



SCM Division
Radio Park, Henley Road
Auckland Park 2092
Johannesburg
Private Bag X1
Auckland Park 2006

REQUEST FOR QUOTATION (RFQ)

RFQ	RFQ/VE/2023/91
RFQ ISSUE DATE	15 August 2023
RFQ DESCRIPTION	PROVISION OF SABC 2 CREATIVE CAMPAIGN
BRIEFING SESSION / SITE INSPECTION	N/A
CLOSING DATE & TIME	28 AUGUST 2023 AT 12H00

Submissions must be electronically emailed to RFQSubmissions@sabc.co.za on or before the closing date of this RFQ.

For queries, please contact **Phumzile Mkhwanazi** via email: Tenderqueries@sabc.co.za

The SABC requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. Late and incomplete submissions will invalidate the quote submitted.

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE : _____

FAX NO. : _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

NOTES ON QUOTATIONS AND PROPOSALS SUBMISSION

1. All electronic submissions must be submitted in a **PDF** format that is protected from any modifications, deletions, or additions.
2. Financial/pricing information must be presented in a **separate** attachment from the Technical / Functional Response information.
3. The onus is on the Bidder to further ensure that all mandatory and required documents are included in the electronic submission.
4. All submissions should be prominently marked with the following details in the email subject line:

➤ **RFQ Number and bidders' name.**

5. Bidders are advised to email electronic submissions at least thirty minutes before the bid closing time to cater for any possible delay in transmission or receipt of the bid. The onus is on bidder to ensure that the bid is submitted on time via email.
6. Tender submission emails received after submission date and time will be considered late bid submissions and will not be accepted for consideration by SABC.
7. SABC will not be responsible for any failure or delay in the email transmission or receipt of the email including but not limited to:
 - receipt of incomplete bid
 - file size
 - delay in transmission receipt of the bid
 - failure of the Bidder to properly identify the bid
 - illegibility of the bid; or
 - Security of the bid data.

NB: THE BIDDER SHOULD ENSURE THAT LINKS FOR WETRANSFER AND GOOGLE DROP BOX EXPIRE AFTER 30 DAYS OF THEIR SUBMISSIONS INSTEAD OF SEVEN DAYS

1. REQUIRED DOCUMENTS

- 1.1** Submit proof Central Supplier Database (CSD) registration.
- 1.2** Proof of Valid TV License Statement for the Company; all active Directors and Shareholder must have valid TV Licenses.
- 1.3** (Verification will also be done by the SABC internally).
- 1.4** Valid Tax Clearance Certificate or SARS "Pin" to validate supplier's tax matters.
- 1.5** Original or Certified copy of Valid BBBEE Certificate (from SANAS accredited Verification Agency)
- 1.6** Certified copy of Company Registration Document that reflect Company Name, Registration number, date of registration and active Directors or Members.
- 1.7** Certified copy of Shareholders' certificates.
- 1.8** Certified copy of ID documents of the Directors or Members.

NB: NO CONTRACT WILL BE AWARDED TO ANY BIDDERS WHO'S TAX MATTERS ARE NOT IN ORDER.

NO CONTRACT WILL BE AWARDED TO ANY BIDDERS WHO'S TV LICENCE STATEMENT ACCOUNT IS NOT VALID.

NO CONTRACT WILL BE AWARDED TO ANY BIDDER WHO IS NOT REGISTERED ON THE CSD

DETAILED TECHNICAL SPECIFICATION

Background Information

SABC 2 BRAND ARCHITECT

STRATEGY ON A PAGE

BRAND ESSENCE: Entertainment for the unconventional modern South African family		
BRAND PROPOSITION: You Belong	Brand EXPRESSION: A bold and expressive invitation	BRAND PRINCIPLES: Agility, openness, acceptance Respect, understanding, trust, community, strength, diversity, hope and commitment
FUNCTIONAL BENEFITS Relevant entertainment for you and your unconventional family	BRAND PERSONA New age mother	TARGET AUDIENCE South African unconventional families
EMOTIONAL BENEFITS A sense of belonging and a channel that understands me and my family needs	TONE AND STYLE Bold & Expressive	INSIGHT: The reality is we live in a society full of unconventional families, however everyone's focus is always on the ideal family

Target Audience

THE DYNAMICS OF THE INDIVIDUALS LIVING AS A FAMILY

We need to understand that a family is made up of **individuals**
and we need to be relatable to **each individual**.

The extended family



Family member	Single Mom Age 38	Young son Age 4	Sister Age 26	MaGogo Age 65	Sisters brother Age 28
Interests	Gym, healthy lifestyle and is a social being.	A YouTube enthusiast. The cellphone kids. Already knows how to navigate a cell phone and internet.	LGBTQI Climate change, vegan and social movements is her priority.	Mama we Sonto. Interested in church societies and stokvels.	The aspiring singer Interested in entertainment and the latest celebrity trends

1. SCOPE OF WORK

SABC 2 will be launching a variety of new shows and seasons and the continuation of the promotion of its flagship offerings in over the next two quarters of our fiscal (Sept-Dec 2023 & Jan-March 2024). The platform will therefore require the services of a creative and digital services to formulate messaging and identify relevant platforms to market its upcoming offering.

Through the proposed services the platform seeks to drive appointment viewing, create awareness for its new offerings, and to reinforce SABC 2's position as the number one family viewing channel in the country. The proposed campaign will drive these strategic objectives and ensure that the platform continues to remain competitive in the market.

In order to influence existing and potential viewers it is imperative that the platform maintains consistent brand visibility and brand awareness to remain top of mind within the vast competitive space. Ultimately SABC 2 would like to build brand resonance amongst its target audience and become synonymous with its brand promise of providing an enriching, multigenerational viewing experience.

Marketing Campaign Objectives:

- Sunday primetime block
 - 18h30 by 1% from 2,5% to 3,5%
 - 21:00 by 1% from 1,0% to 2,0%
- Grow weekday primetime
 - 18h00 by 1% from 4,0 % to 5,0%
 - 19h00 by 1% from 3,5% to 4,5%
 - 21h30 by 1% from 14,5% to 15,5%
- Drive appointment viewing to achieve share objective
- Create awareness and interest in the shows
- Position SABC 2 as the number one family content channel

Lead Shows to be promoted:

Proposed quarterly shows

Programme	TX	Slot	Weekday
September -December			
Lincoln Rhyme S1	Sep 23	20:30	Sat
Interventions	Sep 23	19:00	Mon
Kenan S1	Oct 23	18:30	Sun
Are you Smarter than a 5th Grader / Funderdome	Oct 23	19:00	Mon
Escaping Polygamy	Oct 23	19:00	Fri
My Big Day For 25K	Nov 23	19:00	Thurs

Programme	TX	Slot	Weekday
January – March			
Vutha S2	Dec 23	19:00	Tues
My Brave Face	Dec 23	19:00	Mon
Top Chef	Dec 23	19:30	Tues
Alter Ego	Dec 23	19:30	Sun
Phila S1	Jan 24	19:00	Mon
Hoarders	Jan 24	19:00	Mon
Love Grip: Married By Family	Feb 24	19:00	Thurs
I Can See Your Voice	Feb 24	19:30	Sun
Deliciousness	Mar 24	19:30	Tues

As part of the quarterly campaigns the following pillar programmes need to be highlighted. The channel's movies will be selected and assigned a theme based on the month in question. The proposed movie themes need to be clearly communicated in the campaign messaging.

Pillar Programming			
Muvhango	Ongoing	21:00	Mon- Fri
7de Laan	Ongoing	18:00	Mon- Fri
Giyani	Ongoing	21:30	Mon-Wed
Movies	Ongoing	16:00 and 18:30	Sat
Movies	Ongoing	21:30	Mon
Music specials	Ongoing		Sun

SABC 2 continues to be a channel for South African families, however this family is now beyond the borders of languages (Beyond Afrikaans, Sotho, Tswana, Xitsonga & Venda) but inclusive for all. The channel's proposition does not change but its now aimed at a mass of South African Television viewers.

Requirements

Big Idea

The proposal should be anchored in a big idea that brings to life the brand proposition of You Belong however, implement the new strategy of SABC 2 being a mass channel speaking to various family structures and family members. The question to answer in the communication is, is one big idea big enough for all campaigns and how each of the campaigns will have variations? How will these be anchored in the brand proposition and how will the campaigns implement the shift of SABC 2 going for mass instead of being segmented by language as it was done in the past:

1. ATL September till December 2023 Campaign

For the period September to December, SABC 2 will require a generic campaign that amplifies its tagline of “You Belong” and allows the content to be the star of the show. The strategic focus of the campaign should highlight the weekday and weekend primetime slots as high entertainment value offerings. There is opportunity to create cut down versions of the TVC that speak to the various key time slot as per the channel’s key focus areas.

The creative concept can explore the sub-themes that are associated with the psychographics of extended families in South Africa. The concept should be impactful, memorable, and most importantly align with the brand’s proposition of family entertainment.

Request for a quotation on below campaign elements

a) Creative + On-Air

- Creative concept development and comms strategy in line with the SABC 2 brand strategy
- 30 and 15-second promos
- Bumpers
- Stings
- Squeeze backs
- Design and layout
- Scripting /Copy writing
- On-air placeholder for the upcoming offerings
- On-air competition elements
- Stills photography using talent
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)

b) PR Shoots & Media Drops

- Shoot talent stills to be used for PR & On-Air Boards
- Create media drops packages for 60 media packs on launch of campaign.

c) Radio

- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
- Live read scripts for December specials in x 7 languages

d) Digital

- Digital strategy formulation
- Programmatic advertising
- Content creation from various on-going productions
- Display digital ads/ Click through display ads
- Sponsored social media posts
- Content Marketing/Tactical Digital:
 - a. Tactical digital – Create a filter or campaign element that audiences can use to extend the campaign and promote the channel shows.
 Example: Create an AI filter that allows for the audiences to take a picture with the talent on set. When on the road the audiences love taking pictures and videos with the talent, the brand team will add the appointment viewing details of the show so that this can get the word out on social media platforms. The digital team will share the images and stays true to the campaign sentiments the brand would like to bring across as the culture curators.
- Influencer campaigns
- Reporting: Campaign tracking through analytics tools
- Community management for the duration of the campaign

e) Campaign Merchandise

- Proposed merchandise that must be used as giveaways.
- Proposed viewer giveaway competition that will live on air & on digital.
- Creative Collateral (call to action material, reminder material in posters, videos, GFS) to be created but to be inline with the overall big idea.

2. ATL January till March 2024 Campaign

The proposed campaign is set to span four months from December to March. This period will include the festive season, therefore, the campaign should be adaptable in such a way that we are able to highlight this period but still have enough mileage to live beyond it, extending well into the new year. SABC will require a creative approach that places SABC 2 at the centre of family entertainment and makes it the platform of choice. The campaign tone should be light-hearted, vibrant, and relevant in keeping with the aim of eroding the perception that the brand is dull and old.

Request for a quotation on below campaign elements

Request for a quotation on below campaign elements

a) Creative + On-Air

- Creative concept development and comms strategy in line with the SABC 2 brand strategy
- 30 and 15-second promos
- Bumpers

- Stings
- Squeeze backs
- Design and layout
- Scripting /Copy writing
- On-air placeholder for the upcoming offerings
- On-air competition elements
- Stills photography using talent
- Campaign key visual to be used and adopted across multiple mediums (OOH, Print, Digital Posters, Headers for all social media platforms, end boards for on-air)
- b) Media Drop Launch Event
 - Shoot talent stills to be used for PR & On-Air Boards
 - Media launch x 1 and first-episode screening for 1 show
 - Media launch
 - Media launch concept (this needs to be an experience)
 - MC x 2 (fee of R15,000.00 each)
 - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
 - RSVP management system and overall management
 - Proposed venue options
 - PA System
 - Décor items aligned to the show launch.
 - Tailored venue branding
 - Goodie Bags
 - Proposed hospitality (food and drinks)
 - Screens
 - Social media activation points that will generate social media excitement and drive brand visibility.
 - Entertainment (Performance and DJ)
 - First episode screening
 - MC x 1 (fee of R15,000.00 each)
 - Invitation and RSVP process including sending save the date, reminder & Aide Memoire
 - RSVP management system and overall management
 - Proposed venue options (screening capabilities)
 - PA System
 - Décor items aligned to the show launch.
 - Tailored venue branding
 - Goodie Bags
 - Proposed hospitality (food and drinks)

- Social media activation points that will generate social media excitement and drive brand visibility.
- c) Radio
- Radio scripts translated into various languages for the campaign. X 3 scripts using 2 voice overs. English to be recorded and supplied by agency.
 - Live read scripts for December specials in x 7 languages
- d) Digital:
- Digital strategy formulation
 - Programmatic advertising
 - Content creation from various on-going productions
 - Display digital ads/ Click through display ads
 - Sponsored social media posts
 - Content Marketing/Tactical Digital:
 - a. Tactical digital – Create a filter or campaign element that audiences can use to extend the campaign and promote the channel shows.
Example: Create an AI filter that allows for the audiences to take a picture with the talent on set. When on the road the audiences love taking pictures and videos with the talent, the brand team will add the appointment viewing details of the show so that this can get the word out on social media platforms. The digital team will share the images and stays true to the campaign sentiments the brand would like to bring across as the culture curators.
- Influencer campaigns
 - Reporting: Campaign tracking through analytics tools
 - Community management for the duration of the campaign
- e) Campaign Merchandise
- Proposed merchandise that must be used as giveaways.
 - Proposed viewer giveaway competition that will live on air & on digital.
 - Creative Collateral (call to action material, reminder material in posters, videos, GFS) to be created but to be inline with the overall big idea.

Measurement of Success

1. Increase in viewership for specified show slots.
2. Level of engagements on social media
3. Increase in followers on various social media accounts with specific focus on Instagram & TikTok not neglecting Facebook & Twitter
4. Earned PR media for PR generated from media drops.

2. RFQ Validity period

This bid will remain valid **90 (ninety) days** from the date of bid closing.

3. Costing

The indicative costing should reflect a detailed cost breakdown, and any direct or indirect costs associated with the rendering of required services.

4. Duration of the Contract

Six months.

5. Location

Auckland Park

6. EVALUATION CRITERIA: PRESENTATION IN POWERPOINT

- Bidder to make a PowerPoint presentation to a panel and submit a costing.
- The proposal presentation will be evaluated out of 100.
- A minimum threshold of **65 out of a maximum of 100** has been set.
- Bidders achieving less than the set threshold will be declared non-responsive and therefore will not be evaluated on specific goals (BBBEE and Price).

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in TTL for any broadcaster or any similar campaigns (Through-The-Line) Campaigns	<ul style="list-style-type: none"> • Supply previous campaigns including a show reel & layout: <ul style="list-style-type: none"> ○ 5 campaigns (10) ○ 3 campaigns (5) ○ Less than 3 (0) 	5	10
Project lead time	<ul style="list-style-type: none"> • Provide a detailed project plan (creative de-brief, creative revert, final creative, pre-production, production, post-production, despatching final material, post campaign report) to launch 1st campaign from appointment date: <ol style="list-style-type: none"> 1. 3 Weeks to complete (10) 2. 4 Weeks to complete (5) 3. More than 4 weeks to complete (0) 	5	10

CREATIVE	<ul style="list-style-type: none"> • Submission of a strategy (10): <ol style="list-style-type: none"> 1. Link the big idea to the brand's objectives outlined in the scope and background information. <ul style="list-style-type: none"> ▪ Strategy submitted has a big idea that resolves brand objective (10) ▪ Strategy submitted has a big idea that is partially linked to the big idea (5) ▪ Strategy submitted has no link to the brand objective (0) • The proposed Big Idea strongly promotes appointment viewing of identified shows (include show name and broadcast date and time in the creative) from the background information above (5) • Execution of Creative alignment to the brand (15) <ol style="list-style-type: none"> 1. Quality of creative work: <ul style="list-style-type: none"> ▪ Innovative/ never seen before interpretation of art direction (5) ▪ Number of shows featured in print, OOH layouts. <ul style="list-style-type: none"> • 4 shows (5) • Less than 4 shows (0) ▪ Detailed story boards of the campaign (5) • Merchandise Ideas for each campaign @R200 per item (5) 	25	35
----------	--	----	----

DIGITAL	<ul style="list-style-type: none"> • Well written & articulated digital strategy on how to achieve our objectives based on the above brand information background shared (5) • Demonstrate evaluation, reporting & analytics using relevant media tools (5) • Submission of an organogram demonstrating how a team will be organised for the content creation, linking back to the strategy. (5) • In the submission demonstrate the use of influencers (nano, micro and mega) to achieve brand objectives, with the inclusion of a clear strategy on how to best utilise them (5) • Include the use of paid posts, across social media platforms, as informed by the brand target audience (5) • Showcase a content and always on implementation plan (5) 	20	30
PR	<ul style="list-style-type: none"> • Treatment of a media launch event for promoting content: - (5) <ul style="list-style-type: none"> · Includes Venue, Deco and link campaign idea to event (5) · No treatment of event (0) • PR Stills for talent; - (5) <ul style="list-style-type: none"> ○ Presented treatment of Stills for PR shoot(5) ○ No treatment of talent stills (0) • Proposed media tracking of SABC 2 across digital & traditional media (print & broadcasting) – (5) <ul style="list-style-type: none"> ○ Include Media tracking and reporting weekly, monthly and quarterly using relevant tools (5) ○ No media tracking included (0) 	10	15
TOTAL		65	100

Threshold for the above paper-based evaluation:

Bidders who obtain less than threshold of **65 points** will be declared non-responsive and will be eliminated from further evaluation

7. PRICE AND BEE (SPECIFIC GOALS)

- 7.1 The 80/20 preference point system will apply to evaluate responses.
- 7.2 The award of the tender / RFQ to will be based on presentation evaluation.
- 7.3 The Price and BEE (Specific goals) will be applicable to award the highest scoring bidder.

8. PRICE AND BEE (SPECIFIC GOALS) APPLICATION DURING CONTRACT IMPLEMENTATION

8.1 PRICE

The **80/20** preference point system

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

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

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

8.2 BEE (SPECIFIC GOALS)

<u>SPECIFIC GOALS</u>	<u>80/20</u>
EME/SME 51% owned by Black people	10
51% owned by Black people;	5
51% owned by Black people who are women	3
Black Youth	2

- NB: All tenders will be issued to the market with all specific goals, and these will be scored in accordance with the evidence as submitted by the bidder. The bidder who does not meet the specific goals will not be disqualified but score zero.**

8.3 ADJUDICATION USING A POINT SYSTEM

- The bidder obtaining the highest number of total points will be awarded the contract.
- Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots.

8.4 OBJECTIVE CRITERIA

- The SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.
- Bidders who are blacklisted or have committed other acts of fraud and misrepresentation of facts e.g., tax compliance, BBBEE, company financials, etc. will be eliminated from the bid process.

9. COMMUNICATION

Respondents are warned that a response will be disqualified should any attempt be made by a tenderer either directly or indirectly to canvass any officer(s) or employees of SABC in respect of a tender, between the closing date and the date of the award of the business.

All enquiries relating to this RFQ should be emailed three days before the closing date.

10. CONDITIONS TO BE OBSERVED WHEN TENDERING

- The Corporation does not bind itself to accept the lowest or any tender, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his tender. The Corporation reserves the right to accept a separate tender or separate tenders for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the tender at any stage.
- No tender shall be deemed to have been accepted unless or until a formal contract / letter of award is signed by both parties.
- **The Corporation reserves the right to:**
 - Not evaluate and award submissions that do not comply with this tender document.
 - Make a selection solely on the information received in the submissions
 - Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.

- Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.
- Award a contract to one or more bidder(s).
- Accept any tender in part or full at its own discretion.
- Cancel this RFQ or any part thereof at any time.
- Should a bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs, aligned to the BEE & Price.

11. Cost of Bidding

The Tenderer shall bear all costs and expenses associated with preparation and submission of its tender or RFQ, and the Corporation shall under any circumstances be responsible or liable for any such costs, regardless of, without limitation, the outcome of the bidding, evaluation, and selection process.

12. PAYMENT TERMS

SABC will effect payment sixty (60) days after the service provider has rendered the service and submitted an invoice / statement.

END OF RFQ DOCUMENT

Annexed to this document for completion and return with the document:

- Annexure A - Declaration of Interest
- Annexure B - **SBD 6.1 Form**
- Annexure C - Consortiums, Joint Ventures and Sub-Contracting Regulations
- Annexure D - **SBD 4 Form**
- Annexure E - Pricing Schedule

ANNEXURE A

DECLARATION OF INTEREST

1. Any legal or natural person, excluding any permanent employee of SABC, may make an offer or offers in terms of this tender invitation. In view of possible allegations of favoritism, should the resulting tender, or part thereof be awarded to-
 - (a) any person employed by the SABC in the capacity of Tenderer, consultant or service provider; or
 - (b) any person who acts on behalf of SABC; or
 - (c) any person having kinship, including a blood relationship, with a person employed by, or who acts on behalf of SABC; or
 - (d) any legal person which is in any way connected to any person contemplated in paragraph (a), (b) or (c),

it is required that:

The Tenderer or his/her authorised representative shall declare his/her position *vis-à-vis* SABC and/or take an oath declaring his/her interest, where it is known that any such relationship exists between the Tenderer and a person employed by SABC in any capacity.

Does such a relationship exist? [YES/NO]

If YES, state particulars of all such relationships (if necessary, please add additional pages containing the required information):

	[1]	[2]
NAME	:.....	
POSITION	:.....	
OFFICE WHERE EMPLOYED	:.....	
TELEPHONE NUMBER	:.....	
RELATIONSHIP	:.....	

2. Failure on the part of a Tenderer to fill in and/or sign this certificate may be interpreted to mean that an association as stipulated in paragraph 1, *supra*, exists.
3. In the event of a contract being awarded to a Tenderer with an association as stipulated in paragraph 1, *supra*, and it subsequently becomes known that false information was provided in response to the above question, SABC may, in addition to any other remedy it may have:
 - recover from the Tenderer all costs, losses or damages incurred or sustained by SABC as a result of the award of the contract; and/or
 - cancel the contract and claim any damages, which SABC may suffer by having to make less favourable arrangements after such cancellation.

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

SBD 6.1**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**

- 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:

SPECIFIC GOALS	80/20
EME/SME 51% owned by Black people	10
51% owned by Black people;	5
51% owned by Black people who are women	3
Black Youth	2

- 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:

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

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. 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:

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

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

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed. (80/20 system) (To be completed by the tenderer)
SMMEs (inclusive of QSEs and EMEs) 51% owned by Black people	10	
51% owned by Black people;	5	
51% owned by Black people who are women	3	
Black Youth	2	

NB: All tenders will be issued to the market with all specific goals, and these will be scored in accordance with the evidence as submitted by the bidder. The bidder who does not meet the specific goals will not be disqualified but score zero

Source Documents to be submitted with the tender or RFQ

Specific Goals	Acceptable Evidence
B-BBEE	Valid BEE Certificate / Sworn Affidavit (in case of JV, a consolidated scorecard will be accepted)
Black Women Owned	Certified ID Documents of the Owners/shareholder
Black Youth owned	Certified ID Documents of the Owners
EME or QSE 51% Black Owned	Annual Financial/ Management Accounts/ B-BBEE Certificate / Affidavit/ Certified ID Documents of the Owners/shareholder
51% Black Owned	CIPC Documents / B-BBEE Certificate/Affidavit/ Certified ID Documents of the Owners/shareholder
South African Enterprises	CIPC Documents

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.

.....	
SIGNATURE(S) OF TENDERER(S)	
SURNAME AND NAME:
DATE:
ADDRESS:

ANNEXURE C**CONSORTIUMS, JOINT VENTURES AND SUB-CONTRACTING REGULATIONS****1. CONSORTIUMS AND JOINT VENTURES**

- 1.1 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 B-BBEE status level certificate.
- 1.2 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate tender.

2 SUB-CONTRACTING

- 2.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 2.2 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.
- 2.3 A person awarded a contract may not subcontract more than 30% 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 DECLARATION OF SUB-CONTRACTING

3.1 Will any portion of the contract be sub-contracted? YES / NO

3.2 If yes, indicate:

3.2.1 The percentage of the contract will be sub-contracted%

3.2.2 The name of the sub-contractor

3.2.3 The B-BBEE status level of the sub-contractor.....

3.2.4 whether the sub-contractor is an EME YES / NO

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE “D”**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 interest¹ 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:

.....

¹ 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.

.....

- 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 consortium² 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

² 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.

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

COSTING MODEL

item	DESCRIPTION	QTY	UNIT PRICE	TOTAL
10	Development of the strategy and big idea	1		
20	Development of creative + On-Air elements for September till December 2023 campaign	1		
30	Development of creative + On-Air elements for January till March 2024 campaign	1		
40	Development of radio ads for September till December 2023 campaign	1		
50	Development of radio ads for January till March 2024 campaign	1		
60	Development and implementation of digital campaign- September till December 2023	1		
70	Development and implementation of digital campaign- January till March 2024	1		

Strictly Confidential

80	Producing Merchandise for September till December 2023	200		
90	Producing Merchandise for January till March 2024	200		
100	PR Media monitoring for six months September 2023 to March 2024	1		
110	PR Media launch event for Jan till March 2024	1		
	SUB-TOTAL			