1. Bidders are required to carefully read the content of the RFP document before completing the pricing schedule
2. Bidders must note that any incomplete percentage under Table 1 below will result in their price proposal been regarded as non-responsive.
3. The services enlisted in the RFP will be sourced "as and when required".
4. For the purposes of evaluation only, CGS has provided the values on Table 1.
5. Bidders are required to state percentage commission to Agency
6. Bidders must note that CGS will conduct price evaluation on the proposed % Commission to Agency fee for all media types against estimated budget published with this tender.
7. Bidders must propose a firm price proposal for Commission. CGS reserves the right to negotiate the Commission and discounts with recommended bidder(s) prior to signing the services level agreement.

TABLE 1: % COMMISSION PRICE PROPOSAL FOR MEDIA BUYING

Media type	Estimated Budget (A)	CGS Media Strategy Percentage allocation	% Commission from Media Owner to Agency (to be completed by the bidder) (B)	TOTAL PRICE VAT INCL: <u>To be completed by the bidder</u> = A X B
Example	R500.00		4 %	R500 x 4% = R20
Print Media	R1,000,000.00	20%	%	R
Digital	R1,000,000.00	25%	%	R
Radio	R1,000,000.00	25%	%	R
Television	R1,000,000.00	15%	%	R
Out-of-Home	R1,000,000.00	15%	%	R
TOTAL VAT INC				R



TABLE 2: RESOURCES

CATEGORY	RESOURCES	HOURLY RATES (VAT INCL)			
		YEAR ONE	YEAR TWO	YEAR THREE	TOTAL VAT INCL
NEWSLETTERS					
External digital newsletter	Copywriter				
	Senior Content Writer				
	Proofreader 1				
Internal digital newsletter	Copywriter				
	Senior Content Writer				
	Proofreader				
DIGITAL MARKETING					
Content development for all digital platforms	Copywriter				
	Content Producer				
	Digital Strategist				
Live streaming	Camera Operator				
	Digital Content Creator				
	Senior Technician				
Social media management	Digital Strategist				
	Social Media Manager				
	Senior Digital Manager				
	Digital Content Creator				
	Graphic Designer				
REPUTATION MANAGEMENT					
Media Training of CGS Scientists & Exco (30 Individuals)	Media Trainer				
	Account Manager				
MARKETING & ADVERTISING					



Develop and implement integrated marketing campaign (above the line, below the line & through the line) plans that align with CGS	Content Developer				
	Public Relations Manager				
	Public Relations Write				
MARKETING PRODUCTION					
45" generic TV advertisement	Executive Producer				
	Production Manager				
	Account Manager				
	Art Director				
	Creative Director				
	Strategist				
	Copywriter				
	Production Assistant				
	Editor				
30" generic radio advertisement	Content developer				
	Editor				
	Account Manager				
	Copywriter				
	Art Director				
	Producer				
DIGITAL MARKETING					
Content development and management for the intranet, website and all other internal channels	Copywriter				
	Content Producer				
	Digital Developer				
	Art Director				
Development and implementation of a digital media campaign plan	Copy Writer				
	Production Manager				
	Digital Marketing Manager				
STRATEGIC PUBLIC RELATIONS					
Development and execution of the PR	PR and Communication Strategist				



strategy and plan	PR research Assistant				
	Media Planner/ Buyer				
EVENTS MANAGEMENT					
Planning and execution of end-to-end events	Events Manager				
	Events Coordinator				
	Creative Director				
	Technical Director				
	Production Manager				
TOTAL VAT INCLUSIVE					

BID PRICE SUMMARY

DESCRIPTION	AMOUNT VAT INCL
Media buying (Table 1)	R
Resources (Table 2)	R
TOTAL BID PRICE VAT INCLUSIVE	R

Important: The total bid prices for a period of three years will be used for evaluation on Price and Specific goals only as it is not practical to determine the total costs due to the nature of the services and noting that this will be "as and when required".

ADHOC AND VALUE-ADDED SERVICES AT THE COST PLUS

No	Description	Cost plus mark-up %		
		Year one	Year two	Year three
1	Integrated event management (Agency cost)	%	%	%
2	Marketing & promotional materials (branded)	%	%	%

TREATMENT OF ARITHMETIC ERRORS IN THE BID PRICE

- If the pricing schedule apply and there is an error in the line-item total resulting from the product or services of the unit rate and quantity, the line-item total shall govern, and rate shall be corrected. Where there is obviously gross misplacement of the decimals point in the unit rate, the line-item total as quoted shall govern and the unit rate shall be corrected.



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- Where there is an error in the prices, either as result of other corrections required by the checking process or in the bids addition of prices, the **total of the prices shall govern**, and the service provider will be asked to revise selected item prices to achieve the total quoted price.
- No bidder shall be offered competitive advantage to change total quoted prices after the closing of the bid.

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Signature

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Date

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Position

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Name of bidder