

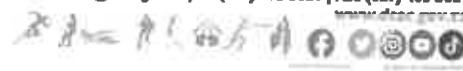


sport, arts & culture

Department
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

Private Bag X897 | VVL Building | 202 Mediba Street | Pretoria, 0001 |
Email: info@dsac.gov.za | Tel: 012 441 3000 | Fax: 012 441 3699

Private Bag X9015 | Room 1621 | 120 Plain Street | Cape Town, 8000 |
Email: info@dsac.gov.za | Tel: (021) 465 5620 | Fax: (021) 465 5624



SCM Enquiries : Mr.O Phophi

Tel : 012 441 3418

Reference : OPRFQ 1

SUBJECT: MARCH 2023 - WOMANDLA IN FITNESS WEBINAR HYBRID MARKETING ACTIVATION WITH 80 WOMEN.

REQUIRED BY: DEPARTMENT OF SPORT, ARTS & CULTURE

1. Kindly furnish the Department with quotation for the above mentioned subject.
2. SBD 4, SBD 6.1 forms are attached for completion.
3. Bidders are requested to submit quotation, attached SBD's together with proof of B-BEEE status level of contributor.
4. The quotations will be evaluated on 80/20 preference point system. Failure to submit proof of B-BBEE status level of contributor will result in zero preference points being awarded for B-BBEE.
5. These forms must be returned with your quotation to the following e-mail address:
OfhaniP@dsac.gov.za
6. The closing is **23 January 2023**

Signature: 

Date: 10 JANUARY 2023



RFQ SPEC:
PROGRAMME:
CHIEF DIRECTORATE:
DIRECTORATE:
SUBMITTED BY:
DATE:

MARKETING
MARCH MONTH 2023
MARKETING AND COMMUNICATIONS
MARKETING
QUEEN NNANIKI MALESA
2022 DECEMBER 13

BRIEF TO SCM

The March Month 2023 sees us pursue the mandate of Human Rights month 2023.

In line with the Annual Operations Plan of 2022 Marketing, the I Choose 2 B Active & Beyond Conversation Campaigns is expected to deliver a programmatic dialogue activation where the community is engaged on relevant topical issues and ensuring that there is ample opportunity of responding to the concerns of the citizens within the sport, arts and culture sector.

Key outcomes of this brief is to ensure that the gain insights from women and men by activating a quantitative and qualitative engagement sessions which will take place as follows:

- Quantitative Research Activation: Survey commission to engage communities using I Choose 2 B Active community database
- Survey Report
- Mobilisation of 80 community members to participate in recording of Promo AV advancing healthy living message
- Qualitative Research Activation - Empowerment session with 80 community members to impart healthy living skills

SPECIFICATION REVERT

SCM is being asked to submit request for quotations to marketing service providers with experience and expertise in driving marketing advertising campaigns - especially on digital platforms and driving engagement citizenry dialogues and research excursions.

Service providers are to revert with quotations for delivering to the to the following outputs:

1. Quantitative Research Activation - Survey commission & insights report
2. Womandla In Fitness Voices Advertising campaign
3. Qualitative Research Activation - Womandla In Fitness - Beyond Conversations Webinar March 2023 Dialogue

A detailed review of each deliverable merits review:

1. WOMANDLA IN FITNESS: SURVEY COMMISSION AND QUANTITATIVE RESEARCH REPORT

To engage the over community members in the I Choose 2 B Active database through an electronic survey and deliver a report outlining the following:

- Challenges facing men and women in pursuing a fit and healthy lifestyle
- The role played by family, community and society in driving or mitigating the challenges
- The success stories of women and men pursuing a healthy and fit lifestyle
- Report must highlight key themes coming out of the research results for use in the dialogue session to be held later on in the month.

2. WOMANDLA IN FITNESS VOICES BEYOND CONVERSATION ADVERTISING CAMPAIGN

To identify 80 women and men from the survey who will be participate in the advertising campaign for the month of March promoting the #Right2Exercise Intended to:

- Drive awareness of messaging of hope and resilience in being physically active
- Drive awareness of empowerment of women by other women in pursuing a physically active lifestyle

This advertising campaign must then be supported through digital paid for media during March 2023.

3. WOMANDLA IN FITNESS BEYOND CONVERSATIONS WORKSHOP



To identify 80 community members from the survey who will be participate in workshop (Date - TBC) which will be delivered through a 3-pronged activation:

- Part 1: Morning Session: 80 community members will be empowered on how to become fitness ambassadors promoting healthy living in their communities
- Part 2: Mid-Morning Session: 80 community members will be divided into 4 groups for debating key themes of the topic of the day as part of qualitative research of unpacking the key themes found from the survey's results
- Part 3: After Lunch Session: Streamed-live dialogue session featuring 3 panelists where each of the panelists will host the varying views discussed during the group discussions
- A report post this session outlining key insights to shape the next webinar

The following requirements to deliver this programme will be as follows:

3.1 Dialogue Activation Logistics

- Source of venue and payment for its usage - assume venue is in the Eastern Cape.
- Honorarium for 4 panelists invited (2 are Doctors)
- 4 panelists will each lead a team to discuss opposing views and then debate it later as part of the dialogue
- Provision of accommodation and travelling for transportation of 3 panelists (assume residence of at least 3 from Gauteng)
- Provision of accommodation of 3 Fitness Influencers from Gauteng and NW for participation on the day
- To provide for the furniture & related logistics of the Dialogue
- To provide for entertainment of local musician/choral group related with no backline
- To provide logistics for on stage dialogue with 4 panelists inclusive of LIVE-streaming camera and stage plus PA system for the activation and catering for 150 people in attendance
- To ensure that you supply footage of the recorded content as downloaded from the camera cards and not from live streaming content of the facebook platform as that will NOT be acceptable

3.2 Post-Production of Webinar

To facilitate the post-production of the dialogue into a webinar as follows:

- To edit footage of webinar and turn into 1 hour webinar docs-series promoting the Womandla In Fitness Webinar
- To pay for the rights of age of footage and music used to produce the webinar
- To ready this webinar for loading on Youtube platform of DSAC

3.3 Marketing, Mobilisation & Transportation

To provide mobilisation and transportation as follows:

- Marketing procurement of driving awareness of the event using digital paid-for media platforms
- Marketing procurement using paid-for digital platforms to drive awareness of webinar watching post dialogue activation
- Producing 2 Video AV adverts of whatsapp length for prompting the #PartyWatching activation with competition of apparel to be won
- Payment of 3 Fitness Influencers for use in driving awareness of the webinar and being onsite on the day of the event to serve as co-hosts
- Procurement of transportation for 80 participants of webinar from nearby community
- Mobilisation of 80 participants
- Payment of any likely costs to emanate from recruitment agency/personnel used to identify, assist with and mobilise participants to be on site
- To pay for the transportation of the equipments used for mobile health-clinics brought on board by the two Doctor panelists

ENQUIRIES

Nnaniki Malesa - 071 350 9125 nnanikim@dsac.gov.za
queenm@dsac.gov.za