



## INVITATION TO BID

**APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING SERVICES FOR THE GPL FOR A PERIOD OF 36 MONTHS**

**BID NO: GPL 005/2026**

**NON-COMPULSORY VIRTUAL BRIEFING SESSION: 09 JUNE 2025 @ 11H00 AM**

**CLOSING DATE: 18 JUNE 2025**

**TIME: 11H00 AM**

These are documents required for this bidding. Should the bidder fail to submit the following documents, the bid may be disqualified:

Item	Description	Mandatory	Submitted	
			Yes	No
1.	Technical Proposal	Yes		
2.	Invitation to bid (SBD1): completed and signed	Yes		
3.	Pricing Schedule (Firm Pricing) SBD 3.1	Yes		
4.	Bidders Disclosure (SBD 4) Original completed and signed.	Yes		
5.	Preference Point Claim form (SBD 6.1) Original completed and signed.	Yes		
6.	Did you submit copies of full Company Registration documents?	Yes		
7.	Did you submit copies of South African IDs' for Directors?	Yes		
8.	Did you submit your company profile?	Yes		
9.	Did you submit one (1) hard copy bid proposal?	Yes		
10.	Did you submit one (1) USB with information replica of the bid proposal?	Non-mandatory Basic compliance		
11.	Joint Venture / Consortium agreement / Trust Deed (if applicable): <ul style="list-style-type: none"> <li>Did you submit all documents for all parties of the Joint Venture/Consortium/Trust Deed? All documents listed below:</li> <li>✓ Certified copies of shareholders certificates</li> <li>✓ Certified copy of Company Registration documents</li> <li>✓ Certified copy of ID documents of the Directors or Members</li> </ul>	Yes		

**Service Provider's Name:**.....

**Completed by:**.....

**Signature:**.....

 <b>GAUTENG</b> LEGISLATURE <small>Your View — Our Vision</small>	<b>INVITATION TO BID (SBD1)</b>	<b>Section 2</b>
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**YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE GAUTENG PROVINCIAL LEGISLATURE (GPL)**

BID NUMBER:	<b>GPL 005/2026</b>	CLOSING DATE:	<b>18 June 2025</b>	CLOSING TIME:	<b>11H00 AM</b>
DESCRIPTION	<b>APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING SERVICES FOR THE GPL FOR A PERIOD OF 36 MONTHS</b>				

**BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)**

**NO 43 RISSIK STREET, JOHANNESBURG, GAUTENG PROVINCIAL LEGISLATURE, CITY HALL**

<b>BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO</b>	<b>TECHNICAL ENQUIRIES MAY BE DIRECTED TO:</b>
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CONTACT PERSON	Mr VHUKHUDO LETSHOKOTA	CONTACT PERSON	Ms THABISILE NZUKE
TELEPHONE NUMBER	<b>N/A</b>	TELEPHONE NUMBER	<b>N/A</b>
FACSIMILE NUMBER	<b>N/A</b>	FACSIMILE NUMBER	<b>N/A</b>
E-MAIL ADDRESS	<a href="mailto:VLetshokota@gpl.gov.za">VLetshokota@gpl.gov.za</a>	E-MAIL ADDRESS	<a href="mailto:TNzuke@gpl.gov.za">TNzuke@gpl.gov.za</a>

**PLEASE NOTE THAT ALL ENQUIRIES SHOULD BE IN WRITING. NO TELEPHONIC ENQUIRIES WILL BE ATTENDED TO. E-MAILS SHOULD BE FORWARDED TO BOTH Mr VHUKHUDO LETSHOKOTA AND Ms THABISILE NZUKE FOR WRITTEN RESPONSES**

**SUPPLIER INFORMATION**

NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
FACSIMILE NUMBER	CODE		NUMBER		
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT		[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No

**[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]**

ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES ENCLOSE PROOF]	ARE YOU A FOREIGN BASED SUPPLIER FOR <b>THE GOODS /SERVICES /WORKS OFFERED?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES, ANSWER THE QUESTIONNAIRE BELOW]
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**QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS**

IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)? YES <input type="checkbox"/> NO <input type="checkbox"/> DOES THE ENTITY HAVE A BRANCH IN THE RSA? YES <input type="checkbox"/> NO <input type="checkbox"/> DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? YES <input type="checkbox"/> NO <input type="checkbox"/> DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? YES <input type="checkbox"/> NO <input type="checkbox"/> IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? YES <input type="checkbox"/> NO <input type="checkbox"/>
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**IF THE ANSWER IS “NO” TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.**

## PART B

### TERMS AND CONDITIONS FOR BIDDING

<b>1. BID SUBMISSION:</b>
1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
1.2. <b>ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED – (NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.</b>
1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
1.4. <b>THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).</b>
<b>2. TAX COMPLIANCE REQUIREMENTS</b>
2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE <a href="http://WWW.SARS.GOV.ZA">WWW.SARS.GOV.ZA</a> .
2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

**NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.**

SIGNATURE OF BIDDER: .....

CAPACITY UNDER WHICH THIS BID IS SIGNED: .....  
(Proof of authority must be submitted e.g. company resolution)

DATE: .....

**BID NUMBER:** GPL005/2026

**BID DESCRIPTION:** APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING SERVICES FOR THE GPL FOR A PERIOD OF 36 MONTHS

**BID CLOSING DATE :** 18 June 2025

**CLOSING TIME:** 11H00am

**NON-COMPULSORY BRIEFING SESSION:** YES

**Venue:** Microsoft Teams

**Date:** 09 June 2025

**Time:** 11h00am

I/We hereby declare that I/we attended the non-compulsory briefing session to understand the requirements of the GPL to supply all or any of the supplies and/or to render all or any of the services described in the attached bid documents, on the terms and conditions and in accordance with the specifications stipulated in the bid documents.

I, THE UNDERSIGNED (NAME).....

CERTIFY THAT THE INFORMATION FURNISHED AT THE NON-COMPULSORY BRIEFING SESSION WAS UNDERSTOOD.

**SIGNATURE OF BIDDER OR ASSIGNEE(S)**

.....

**DATE:** .....

Position .....

Name Bidder .....

Name of Company.....

SIGNATURE OF GPL OFFICIAL .....

DATE: .....

### **3.1 DOCUMENTS**

- 3.1.1. Specify name, position, address and other contact details (e-mail and telephone) of the person within the service provider organisation responsible for leading the bid process and to whom all correspondence should be directed.
- 3.1.2. The bid shall be signed by a relevant company representative who has the relevant authority to sign legal and binding contracts on behalf of the company.
- 3.1.3. If any part of this bid is not duly filled in and signed in ink it may invalidate the bid.
- 3.1.4. Where alterations have been made to any part of the bid, the bidder must sign next to (Correction ink/Tippex is not allowed).
- 3.1.5. All bids must be submitted on the official forms (not to be re- typed or altered). The bidder must initial all the pages of this bid to acknowledge acceptance of understanding. The signed bid must be returned with the proposal.
- 3.1.6. The company, its Directorship and personnel assigned will be subject to vetting by GPL's Security Services. A register will be requested of the successful company.
- 3.1.7. The bidder must certify that the personnel identified in its response to this bid will be the persons assigned to GPL. Any changes in the personnel from those identified in the response to the Bid must be approved by GPL. GPL may, at its discretion, require the removal and replacement of any of the bidder's personnel who do not perform adequately.

### **3.2 SUBMISSION OF BID PROPOSAL**

- 3.2.1 This bid must be submitted in accordance with the format, times and place as prescribed in the bid document.
- 3.2.2 All responses must conform to instructions. Failure to provide relevant information, signatures or any other requirements of this bid will be considered appropriate cause for rejection of the response and will result in disqualification.
- 3.2.3 Proposals must be submitted with the sections and/or subsections clearly marked. All pages must be numbered consecutively.

### **3.3 BID RESPONSES**

- 3.3.1 Bidders' responses must be laid out in the format prescribed in this section.
- 3.3.2 Sections must be clearly labelled as follows:

#### **3.3.2.1 Service Provider Contact Details**

- Specify name, position, address and other contact details (e-mail and telephone) of the person within the bidding organisation responsible for leading the bid process and to whom all correspondence should be directed.
- Who, within the service provider's organisation, will be authorised to conduct the contract negotiations and sign the eventual contract.

#### **3.3.2.2 Service Provider Profile**

- Bidder's name and address
- Company / organisation structure
- Commencement date of business
- Certificate of Incorporation

### 3.3.2.3 **Pricing Structure**

- Prices must be quoted in South African currency and must be inclusive of Value Added Tax (VAT) for VAT registered bidders.
- Bidders are further requested to indicate their price in all elements listed on the pricing schedule below.
- Pricing on the pricing schedule is for comparative purposes.
- Prices must remain fixed for the duration of the contract. The pricing schedule must be completed (SBD 3.3 pricing schedule).
- The total costs must be inclusive of all costs such as delivery, labour rates, Transfer of skills etc.

### 3.3.3 **Quantity of Bids to be Submitted**

- 3.3.3.1 Every prospective bidder must submit one (1) Bid proposal and (1) USB.
- 3.3.3.2 This Bid document, proposal and all other relevant documentation requested must be submitted in one sealed envelope or sealed box. (except for Financial proposal and all references where bidders' costs are displayed in this document, please put this in a separate envelope)
- 3.3.3.3 Bids must be clearly marked on the front as follows: Bid No: **GPL005/2026**
- 3.3.3.4 Bids must be clearly marked **on the back** as follows:
  - **Bidders Name & Bidders Address**
  - **Bidders Contact Numbers**
- 3.3.3.5 Bid documents may be couriered by registered mail or deposited in the tender box situated at:  
**43 RISSIK STREET, JOHANNESBURG 2000**  
**GAUTENG PROVINCIAL LEGISLATURE, CITY HALL**

### 3.4 **ACCESSIBILITY OF THE TENDER/BID BOX**

The Bid box can be accessed from eight to five (08:00am to 17:00pm). Monday to Sunday (Public Holidays), at, **43 RISSIK STREET, JOHANNESBURG 2000, GAUTENG PROVINCIAL LEGISLATURE, CITY HALL**

- 3.4.1 Bidders must ensure that bids are delivered in a timely manner and to the correct address. If the bid is late, it will not be accepted for consideration. Bidders must allow sufficient time to access the tender box in the GPL through the visitor's entrance and other security checkpoints.

### 3.5 **OWNERSHIP OF PROPOSALS**

- 3.5.1 All proposals in response to this bid, whether successful or unsuccessful, will become the property of GPL.
- 3.5.2 Any costs incurred by the service providers in preparing and submitting their response will be the sole responsibility of the service provider.

### 3.6 **BID VALIDITY PERIOD**

- 3.6.1 This bid and all proposals (costs included) shall remain binding and valid for a period of 120 days calculated from the closing date of the Bid. Gauteng Provincial Legislature (GPL) reserves the right to notify bidders in writing to extend the above validity period if deemed necessary and in the interest of Gauteng Provincial Legislature (GPL). Any additional extension after the above days, Gauteng Provincial Legislature (GPL) will request approval from bidders.



### **3.7 JOINT VENTURES OR CONSORTIUM**

- 3.7.1 A Copy of the Trust, Consortium or Joint Venture agreement duly signed must be attached.
- 3.7.2 Ensure one responsible lead Bidder in the case of a consortium or joint venture.
- 3.7.3 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their consolidated B-BBEE status level certificate.

### **3.8 DISCOUNTS**

- 3.8.1 When calculating comparative prices, GPL will consider any discounts which have been offered unconditionally.
- 3.8.2 A discount which has been offered conditionally will be implemented when payment is effected despite not being considered for evaluation purposes.

### **3.9 GENERAL REQUIREMENTS**

- 3.9.1 Prospective bidders may submit their questions to [VLetshokota@gpl.gov.za](mailto:VLetshokota@gpl.gov.za) or contact the person assigned to deal with enquiries on the advertisement for this bid.
- 3.9.2 Any costs incurred by the bidders in preparing and submitting their response to the Request for Bids (RFB) will be the sole responsibility of the bidder.
- 3.9.3 GPL may request bidders to provide additional pricing information to be utilised for comparative purposes during evaluations and content information.
- 3.9.4 GPL reserves the right to invite short-listed bidders to make a presentation to GPL's bids evaluation committee to further clarify or substantiate their submissions.
- 3.9.5 GPL reserves the right not to award this bid in total, or part thereof if minimum requirements is not met.
- 3.9.6 GPL reserves the right, for purposes of promoting the values of competitiveness and fairness, not to award the bid to the highest scoring bidder if such bidder has been awarded a bid by GPL or has performed services for GPL during the last 12 months prior to the closing date of the bid.
- 3.9.7 GPL reserves the right to re-appoint or extend the service of the service provider where there is a natural continuation of assignments.
- 3.9.8 The successful bidder/s will enter into a stipulated contract with GPL for the provision of the required service.
- 3.9.9 The successful bidders, their employees and their sub-contractors must comply with GPL security clearance.
- 3.9.10 The successful bidders must be willing to sign confidentiality or non-disclosure agreement.
- 3.9.11 All items supplied by the successful bidder/s must meet the minimum approved requirements of the South African National Standards.
- 3.9.12 All items supplied by the successful bidder/s must be manufacturer guaranteed.
- 3.9.13 All relevant clearances and/or memberships must be submitted to GPL upon the renewal throughout the duration of the contract.
- 3.9.14 In the event where the order was wrongly printed, the service provider must be able to exchange goods or cancel the order as per the GPL's request.

### **3.10 CENTRAL SUPPLIER DATABASE REQUIREMENTS**

- 3.10.1 Bidders should register on the Central Supplier Database (CSD) to upload information namely, (Business Registration/Directorship/Membership/Identity Numbers/Tax Compliance Status and Banking Information for verification purposes) B-BBEE Certificate or sworn affidavit for B-BBEE.
- 3.10.2 This bid is subject to the Preferential Procurement Policy Framework Act and the Preferential Procurement Regulations of 2022, Financial Management of Parliament and Provincial Legislatures Act of 2009 and the Financial Management of Parliament and Provincial Legislature Regulations of 2015, the General Conditions of Contract (GCC) and, if applicable, any other Special Conditions of Contract (SCC).
- 3.10.3 GPL will not award contracts to provide goods and/or services to a Member of GPL or Cabinet, a Member of a Provincial Legislature or Member of a Provincial Executive Council,

a municipal councillor, a person in the employ of the state/government whose participation in bidding for the contract may result in a conflict of interest, or organ of state in which any of the mentioned persons is a Director or has controlling or other substantial interest.

### **3.11 AWARD OF BID**

- 3.11.1 The award of this Bid by the Secretary to GPL shall constitute a binding contract, and such acceptance shall be by means of a letter.
- 3.11.2 GPL reserves the right not to award this contract.
- 3.11.3 Contract will be concluded with the successful service provider.

### **3.12 SUBCONTRACTING**

- 3.12.1 A bidder shall not be awarded the points claimed for B-BBEE status level of contribution if it is indicated in the bid documents that such a bidder intends subcontracting more than 25% of the contract value to any other enterprise that does not qualify for at least the same number of points that the bidder qualifies for, unless the intended sub-contractor is an EME that has the capability and ability to execute the sub-contract.

### **3.13 SUBCONTRACTING AFTER AWARD OF TENDER**

- 3.13.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 3.13.2 A person awarded a contract in relation to a designated sector, may not subcontract 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.
- 3.13.3 A person awarded a contract may not subcontract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.

### **3.14 FRONTING**

- 3.14.1 The GPL supports the spirit of broad based black economic empowerment and recognizes that real empowerment can only be achieved through individuals and businesses conducting themselves in accordance with the Constitution and in an honest, fair, equitable, transparent and legally compliant manner. Against this background the GPL condemns any form of fronting.
- 3.14.2 The GPL, in ensuring that bidders conduct themselves in an honest manner will, as part of the bid evaluation processes, conduct or initiate the necessary enquiries/investigations to determine the accuracy of the representation made in bid documents. Should any of the fronting indicators as contained in the Guidelines on Complex Structures and Transactions and Fronting, issued by the Department of Trade, Industry and Competition (the dtic), be established during such enquiry / investigation, the onus will be on the bidder / contractor to prove that fronting does not exist. Failure to do so within a period of 14 days from date of notification may invalidate the bid/contract and may also result in the restriction of the bidder /contractor to conduct business with the public sector for a period not exceeding ten years, in addition to any other remedies the GPL may have against the bidder / contractor concerned.

### **3.15 SECURITY AND OCCUPANCY**

- 3.15.1 Where applicable, All the areas covered by this contract fall within areas defined in the relevant Security and Access Acts as "Restricted Areas" and all of the provisions of these Acts will apply to this contract.

- 3.15.2 Where applicable, all buildings involved in this contract are subject to stringent access control for all personnel and for materials delivered to and removed from the site. In addition, all workmen and staff on site or in any way involved in this contract are subject to prior security clearance. Bidders will be required to submit a list of the minimum sufficient persons required affecting the work on site plus those directly involved on site with this contract. If any person is rejected for security reasons Bidders will be required to replace them on their list. If the Bidder is ultimately unable to offer personnel with satisfactory security clearance his Bid may be rejected on such grounds.
- 3.15.3 Any person rejected by the SAPS for failing to meet the security requirements, inclusive of security clearance, wandering away from an escort or from the immediate contract area, or any misconduct on the site will immediately, without any recourse by the Contractor, be removed from site and refused re-entry to site. This refusal to site shall be in addition to any legal action the SAPS may institute.
- 3.15.4 Signing of contract will be required to hand in to the GPL Security Unit within 48 hours after being requested, following formal acceptance of the Bid, the following information:
- Full names of each of the persons intended to be utilised on site, including supervisory staff.
  - Position in firm plus service to be performed.
  - Intended areas they will be working in.
  - A copy of Identification Document, certified as a true copy of the original by the SAPS. Such document shall be the original certified copy.
  - Home address.
- 3.15.5 Bidders are recommended to have such documentation, both for their own staff and for their Sub-contractors, if applicable, available prior to the closing date of Bids so as to minimise delays in security clearance of personnel once the Bid is awarded.
- 3.15.6 Any time lost due to delays in submitting the called for list of personnel required entering site, the rejection of personnel on the list, or the subsequent removal and banning from site of personnel will not be accepted as motivation for extension of the contract period.
- 3.15.7 Such clearance shall remain valid for a period not exceeding 12 months and shall only apply for one project at a time.

### **3.16 SAFEGUARDING OF DOCUMENTS**


- 3.16.1 All documents will be individually numbered on issue and records kept as to what documents have been issued to whom.
- 3.16.2 All documents issued to sub-contractors or suppliers must be signed for, and such sub-contractors and suppliers must also accept responsibility for the safeguarding of such documents while they are in their possession.
- 3.16.3 All documentation shall be strictly handled as set out in the SSA Minimum Information Security Standards (MISS), a copy of which shall be provided to the successful contractor at the time of site hand over.
- 3.16.4 It will be the main contractor's responsibility to familiarise themselves with the MISS document and make sure his personnel and sub-contractors are advised accordingly.

### **3.17 BID CANCELLATION**

- 3.17.1 GPL may amend or cancel this Bid before the award should it deem it necessary.
- 3.17.2 GPL may before the award of a bid, cancel a bid if – but not limited to:
- due to changed circumstances there is no longer need for the goods and services specified in the invitation.
  - funds are no longer available to cover the total envisaged expenditure
  - no acceptable bid is received; or
  - there is a material irregularity in the bidding process
  - there is material change of scope after the tender has closed.

### 3.18 DELIVERY ADHERENCE

3.18.1 Delivery of services must be made in accordance with the instructions appearing on the official Purchase Order issued by GPL.

 GAUTENG LEGISLATURE Your View — Our Vision	<b>Bid Declaration</b>	<b>Section 5</b>
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**1) IF THE BIDDER IS IN PARTNERSHIP / JOINT VENTURE / CONSORTIUM.**

We the undersigned partners / joint ventures / consortium, tendering as

.....  
.....  
.....hereby authorize .....

.....to sign this Bid as well as any contract resulting from this Bid and any other documents correspondence in connection with this Bid and/or contract on our behalf.

FULL NAMES ..... CAPACITY .....

SIGNATURE .....

**2) IF THE BIDDER IS A ONE PERSON BUSINESS / SOLE TRADER.**

I, the undersigned .....hereby confirm  
that I am the sole owner of the business trading as

.....

**3) IF THE BIDDER IS SUB-CONTRACTING.**

I, the undersigned ....., hereby  
confirm that I will be sub-contracting work to the following company/companies

.....

If more than 25% of the contract/work you enter into GPL is to be subcontracted, indicate the following details:

Sub-contractor's name	Value of work to be sub-contracted	% of work to be sub-contracted	BBBEE Level of the sub-contractor

**I/WE, THE UNDERSIGNED, WHO WARRANTS THAT HE/SHE IS DULY AUTHORISED TO DO SO ON BEHALF OF THE FIRM ACKNOWLEDGE THAT:**

- 1) The information furnished is true and correct.
- 2) In the event of a contract being awarded as a result of points claimed, the contractor may be required to furnish documentary proof to the satisfaction of GPL that the claims are correct.
- 3) If the claims are found to be incorrect, GPL may, in addition to any other remedy it may have –:
  - a) recover all costs, losses or damages it has incurred or suffered as a result of that person's conduct.
  - b) 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.
- 4) Impose a financial penalty more severe than the theoretical financial preference associated with the claim which was made in the Bid.
- 5) I hereby undertake to render services described in the attached Bidding documents to GPL in accordance with the requirements and task directives / proposals specifications stipulated in this Bid proposal at the price/s quoted. My offer/s remains binding upon me and open for acceptance by GPL during the validity period indicated and calculated from the closing date of the Bid.
- 6) I confirm that I have satisfied myself as to the correctness and validity of my Bid; that the price(s) and rate(s) quoted cover all the services specified in the bidding documents; that the price(s) and rate(s) cover all my obligations and I accept that any mistakes regarding price(s) and rate(s) and calculations will be at my own risk.
- 7) I accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on me under this agreement as the principal liable for the due fulfilment of this contract.
- 8) Declare that I have no participation in any collusive practices with any Bidder or any other person regarding this or any other Bid.
- 9) I confirm that I am duly authorised to sign this contract.

## DECLARATION

I hereby agree that, in the event of false, incorrect or misleading information being provided in this declaration, the Secretary to GPL shall have the right to:

- recover any losses or damages sustained by GPL under such agreement
- restrict the supplier from further business with GPL depending on the materiality of the misrepresentation and the degree of prejudice suffered.

Name of Representative: \_\_\_\_\_

Identity number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## COMMISSIONER OF OATHS

*I certify that the above has acknowledged that he/she knows and understands the contents of this document, that he/she does not have any objection to taking the oath, and that he/she considers it to be binding on his/her conscience, and which was sworn to and signed before me at \_\_\_\_\_ on this the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, and that the administering oath complied with the regulations contained in Government Gazette No. R 1258 of 21 July 1972, as amended.*

\_\_\_\_\_ (Sign – SERVICE PROVIDER)

\_\_\_\_\_ (Name – SERVICE PROVIDER)

COMMISSIONER OF OATHS STAMP AND DETAILS OF PERSON
<b>STAMP</b>  NAME & SURNAME:  <i>DESIGNATION/RANK:</i>  PERSAL/EMPLOYEE NO/SERVICE NUMBER:  PLACE/DATE:

**PRICING SCHEDULE**  
**(Professional Services)**

NAME .....	OF .....	BIDDER:
BID NO.:		
CLOSING TIME :	CLOSING DATE :	

OFFER TO BE VALID FOR 7 DAYS FROM THE CLOSING DATE OF BID.

ITEM CURRENCY NO INCLUDED)	DESCRIPTION	BID PRICE IN RSA **(ALL APPLICABLE TAXES
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- The accompanying information must be used for the formulation of proposals.
- Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project.

R .....

- PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

PERSON AND POSITION	HOURLY RATE	DAILY RATE
-----	R-----	R-----
-----	R-----	R-----
-----	R-----	R-----

- PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT

-----	R-----	----- days
-----	R-----	----- days
-----	R-----	----- days

4.1 Travel expenses (specify, for example rate/km and total km, class of air travel, etc.). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
-----	.....	.....	R.....
-----	.....	.....	R.....
-----	.....	.....	R.....
-----	.....	.....	R.....

TOTAL: R.....

\*\* "all applicable taxes" includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies.

4.2 Other expenses, for example accommodation (specify, e.g. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
-----	.....	.....	R.....
-----	.....	.....	R.....
-----	.....	.....	R.....
-----	.....	.....	R.....

TOTAL: R.....

5. Period required for commencement with project after acceptance of bid .....

6. Estimated man-days for completion of project.....

7. Are the rates quoted firm for the full period of contract? \*YES/NO

8. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index.

.....  
\*[DELETE IF NOT APPLICABLE]

9. Any enquiries regarding bidding procedures may be directed to the –

**9.1 ANY ENQUIRIES REGARDING THE BIDDING PROCEDURE MAY BE DIRECTED TO:**

**Department:** Supply Chain Management  
**Contact Person:** Vhukhudo Letshokota  
**E-mail address:** [VLetshokota@gpl.gov.za](mailto:VLetshokota@gpl.gov.za)

**9.2 ANY ENQUIRIES REGARDING TECHNICAL INFORMATION MAY BE DIRECTED TO:**



**Contact Person:** Thabisile Nzuke  
**E-mail address:** [TNzuke@gpl.gov.za](mailto:TNzuke@gpl.gov.za)

## 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 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:

---

<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.

.....  
.....

### 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 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

---

<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.

## 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 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included); and
- ✓ The applicable preference point system for this tender is the 90/10 preference point system. The lowest/highest acceptable tender will be used to determine the accurate system once tenders are received.

1.2 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.

1.3 The maximum points for this tender are allocated as follows:

	POINTS
PRICE	90
SPECIFIC GOALS	10
<b>Total points for Price and SPECIFIC GOALS</b>	<b>100</b>

1.4 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.

1.5 The Gauteng Provincial Legislature 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:

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

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmin = Price of lowest acceptable tender

### 3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

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

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

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

The 10 preference points will be distributed as follows:

<b>Groupings</b>	<b>Points</b>	<b>Verification</b>
<b>1. Black Ownership (4)</b>		Registration documents and ID Copy
Enterprise is 100% Black Owned	4	
Enterprise is 51% Black Owned	3	
Enterprise is less 51% Black Owned	1	
Enterprise is not Black Owned	0	
<b>2. Women Ownership (2)</b>		Registration documents and ID Copy
Enterprise is 100% Women Owned	2	
Enterprise is 51% Women Owned	1	
Enterprise is less 51% Women Owned	0.5	
Enterprise is not Women Owned	0	
<b>3. Youth Ownership (2)</b>		ID Copy
Enterprise is 100% Youth Owned	2	
Enterprise is 51% Youth Owned	1	
Enterprise is less 51% Youth Owned	0.5	
Enterprise is not Women Owned	0	
<b>4. PWDs Ownership (2)</b>		Letter from the doctor
Enterprise is 100% PWDs Owned	2	
Enterprise is 51% PWDs Owned	1	
Enterprise is less 51% PWDs Owned	0.5	
Enterprise is not PWDs Owned	0	

## 5. DECLARATION WITH REGARD TO COMPANY/FIRM

5.1 Name of company/firm.....

5.2 Company registration number: .....

### 5.3 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]

5.4 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:** .....

.....

.....

## **APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE MEDIA BUYING SERVICES FOR THE GPL FOR A PERIOD OF 36 MONTHS**

---

### **1. INTRODUCTION**

1.1 The Gauteng Provincial Legislature (GPL) seeks to appoint a media buying agency or service provider to procure media space across designated platforms in support of its activities and campaigns. This initiative aims to amplify communication objectives, enhance audience reach, and strengthen the GPL's brand presence. The procurement aligns with the institution's strategic outcomes and supports the objectives of the 7<sup>th</sup> term of office.

### **2. BACKGROUND**

2.1 The Gauteng Provincial Legislature (GPL) is an organ of the state empowered by the Constitution of the Republic of South Africa to make Laws, Oversee the work of the Executive, foster Cooperative Governance and to encourage Public Participation. For more information log on to [www.gpl.gov.za](http://www.gpl.gov.za)

2.2 In line with the 5-year strategic objectives and the 7th term of the Gauteng Provincial Legislature, the GPL is calling for suitably qualified service providers to submit proposals that will be evaluated according to specified criterion for the provision of media buying services in implementing campaign specific and long-term media management for a period of 36 months.

### **3. TARGET AUDIENCE**

3.1. The media buying services must focus on effectively reaching the GPL's diverse audience groups, ensuring tailored messaging and impactful communication that will assist the GPL to meet its annual targets on strategic outcomes. The target audience includes and not limited to- the general multilingual audiences in the Gauteng Province, vulnerable and underserved communities, digital natives.

### **4. OBJECTIVES OF THE GPL MEDIA BUYING STRATEGY**

The GPL seeks a media buying agency to support the achievement of its strategic objectives through targeted, efficient, and impactful communication efforts.

The objectives are:

#### **4.1. Enhance Brand Visibility and Public Awareness**

Increase awareness of the GPL's mandate, activities, and impact. Establish a baseline and set measurable targets for improved brand visibility by using a combination of traditional and digital media strategies that will strengthen public understanding of GPL's role in governance over the contract period.

#### **4.2. Strengthen Public Confidence and Trust in the GPL**

Improve public sentiment and credibility through transparent and engaging communication that helps the GPL improve its ability to address public concerns in real-time and strengthen feedback mechanisms to enhance two-way communication.

#### **4.3. Build a positive brand perception**

Position the GPL as a trusted, responsive, and citizen-centric institution.

#### **4.4. Maximise Reach Within Target Audiences**

Ensure GPL messaging reaches diverse demographics across Gauteng. Set percentage targets for audience penetration across platforms by using data-driven media placements for cost-effective reach that will engage communities in GPL's oversight and legislative processes. The GPL should be able to evaluate quarterly and adjust strategies accordingly.

#### **4.5. Ensure Cost-Effective and Efficient Media Placements**

Optimise budget allocation to ensure maximum impact per rand spent. Streamline media buying processes to reduce administrative overheads.

#### **4.6. Expand the Use of Digital Tools for Public Participation**

Increase digital engagement in legislative processes by tracking social media interactions, webinar attendance, and online submissions, leveraging on existing platforms and emerging technologies where GPL is able to assess adoption rates and engagement levels annually.

### **5. SCOPE OF WORK**

- 5.1.** There are five (5) categories of media buying services. The appointed service provider will be required to bid for and deliver **all five (5) categories** of services over a period of **36 months**. Kindly refer to the **pricing schedule** for the list of commodities under each category.

**Category 1: Radio**

**Category 2: Print**

**Category 3: Online/Digital**

**Category 4: Outdoor Advertising**

**Category 5: TV**

- 5.2.** These services will support the GPL's strategic objectives, including standard annual events, campaigns, committee activities, and administrative processes (e.g., tender and vacancy advertisements). Media buying will be required on an as-needed basis throughout the years.
- 5.3.** Pricing in the furnished schedule will remain fixed for the contract duration.

**6. ROLE AND RESPONSIBILITIES OF GPL**

- 6.1.** Work with the Service Provider to develop integrated communication campaigns/plans including what will partly be implemented by the appointed service provider through media buying services.
- 6.2.** Approve, monitor and evaluate implementation of campaigns/plans in the media bought space.
- 6.3.** Ensure timeous delivery of plans by the service provider.
- 6.4.** Hold monthly meetings with service provider for feedback, alignment with the strategic objectives and planning on future campaigns.
- 6.5.** The GPL reserves the right not to appoint or to appoint one or more service providers for this project
- 6.6.** The ownership of all Intellectual Property Rights associated with all the work that will be carried out by the appointed service providers will be vested within the GPL, for its exclusive use and approved partners and stakeholders.

**7. ROLE AND RESPONSIBILITY OF THE SERVICE PROVIDER**

- 7.1.** The service provider will be expected to sign a GPL standard contract/Service Level Agreement upon appointment.
- 7.2.** Negotiate for favourable rates, secure placements in different media platforms on behalf of the GPL.
- 7.3.** On an ad hoc basis, assist in arranging media interviews on different platforms as per the categories (media buying services) for GPL representatives as a value add.
- 7.4.** Monitor plans and optimise campaigns and where necessary adjust to align with the campaign/plan specific objectives.
- 7.5.** Post-campaign analysis and reporting.

- 7.6. Submit detailed reports on media spend, reach, and impact monthly.
- 7.7. Carry out graphic design services on different campaigns as and when required by GPL.

## **8. REQUIRED COMPETENCIES**

**The successful service provider must demonstrate the following competencies and qualifications:**

### **8.1. Project Management Expertise:**

- Proven ability to plan, execute, and deliver media buying projects within budget and timelines.
- Strong organizational and time management skills to manage multiple campaigns simultaneously.

### **8.2. Communication Skills:**

- Excellent written and verbal communication skills to liaise effectively with stakeholders, media platforms, and the client.

### **8.3. Negotiation Skills:**

- Demonstrated expertise in negotiating favourable rates and terms with media vendors across all categories (radio, print, digital, outdoor, and TV).

### **8.4. Relevant Practical Experience:**

- Practical experience and skills specific to the media buying categories being bid for.
- A portfolio of evidence showcasing previous work, including successful campaigns and measurable outcomes.

### **8.5. Understanding of Project Scope:**

- Clear understanding of the project scope and the ability to align proposed strategies with the GPL objectives.

### **8.6. Financial Capability:** Financial stability and capacity to manage the scope of work effectively.

### **8.7. Technological Proficiency:** Experience with industry-standard media planning and analytics tools to optimise campaigns.

### **8.8. Data-Driven Decision-Making:** Ability to interpret audience research and analytics to inform media strategies.

## **9. KEY ASSUMPTIONS FOR THE SERVICE PROVIDER**

- 9.1.** The service provider must stay updated with industry research, including distribution and audience figures across all relevant media platforms (radio, print, digital, TV, etc.).
- 9.2. Industry Research & Media Landscape Analysis**  
The service provider must leverage industry-leading tools such as Telmar and FUSION to stay updated on audience distribution, media consumption trends, and platform performance across radio, print, digital, and TV.
- 9.3. Data-Driven Media Planning & Strategy**  
The service provider should utilise advanced analytics platforms like Google Analytics, Meta Business Suite, Meltwater, and SimilarWeb to assess audience behaviour and advise the GPL on the most effective media mix based on campaign objectives, target demographics, and engagement insights that will measure performance tracking.
- 9.4. A structured risk management plan must be included, addressing:**  
Contingency strategies for media disruptions (e.g., load shedding impact on /radio schedules/ network disruptions).  
Mitigation plans for underperforming campaigns, including real-time data monitoring and agile budget reallocation.
- 9.5.** Creativity and a forward-thinking approach are required, with a deep understanding of audience behaviour, digital channels, media consumption patterns, and integrated communication strategies.
- 9.6.** Each assignment will be guided by a detailed project brief, which the service provider is expected to critique and enhance with their expertise, adding value to the proposed campaign or project.
- 9.7.** The service provider is expected to bid for and render **all** five (5) services for a period of 36 months.
- 9.8.** GPL is not responsible for any costs incurred by the potential service providers in the process of developing the proposals.

## **10. PERIOD OF THE ASSIGNMENT**

The service provider should commence and complete the assignment within a 36-month period.

## **11. CONFLICT OF INTEREST CLAUSE**

Service providers must disclose any potential conflicts of interest and affirm their commitment to ethical conduct.

## **12. EVALUATION CRITERIA**

**12.1.** The GPL needs to be satisfied, in all respects, that the service provider selected has the necessary resources, qualifications and abilities for this project, and that all submissions are regarded in a fair manner in terms of evaluation criteria and process.

**12.2.** The 90/10 Preference Point system will be applied to evaluate the received proposals, the process of which shall be done in the following phases:

### **12.2.1. Phase 1: Administrative Compliance (Preliminary Evaluation)**

**12.2.2.** To be conducted by SCM to confirm compliance and completeness of documents, i.e., Tax compliance, completed standard bidding documents as per the tender document and other documentation that might have been required for the tender (e.g, ID copies, samples etc). Only those proposals whose compliance is in order will move to **Phase 2 (Evaluation on functionality)**.

### **12.2.3. Phase 2: Functionality Evaluation Criteria (100)**

**12.2.3.1.** This phase measures the capability and capacity of the service provider to deliver on the assignment. The below criterion will be applied to score the proposals from which a service provider must score a minimum of 70 points to be considered for **Phase 3 of the evaluation, i.e., Price and Specific Goals**

## FUNCTIONALITY EVALUATION CRITERIA

A key score of 0-5 will be applied where:

**0 = Poor; 1= below average; 2 = average; 3 = Satisfactory (60%); 4 = Very Good (80%) and 5= Excellent (100%)**

#	CRITERION	DESCRIPTION	SCORE	WEIGHT				
1	<p><b>Service Provider Experience in similar projects</b></p> <p>Provide a Project List and supporting cumulative reference letter(s) from previous clients demonstrating years of experience in executing projects of a similar nature.</p> <p><b>Disclaimer:</b> The submitted project list and reference letters must comprehensively cover all the <b>5 categories (Radio, Print, Online, Outdoor advertising &amp; TV)</b> with each category represented in at least one of the reference letters. Failure to provide coverage as per above for all categories will result in a score of zero for this criterion.</p> <p><b>The Project List must be in the below table format</b></p> <table><tr><td>Project Description</td><td>Value</td><td>Period</td><td>Client Name</td></tr></table>	Project Description	Value	Period	Client Name	<p>A minimum of 5 years’ experience in implementing similar projects with supporting cumulative reference (s) letters</p> <p>5 years’ experience</p> <p>6 to 9 years’ experience</p> <p>10 or more years’ experience</p>	<p></p> <p>3</p> <p>4</p> <p>5</p>	20
Project Description	Value	Period	Client Name					



## FUNCTIONALITY EVALUATION CRITERIA

A key score of 0-5 will be applied where:

**0 = Poor; 1= below average; 2 = average; 3 = Satisfactory (60%); 4 = Very Good (80%) and 5= Excellent (100%)**

#	CRITERION	DESCRIPTION	SCORE	WEIGHT
	<p>The <b>reference letters</b> must be signed by the referee, contain implementation details for the project, and the duration of the contract.</p> <ul style="list-style-type: none"> <li>• GPL reserves the right to verify the testimonials.</li> </ul>			
2.	<p><b>Project Management Team (Media Buyer and Project Manager)</b></p> <p>Project Manager and media buyer qualifications, and relevant experience. Submit CVs and proof of qualifications.</p>	<b>Project manager with a minimum of 3 years' experience in Integrated Communications and Communications/ Marketing qualification</b>		10
		National Diploma (NQF level 6) in Communications or Marketing with 3 years	3	
		Degree (NQF Level 7) in Communications or Marketing with 3 years	4	
		Post Graduate Degree (NQF Level 8) in Communications or Marketing with 4 years and more experience	5	10
		<b>Media Buyer with a minimum of 3 years' experience in Integrated Communications and Communications/ Marketing qualification</b>		
		National Diploma (NQF Level 6) in Communications or Marketing with 3 years	3	

### FUNCTIONALITY EVALUATION CRITERIA

A key score of 0-5 will be applied where:

**0 = Poor; 1= below average; 2 = average; 3 = Satisfactory (60%); 4 = Very Good (80%) and 5= Excellent (100%)**

#	CRITERION	DESCRIPTION	SCORE	WEIGHT
		Degree (NQF Level 7) in Communications or Marketing with 3 years	4	
		Post Graduate Degree (NQF Level 8) in Communications or Marketing with 4 years' and more experience	5	
3	<b>Project Methodology and Project Plan</b>	A detailed project methodology accompanied by a comprehensive project plan		30
		Standard project methodology and plan	3	
		A detailed project methodology and project plan which includes activities and timelines	4	
		A comprehensive project methodology detailing all activities, timelines, resources, project milestones, risk mitigation factors	5	
4	<b>Proven Track record</b> Provide a detailed portfolio showcasing a proven track record of delivering media buying services. The portfolio should align with the details outlined in the reference letters, clearly illustrating the scope and quality of services rendered.	A minimum of 3 projects implemented. The illustrations must align to reference letters containing details of the project implemented and period of the contract.		20
	<b>Submission</b> Provide link (with no expiry date) or PDFs (electronic or printed) as part of the submission package clearly aligned to work from the list of references according to	3 reference illustrations portfolio	3	
		4 to 6 reference illustrations portfolio	4	
		7+ reference and illustrations on portfolio	5	

## FUNCTIONALITY EVALUATION CRITERIA

A key score of 0-5 will be applied where:

**0 = Poor; 1= below average; 2 = average; 3 = Satisfactory (60%); 4 = Very Good (80%) and 5= Excellent (100%)**

#	CRITERION	DESCRIPTION	SCORE	WEIGHT
	<p>reference letters for evaluation committee to access your portfolio.</p> <p><b>Disclaimer:</b> The submitted reference illustration portfolio must comprehensively cover all the <b>5 categories (Radio, Print, Online, Outdoor advertising &amp; TV)</b> with each category represented in <b>at least one</b> of the reference illustrations. Failure to provide coverages for all categories will result in a score of zero for this criterion.</p>			
5.	<b>Affiliation to professional bodies</b> Mandatory requirement to be part of a body or association (PRISA or MASA) must be included on the competency requirements as well.	A service provider is expected to be a full member of one of the following associations or professional bodies – <b>PRISA</b> (Public Relations Institute of Southern Africa or <b>MASA</b> (Marketing Association South Africa)		10
		Not a member of any required association or professional body	0	
		A full member of the required professional body or association.	5	
			<b>TOTAL POINTS</b>	<b>100</b>

### FUNCTIONALITY EVALUATION CRITERIA

A key score of 0-5 will be applied where:

0 = Poor; 1= below average; 2 = average; 3 = Satisfactory (60%); 4 = Very Good (80%) and 5= Excellent (100%)

#	CRITERION	DESCRIPTION	SCORE	WEIGHT
CUT OFF POINTS				70

#### 12.2.4. Phase 3: Price and Specific Goals (100)

12.2.4.1. Only bidders that score a minimum score of **70 points and above out of 100 points on Functionality** will qualify for this phase which will determine the bidder (s) to be recommended for approval by the delegated authority. The 90/10 Preference points system will be applied using the below formula to calculate price:

The following formula will be used to calculate the points for price: <b>Criteria</b>	<b>Points</b>
Price Evaluation $Ps = 90 \left( 1 - \frac{Pt - P_{min}}{P_{min}} \right)$	90
<b>Specific Goals</b>	10
<b>TOTAL</b>	100

Where,

Ps = Points scored for comparative price of bid under consideration

Pt = Comparative price of bid under consideration

Pmin = Comparative price of lowest acceptable bid

The 10 preference points will be distributed as follows:

Groupings	Points	Verification
<b>1. Black Ownership (4)</b>		Registration documents and ID Copy
Enterprise is 100% Black Owned	4	
Enterprise is 51% Black Owned	3	
Enterprise is less 51% Black Owned	1	
Enterprise is not Black Owned	0	
<b>2. Women Ownership (2)</b>		Registration documents and ID Copy
Enterprise is 100% Women Owned	2	
Enterprise is 51% Women Owned	1	
Enterprise is less 51% Women Owned	0.5	
Enterprise is not Women Owned	0	
<b>3. Youth Ownership (2)</b>		ID Copy
Enterprise is 100% Youth Owned	2	
Enterprise is 51% Youth Owned	1	

Enterprise is less 51% Youth Owned	0.5	
Enterprise is not Women Owned	0	
<b>4. PWDs Ownership (2)</b>		Letter from the doctor
Enterprise is 100% PWDs Owned	2	
Enterprise is 51% PWDs Owned	1	
Enterprise is less 51% PWDs Owned	0.5	
Enterprise is not PWDs Owned	0	

Annexure: Pricing Schedule

Category 1 – Radio							
No.	Media products	Description	QTY	Unit Cost	Unit Price Year1	Unit Price Year 2	Unit Price Year 3
1	<b>Commercial Radio</b> National (SABC radio) & Regional (Gauteng based)	30' promo/ live read + 2-5 min telephonic Interviews	12				
2	<b>Community Radio</b> (Gauteng based only)	30' promo/ live read + 5-10 min telephonic Interviews (value Ad)	30				
3	<b>Outside Broadcast Community Radio</b> (Gauteng based)	3-hour broadcast at a GPL event	10				
4	<b>Live Crossings Commercial Radio</b> National (SABC radio) & Regional (Gauteng based)	3 hour Segment Live crossing at a GPL event	5				
5	<b>Syndicate interviews Community Radio</b> (Gauteng based only)	1 hour syndicate interview on x 5 radio stations (pre-recorded or live)	15				
6	<b>Pre-recorded content</b>	10-15 minutes of pre-recorded content	10				

	<u>Community Radio</u> (Gauteng based only)						
<b>Sub Total</b>							

N.B Please ensure that any costs over and above those listed in the pricing schedule are clearly itemized and included in your final pricing submission for the full duration of the contract. All operating costs must be incorporated into the total contract amount submitted by your agency

**THE END**