



To : SUPPLY CHAIN MANAGEMENT

Re : Community Radio Film Campaign: November 2021 – March 2022

Date : 20 October 2021

Requestion number: REQ02151

Specification:

Description	Qty	Unit Price	Total Price (Per Unit)
<p>To source the services of a radio station for a radio campaign</p> <p>OBJECTIVE</p> <p>The 5 month Community Radio Campaign aims to achieve the following objectives:</p> <ul style="list-style-type: none"> • To create and increase our community radio media footprint within our 11 districts, particularly in rural areas ok KZN. • To promote film participation across all mediums and age groups. • To create a longing for film activities within our province specifically joint initiatives with other sectors to promote the Film industry • To enable KZNFC to share success stories • To strengthen the KZNFC Brand within areas where we are dominant, and to create awareness of the Brand in areas where we are not present in. <p>CAMPAIGN LAYOUT</p> <p>We would like to spread the campaign over a period of 5 months</p> <ul style="list-style-type: none"> • Interviews : To encourage interaction through listenership within that radio station. Having an expert share information, encourage listeners to call in and participate. • Talent profiling : Scouting and identifying talent within communities, encouraging talent identification and development through various mediums such as; producing , directing etc. • Informercials and Promos : Through informercials and promotions, we can promote the KZNFC and promote good stories of KZN Film. • Social Media : Radio stations to post KZNFC content on their social media platforms e.g Facebook, Twitter, Instagram. • Profile KZNFC projects 			

OUR KINGDOM IS YOUR STAGE

Board members: N. Malange, J. Wills, M. Mzimela, N. Mthembu, L. Berning, C. Coetzee, L. Ngcobo, S. Zondi

KZN Film Commission • 10th floor Musgrave Towers, 115 Musgrave Road, Berea 4001, South Africa Tel: +27 31 003 9000 Email: info@kznfilm.co.za

<p>POTENTIAL PARTNERSHIPS</p> <ul style="list-style-type: none"> • With every campaign our mission is to build business relationships and to reach out to a number of stakeholders within the sectors such as :Local Municipal offices in each district • Travel and Tourism stakeholders • Producers, Directors, Actors • Higher Educational Institutions • Industry organizations in the province (SWIFT, SAACYF, SAGA, Writers Guild SA, IBFC, DFO, EFA) <p>RADIO CAMPAIGN</p> <ul style="list-style-type: none"> • 30 Seconds adverts (10 per week for five months) • 5 minutes interviews (4 per month for five months) • Social media posts (1 per day for five months on Twitter, Facebook and Instagram) <p>Target District Municipalities Community Radio.</p> <ul style="list-style-type: none"> • Ethekwini; (Inanda FM, Vibe FM) • Umkhanyakude, (Rise FM and Maputoland), • King Cetshwayo , (North Coast, Icora FM) • Umgungundlovu (Umgundlovu FM) • Zululand (Zululand FM) • Ugu (Ugu Youth) • Uthukela (Nqubeko FM) • Amajuba (Abusekho Ubunzima, Newcastle) • Other community radio stations 			
Total Price (Exclusive of VAT)			
VAT @ 15%			
Grand Total (VAT Incl)			

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**KZN
FILM**

EVALUATION CRITERIA:

- **Prequalification Criteria (Disqualifying Criteria)**

B-BBEE status Level 1 or 2, an EME or QSE

- **Mandatory Requirement: (Disqualifying Criteria)**

N/A

- **Local Content: N/A**

- **Price and Preference Points:**

80/20 preference points will be applicable for the evaluation of this process in accordance with the Preferential Procurement Policy Framework Act 2000 (Act No. 5 of 2000 and B-BBEE Act.

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