



sport, arts & culture

Department:  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

I Choose 2 B Active...  
...HOW ABOUT YOU?



**RFQ SPEC:**  
**DIRECTORATE:**  
**SUBMITTED BY:**  
**DATE:**

**MARKETING**  
**MARKETING**  
**QUEEN NNANIKI MALESA**  
**02 March 2023**

## **1. BRIEF TO BIDDERS**

Bidders who are responsible for conceptualising and implementing marketing campaigns - utilising influencer marketing in physical as well as especially on digital platforms are being asked to respond to this RFQ.

March 2023 will see the campaign I Choose 2 B Active dramatise the importance of the impact of obesity to the South Africans society in socio-economic terms and how obesity can be addressed collectively. This is inline with World Obesity Day which is observed by WHO annually.

Please note that the service provider appointed will serve to ensure appointment of the I Choose 2 B Active Influencer team to execute the duties of influencer marketing through the delivery of a set of activities and which should form part of the Content Plan for March 2023 in these key areas:

- 3.1 Virtual Gym Mobilisation Drive
- 3.2 Procurement of SMS Communication
- 3.3 Community Database Growth of I Choose 2 B Active OCP (Online Community Platform)
- 3.4 Content Planning Curation and Production
- 3.5 Influencer Marketing Procurement

Key to note is that this month - mobilisation around the commemoration of 21 March 2023 will see influencers participate in the drive to get more citizens participate in the Hybrid Virtual Gym class to be held on the morning of 21 March 2023.

The fitness influencers and instructors as well as team producing marketing collateral must be mostly through the utilisation of those who are currently noted as youth in this country - as this community is marginalised and this enables addressing youth unemployment in the country.

## **2. SCOPE OF SPEC TO BIDDERS**

Bidders who have experience, expertise and skills to deliver a digital marketing content plan promoting campaign activations are to revert with an RFQ which responds to the deliverables cited below  
i.e. **Quote must outline costs for delivery of 3.1 to 3.6 as well as show costings for project management fee of the work done:**



SCOPE	ACTIVITY	DELIVERABLES	TANIGBLE MEASUREMENTS
3.1	Virtual Gym Mobilisation Drive	For the month of March 2023 - procurement of 5 Fitness Instructors with proof of qualifications as group fitness instructors will be expected to deliver: <ul style="list-style-type: none"> <li>• 5 Virtual Classes on Zoom, Instagram, Facebook and TikTok daily from Monday - Friday.</li> <li>• To promote each of the virtual gym classes they host individually</li> <li>• To record 3-5 minutes workout videos that shows delivery of various exercises representing the Loving Yourself Through Healthy Living exercise habits</li> <li>• Gym Manager to manage and coordinate the instructors' schedule, develop Virtual Gym Theme script for March 2023 as well as also host one of the 5 gym classes</li> <li>• Zoom Platform subscription for hosting classes</li> <li>• Instructors will be expected to procure their own music for their classes and advise</li> <li>• SAMRA to be paid for all music usage rights used by Instructors by service provider</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Instructors</li> <li>• 5 Classes weekly</li> <li>• 5 videos recorded per instructor promoting the Loving Yourself Through Healthy Living</li> <li>• Gym Manager</li> <li>• Gym Manual and Gym Script for March 2023 Content Plan</li> <li>• Zoom platform subscription</li> <li>• SAMRA payments for music rights usage during classes by instructors</li> <li>• Hosted Virtual Gym Class as a hybrid activation for 21 March 2023</li> <li>• To secure venue and team of instructors who will host the day along with camera crew.</li> </ul>
3.2	Procurement of SMS Communication	Procurement of SMS Airtime Bundle for: <ul style="list-style-type: none"> <li>• Sending out of weekly SMS to at least 6000 VIP registered members of I Choose 2 B Active</li> </ul>	<ul style="list-style-type: none"> <li>• SMS Weekly send out for 4 weeks to 6k numbers</li> </ul>
3.3	Community Database Growth of I Choose 2 B Active OCP (Online Community Platform)	Management of the Community Database Growth of I Choose 2 B Active OCP: <ul style="list-style-type: none"> <li>Sending out weekly emails to VIP registered</li> <li>Procuring the services of Analytics Officer to monitor analytics of the platform, Generate reports, Activate AdSense adverts through SEO/Key Words activation</li> <li>Procure services of OCP developer and OCP Designer to update the changes resulting from recommendations of the Analytics Report</li> </ul>	Analytics Report Analytics Officer OCP Developer OCP Designer Ad Sense paid-for advertising in response to Key Words amplification
3.4	Content Planning Curation and Production	Procurement of Content Planning Team whose role is curate and distribute the content produced to promote the March 2023 theme: <ul style="list-style-type: none"> <li>1 Project Content Curator - to develop the content plan for March 2023</li> <li>2 Community Engagement Coordinators - to promote content on social media platforms of WhatsApp, TikTok, YouTube, FaceBook, Instagram, Twitter</li> <li>Camera crew for the shoot of March 2023</li> <li>Video Editor - to record video content in line with content plan</li> <li>Video Animator - who works with the Editor in the compilation of the AV produced to promote the ABC's of Fitness</li> </ul>	Produced promo TV to promote March, Exercise - It's Your With theme content for March 2023 advertising  The services expected of the following personnel: <ul style="list-style-type: none"> <li>• 2 Community engagement Coordinators</li> <li>• 1 Content Curator</li> <li>• 1 Project Coordinator</li> <li>• 1 Camera set crew</li> <li>• 1 Video Editor</li> <li>• 1 Video Animator</li> <li>• 1 Photographer</li> </ul>



3.5	Influencer Marketing Procurement	<p>To procure Influencers who will ensure &amp; drive daily delivery of promoting the March 2023 content plan:</p> <ul style="list-style-type: none"><li>• The influencers must already be engaging on social media platforms on the health and wellness content</li><li>• Each influencer must drive once a week own engagement content promoting the Exercise, It's Your Right theme of March 2023</li><li>• Each influencer will be expected to highlight strongly the promoting Gym classes schedule, The Streets Are Calling content, mobilise growth of OCP, promote our virtual interview sessions</li><li>• Each influencer must ensure that monthly they reach a target of 20k - 30k impressions of their total posts.</li><li>• Each Influencer must deliver in the month of March 2023 a community mobilisation activation which rallies registration of at least 100 people to join them on a Saturday for a TSAC Activation</li></ul>	<ul style="list-style-type: none"><li>• 9 Influencers</li><li>• Daily posting of I Choose 2 B Active content</li><li>• 20-30K Impressions reached month-end by each Influencer</li><li>• 4 original content posts curated and posted (one per week)</li></ul>
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#### **4. CRITERIA OF QUOTES SUBMISSION**

The service providers submitting 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 month of March 2023 to highlight the benefits of the campaign
- Must manage the processes unfolding and ensure briefings for all relevant collateral being procured
- Must ensure payments to all influencers by end of the month - so as to mitigate likely negative backlash on social media platforms of non-payments.

The bidder submitting quotations must meet the following criteria:



	Criteria	Weight	Value Rating Points
3.1	<p><b><u>EXPERIENCE IN RENDERING A SIMILAR SERVICE</u></b></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"> <li>• A list of the client/s and attach the reference letters outlining undertaking of marketing activations involving influencer marketing content planning delivery</li> <li>• Letters of reference must be provided of previous or existing clients not more than 5 years old.</li> <li>•</li> </ul> <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"> <li>• 0 reference letter of contract successfully delivered for the above = Poor serving as non-compliant</li> <li>• 1 reference letter of contract successfully delivered for the above= Average</li> <li>• 2 reference letters contracts successfully delivered = Above average</li> <li>• 3 + reference letters of contracts successfully delivered and above = Good</li> </ul> <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 = above average 30 - 40 = good</p>
3.2	<p><b><u>INFLUENCER MARKETING EXPERIENCE - MARKETING TECHNICAL EXPERTISE</u></b></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"> <li>• A sample of a developed marketing content plan produced by the bidder's organisation and as substantiated in the reference letter supplied.</li> </ul> <p><u>Submission thereof assessed as follows:</u></p> <ul style="list-style-type: none"> <li>• No Provision of marketing content plan showing credibility of competency = Poor</li> <li>• Provision of 1 marketing content plan showing credibility of competency as delivered by bidder and supported by reference letter already supplied = Good</li> </ul>	30	<p>0-6 = Poor 24-30= Good</p>



	Criteria	Weight	Value Rating Points
3.3	<b><u>PROOF OF AUDIO VISUAL CONTENT CURATED</u></b>  <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: <ul style="list-style-type: none"><li>• A reel of 2-3 60 seconds - 2 minutes video clips curated for social media purposes</li><li>• Reels produced for video curated content for promotion on TikTok, Instagram and Youtube platforms</li><li>• Proof of content posted on social media platforms through submission of images reflecting posted content</li></ul> <u>Submission thereof assessed as follows:</u> <ul style="list-style-type: none"><li>• No Provision of reel showing credibility of competency in social media video production clips = Poor</li><li>• Provision of reel for proof as delivered by bidder and supported by reference letter already supplied = Good</li></ul>	30	0-6 = Poor 24-30= good
	<b>TOTAL</b>		<b>100</b>

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 Only

Email [nnanikim@dsac.gov.za](mailto:nnanikim@dsac.gov.za)

## 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
<b>Total points for price and specific goals</b>	<b>100</b>

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:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps} = \mathbf{80} \left( \mathbf{1} - \frac{\mathbf{Pt} - \mathbf{Pmin}}{\mathbf{Pmin}} \right) & \mathbf{or} & \mathbf{Ps} = \mathbf{90} \left( \mathbf{1} - \frac{\mathbf{Pt} - \mathbf{Pmin}}{\mathbf{Pmin}} \right) \end{array}$$

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:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps} = \mathbf{80} \left( \mathbf{1} + \frac{\mathbf{Pt} - \mathbf{Pmax}}{\mathbf{Pmax}} \right) & \mathbf{or} & \mathbf{Ps} = \mathbf{90} \left( \mathbf{1} + \frac{\mathbf{Pt} - \mathbf{Pmax}}{\mathbf{Pmax}} \right) \end{array}$$

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		
<b>Specific goals</b>		<b>10</b>		
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.

.....	
<b>SIGNATURE(S) OF TENDERER(S)</b>	
<b>SURNAME AND NAME:</b>	.....
<b>DATE:</b>	.....
<b>ADDRESS:</b>	.....
	.....
	.....
	.....



sport, arts & culture

Department:  
Sport, Arts and Culture  
REPUBLIC OF SOUTH AFRICA

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SCM Enquiries : MR B NQABENI

Tel : 012 441 3420

Reference : BNRFAQ 1

**SUBJECT: THE APPOINTMENT OF A SERVICE PROVIDER WHO ARE RESPONSIBLE FOR  
CONCEPTUALISING AND IMPLEMENTING MARKETING CAMPAIGNS.**

**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 forms are attached for completion.
3. Bidders are requested to submit quotation, attached SBD's together with proof of B-BBEE status level of contributor, shareholder certificate and certified copy of ID.
4. The quotations will be evaluated on 80/20 preference point system. Failure to submit Valid BBEE Certificate, ID copy and shareholder certificates will result in zero points being awarded for B-BBEE and specific goals.
5. These forms must be returned with your quotation to the following e-mail address:  
[banele@dsac.gov.za](mailto:banele@dsac.gov.za)
6. The closing is **09 March 2023 at 11:00am.**

Signature: 

Date: 02-03-2023

## 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 interest<sup>1</sup> 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

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<sup>1</sup> 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 consortium<sup>2</sup> 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

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<sup>2</sup> 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