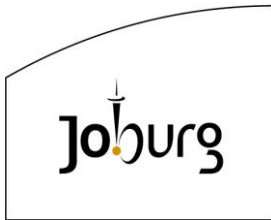


REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MI9INDEX

1. MBD1 - Part A
 - 1.1 Invitation to Bid
 - 1.2 Bidder information
 - 1.3 Joint Venture Certificate
 - 1.4 Consortium Certificate
 - 1.5 Subcontracting Certificate
 - 1.6 Partnership Certificate
2. MBD 1 - Part B
 - 2.1 Important Notice
 - 2.2 Conditions of Bid
 - 2.3 Terms and Conditions of Bid – Tax Compliance Requirements
 - 2.4 Tax Matters
 - 2.5 General Terms and Conditions of the Contract
3. Section 1
 - 3.1 Conditions of Award
4. Section 2
 - 4.1 Bid specifications / terms of reference
 - 4.2 Form of Bid
 - 4.3 Proposal Price Adjustment



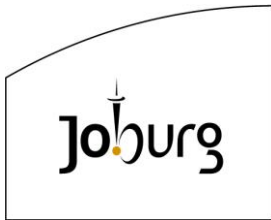
REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

5. Section 3

5.1	Invitation to bid	MBD 1
5.2	Pricing Schedule – Firm Prices (Purchases)	MBD 3.1
5.3	Price Adjustments -a non-firm prices subject to escalation	MBD 3.2
5.4	Price Schedule – professional services	MBD 3.3
5.5	Declaration of interest	MBD 4
5.6	Preference Points Claim Form	MBD 6.1
5.7	Declaration of Supply Chain Practices	MBD 8
5.8	Certificate of Independent Bid Determination	MBD 9
5.9	Declaration of municipal accounts	
5.10	Declaration in Terms of terms of Regulation 21 of the Municipal Supply Chain Management Regulations	MBD 10

6. Section 4

- 6.1 Technical data, omissions, variations and company details.



BID NO: COJ/JTC003/23-24.

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 1

PART A**INVITATION TO BID**

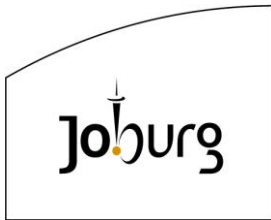
YOU ARE HEREBY INVITED TO BID FOR [REQUIREMENTS] OF THE CITY OF JOHANNESBURG					
BID NUMBER:	COJ/JTC003/23-24	CLOSING DATE:	23 OCTOBER 2023	CLOSING TIME:	10:30AM
DESCRIPTION	REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.				
THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (MBD7).					

BID DOCUMENTS MUST BE DEPOSITED IN THE TENDER BOX SITUATED AT:

GROUND FLOOR, METROPOLITAN CENTRE
158 CIVIC BOULEVARD
BRAAMFONTEIN, JOHANNESBURG.

COMPULSORY BRIEFING SESSION**DATE: 04 OCTOBER 2023.****TIME: 10:00AM****VENUE: JOBURG TOURISM OFFICES, 4TH FLOOR BOARDROOM, SANDTON LIBRARY, NELSON MANDELA SQUARE.****SUPPLIER INFORMATION**

NAME OF BIDDER				
POSTAL ADDRESS				
STREET ADDRESS				
TELEPHONE NUMBER	CODE		NUMBER	
CELLPHONE NUMBER				
E-MAIL ADDRESS				
VAT REGISTRATION NUMBER				



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

TAX COMPLIANCE STATUS	TCS PIN:		CSD No:	
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE [TICK APPLICABLE BOX]	<input type="checkbox"/> Yes <input type="checkbox"/> No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT	<input type="checkbox"/> Yes <input type="checkbox"/> No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE / SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED]				
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 THE GOODS /SERVICES /WORKS OFFERED?	<input type="checkbox"/> Yes <input type="checkbox"/> No [IF YES, ANSWER PART B:3]
TOTAL NUMBER OF ITEMS OFFERED			TOTAL BID PRICE	R
SIGNATURE OF BIDDER			DATE	
CAPACITY UNDER WHICH THIS BID IS SIGNED				
BIDDING PROCEDURE ENQUIRIES AND TECHNICAL INFORMATION MAY BE DIRECTED TO:				
DEPARTMENT	JOHANNESBURG TOURISM COMPANY.		CONTACT PERSON	LUMKA DLOMO.
EMAIL ADDRESS	Lumkad@joburgtourism.com			



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

BUSINESS STRUCTURE	
Individual	
Joint Venture	
Company	
Consortium	
Sub – Contractor	
Other	
If individual	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business Address [not postal address]	

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Telephone	
E-mail address	
COMPANY	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If Joint Venture	
Name of Bidder	
Contact Person	

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Registration number	
Vat number	
CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If consortium	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
Business address [not postal address]	
Telephone	
E-mail address	

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

If subcontracting	
Name of Sub-contractor	
Contact Person	
Registration number	
Vat number	
CIDB registration	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If other	
Name of Bidder	
Contact Person	
Registration number	
Vat number	

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	

MUNICIPAL DETAILS	
SUPPLIER NUMBER [if applicable]	

--

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

JOINT VENTURE CERTIFICATE

We, the undersigned member firms in the Joint Venture _____ [Name of the Joint Venture], hereby authorize Mr./Ms. _____ to sign this bid document as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and/or contract for and on behalf of the Joint Venture.

NAME OF THE MEMBER FIRM(S)	REPRESENTATIVE OF THE FIRM	DESIGNATION OF THE REPRESENTATIVE OF THE FIRM	SIGNATURE

NOTE: A copy of the Joint Venture Agreement, Joint Venture Certificate indicating the percentage contribution of each firm to the Joint Venture and the allocation of responsibilities and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

CONSORTIUM CERTIFICATE

We, the undersigned consortium partners, hereby authorize _____
[Name of entity] to act as lead consortium partner and further authorize
Mr./Ms. _____ to sign this offer as well as any contract resulting
from bid number _____ and any other documents and correspondence in
connection with this bid and / or contract for and on behalf of the consortium.

CONSORTIUM PARTNER	FULL NAME OF CONSORTIUM MEMBER	PARTICIPATION %	SIGNATURE

NOTE: A copy of the Consortium Agreement, Consortium Certificate indicating the allocation of responsibilities of consortium partner to the Consortium and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SUBCONTRACTING CERTIFICATE

I/We, the undersigned bidder undertake to subcontract _____% of the total bidding value to the below subcontractor/s.

NAME OF SUBCONTRACTOR	CONTACT MEMBER OF THE SUB CONTRACTOR	% TO BE SUBCONTRACTED	SIGNATURE

NOTE: A copy of the Subcontract Agreement indicating the allocation of responsibilities of each subcontractor must be attached.

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

PARTNERSHIP CERTIFICATE

We, the undersigned partners in the business trading as _____ hereby authorize Mr./Ms. _____ to sign this offer as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and / or contract for and on behalf of the abovementioned partnership.

NAME OF PARTNER	IDENTITY NO.	OWNERSHIP %	SIGNATURE

NOTE: A copy of the Partnership Agreement indicating the allocation of responsibilities of each partner to the Partnership and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 1 – PART B

1. IMPORTANT NOTICE

A bidder is required to take notice of the following in the preparation and submission of this bid. **THIS IMPORTANT NOTICE APPLIES TO THE BID AS A WHOLE AND MUST BE READ AS PART OF EVERY SECTION AND ANNEXURE TO THIS BID DOCUMENT.**

- 1.1. The bidder must read this bid document diligently and where possible take advice or refer to the relevant legislation and regulation applicable to procurement.
- 1.2. The bid document must be completed in black ink and in full, correctly and truthfully. Provided that it's not relevant to the bidder, it must be marked "**N/A**".
- 1.3. Bid documents must be sealed when submitted. The submission must be delivered at the correct address as it reads from this bid document on or before the closing date and before the closing time. The correct time to be used will be Telkom time. No submission shall be accepted other than in the manner described in this paragraph.
- 1.4. Information requested must be provided. Such information must be genuine. Should information be a copy of the original, such copy must be certified and commissioned as the true copy of the original in terms of the relevant laws.
- 1.5. Documents requested [including those under "returnable documents" under specifications / terms of reference] must be attached at the end of that particular annexure requesting such information. Should the information exceed the provided space, an addendum must be attached at the end of that particular annexure requesting such information.
- 1.6. Any requirement for signature must be signed at the appropriate space provided. It shall be deemed that the signatory is the bidder or a duly authorized person of the bidder.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

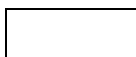
- 1.7. The briefing session **must** be attended if compulsory. If not, the municipality highly recommends that the briefing session be attended.
- 1.8. **Error/s made must be scratched and signed next to the error by the same person who signs the bid document. Therefore, no tipex is allowed. In addition, error/s made and relating to price must be accompanied by a letter [in the bidder's letterhead] pointing out the error made and acknowledging that it is his or her signature and was signed by the bidder for reasons of correcting the error.**
- 1.9. The bid may be rejected in the event that the bidder:
- 1.9.1. fails to complete fully this bid document or to provide the information requested, or to sign the bid at the appropriate spaces provided or next to errors, his/her/its bid may be rejected due to non-compliance or being invalid;
 - 1.9.2. is found to be a role player or commits criminal act/s including fraud, price rigging, corruption, collusion, or forgery, the bidder shall be rejected. In the case of an award already made, the award or contract shall be terminated; or
 - 1.9.3. any of its director/s or those of the subcontractor/s or partner/s:
 - 1.9.3.1. owe municipal charges and is in arrears for more than 3 (three) months;
 - 1.9.3.2. had during the last 5 (five) years failed to perform satisfactorily on previous contract with the municipality or municipal entity or organ of the state after written notice was given to perform satisfactorily;
 - 1.9.3.3. abused the supply chain management of the municipality or municipal entity or committed an improper conduct;
 - 1.9.3.4. has been listed in the register of tender defaulters; or

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- 1.9.3.5. if any of the bidder's principals are in the service of the state.
- 1.10. Any steps taken because the bidder has failed to comply as provided in terms of this important notice or breached terms and conditions of the bid, shall not prevent the municipality from taking any steps available in law in addition to the remedies taken because of non-compliance or breach.
- 1.11. **Failure to take note of the advice and recommendations made under this important notice, shall be at the bidder's own risk.**
- 1.12. This bid will be subject to public adjudication and notice of the date and time of the sitting shall be published on the Municipality's website.
- 1.13. Bid documents must be collected at the stipulated address, date and time as advertised, or downloaded from the appropriate websites.
- 1.14. Bid documents will be opened after the closing time and all bidders and their prices will be published on the municipality's website.
- 1.15. The bid award shall be published in the municipal websites.
- 1.16. **BID SUBMISSION:**
- 1.16.1. Bids must be delivered by the stipulated time to the correct address. Late bids will not be accepted for consideration.
- 1.16.2. This bid is subject to the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, the General Conditions of Contract (GCC) and, if applicable, any other Special Conditions of Contract.
- 1.16.3. The successful bidder will be required to sign a written service level agreement.
- 1.17. The City of Johannesburg reserves the right to source information from various sources to verify the information provided by the bidder in this bid and to enable the



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

City to assess the bidder's financial stability and viability, and record of business conduct. The information to be sourced may include information relevant for the verification of all the information submitted by the bidder in this bid and any other information that may reasonably be deemed necessary to enable the City's verification and assessment, including the following:

1. Commercial risk ratings;
 2. Whether the bidder honours commitments with suppliers and/or customers;
 3. Trade references;
 4. Company statutory information;
 5. Bidder's current address;
 6. Tax information;
 7. Bidder certification by international or local standard setting bodies and/or verification agencies;
 8. Shareholding (shares and/or financial instruments held in and/or by the bidder);
 9. Whether the bidder has relevant capacity (resources, infrastructure etc.) to execute the contract;
 10. Annual Financial Statements, or information included therein;
 11. Property interests of the bidder and principals;
 12. Judgements, and default listings of the bidder and principals, as well as debt review of principals;
 13. Business rescue, liquidation of bidder and sequestration of principals;
 14. Principals, including their shareholdings and/or business interests in the bidder and other entities as well as current interests.
- 1.18. The City may source the information directly from the sources, or make use of agents to source the information on its behalf.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

1.19. Consent form in terms of section 11 of the Protection of Personal Information Act, 2013 ("POPIA")

1.19.1. In order for the City to consider the bidders response, it will be necessary for the City to process certain personal information which the bidder may share with the City for the bid submission, including personal information – which may include special personal information ("personal information"). Personal information will be processed by the City for the purposes of assessing the bidder's submission in relation to the bid. The City may also share the bidder's personal information with third parties to carry out verification and background checks, where necessary. In this regard, the bidder acknowledges that the City's authorized verification agent/s and service provider/s will access the personal information.

1.19.2. By ticking yes, and signing below, the bidder agrees and voluntarily consents to the City processing the bidder's personal information for the purpose of evaluating its submission, including to confirm and verify any information provided in the submission and the bidder gives the City permission to do so. The bidder agrees that the personal information may be disclosed by the City to third parties. The bidder understands that it is free to withdraw its consent on written notice to the City, however if consent is not given or is withdrawn, the City may be unable to process the bid submission.

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Please tick one:

Yes

☐

No

☐

Signature

Date

Capacity

Name of Bidder

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

2 CONDITIONS OF BID

- 2.1. No bid will be accepted from persons in the service of the state as defined in the Municipal Finance Management Act and Regulations.
- 2.2. The bid terms and conditions remain binding to the bidder throughout the contracting period.
- 2.3. A consideration of this bid is subject to governing legislation, including those relating to B-BBEE, the City's development goals, Preferential Procurement Policy Framework Act 5 of 2000 and its Regulations as amended.
- 2.4. That the tender may not necessarily be awarded to the bidder scoring the highest points.
- 2.5. The bidder is prohibited from participating in any form of price manipulation or bid rigging including those in MBD 9. If found, the bidder will be disqualified, or award be terminated.
- 2.6. Negotiations will only be conducted with selected bidder/s where necessary.
- 2.7. An award may be made to more than one bidder.
- 2.8. If considered necessary, the municipality reserves the right to visit the bidder's place of business and/or its customers.
- 2.9. The specifications are the copyright of the municipality.
- 2.10. The municipality reserves the right to cancel the requests for bids at any time or stage before the award or not to accept any bid.
- 2.11. Should it be found that the bidder has not been truthful and/or dishonest, then municipality shall cancel the award and negotiate with the next acceptable bidder.
- 2.12. All bids will be treated as confidential to the extent that the Municipality is required by law to publish or make information in the bid available to a third party.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

2.13. Any dispute arising out of or relating to the bid must first be referred to the Accounting Officer for resolution.

2.14. Remedies

(1) If an organ of state is of the view that a tenderer submitted false information regarding a specific goal, the City of Johannesburg will —

(a) inform the tenderer accordingly; and

(b) give the tenderer an opportunity to make representations within 14 days as to why the tender may not be disqualified or, if the tender has already been awarded to the tenderer, the contract should not be terminated in whole or in part.

(2) After considering the representations referred to in subparagraph (2.14) (b), the City of Johannesburg may, if it concludes that such information is false—

(a) disqualify the tenderer or terminate the contract in whole or in part; and

(b) if applicable, claim damages from the tenderer.

2.15. The tender may be divisible and be awarded to more than one bidder.

2.16. The City reserves the right to award the bid in full, partially or not at all.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

3. TERMS AND CONDITIONS FOR BIDDING [Part B – Tax Compliance Requirements]

- 3.1. Bidders must ensure compliance with their tax obligations.
- 3.2. Bidders are required to submit their unique personal identification number (PIN) issued by the South Africa Revenue Services (SARS) to enable the organ of state to view the taxpayer's profile and tax status.
- 3.3. Application for the tax compliance certificate (TCC) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.
- 3.4. Foreign suppliers must complete the pre-award questionnaire in 3.7 below.
- 3.5. Bidders may also submit a printed TCC certificate together with the bid. In bids where consortia / joint ventures / sub-contractors are involved, each party must submit a separate TCC certificate / PIN and CSD number.
- 3.6. Where no TCC is available but the bidder is registered on the central supplier database (CSD), a CSD number must be provided.
- 3.7. **If the answer is “no” to all of the below, then it is not a requirement to register for a tax compliance status system pin code from SARS and if not register as per 3.3 above.**

Question	Yes	No
Is the entity a resident of the republic of South Africa (RSA)?		
Does the entity have a branch in the RSA?		
Does the entity have a permanent establishment in the RSA?		
Does the entity have any source of income in the RSA?		
Is the entity liable in the RSA for any form of taxation?		

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4. TAX MATTERS

It is a condition of the bid that the taxes of the successful bidder must be in order as at the date of award, or that satisfactory arrangements have been made with SARS to meet the bidder's tax obligations as at the date of award. The annexure must be read in conjunction with the important notice.

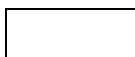
- 4.1. The bidder must submit the tax compliance status PIN / CSD in order to enable the verification of the tax status of the bidder.
- 4.2. The bidder, upon being called to, must submit a valid Tax Clearance Certificate issued by any SARS branch office in order to determine tax compliance. The Tax Clearance Certificate Requirements are also applicable to foreign bidders / individuals who wish to submit bids.
- 4.3. The tax affairs of the bidder, as at the date of award, must be tax compliant.
- 4.4. Provided that the bid has Consortia / Joint Ventures / Sub-contractors involved, the conditions in 4.2 and 4.3 above equally apply to each member of the Consortia / Joint Ventures / Sub-contractor.

Signature

Date

Capacity

Name of Bidder



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

5. GENERAL TERMS AND CONDITIONS OF THE CONTRACT

- a) In this document words in the singular also refer to the plural and *vice versa* and words in the masculine also mean in the feminine and neuter.
- b) The General Conditions of Contract (GCC) will form part of all bid documents and may not be amended.
- c) Special Conditions of Contract (SCC) relevant to a specific bid, should be compiled separately for every bid (if applicable) and will supplement the GCC. Whenever there is a conflict, the provisions in the SCC shall prevail.
- d) Wherever the following words appear, they will have interchangeable meaning: "purchaser" refers to the "municipality" and "supplier" refers to the "bidder".

Definitions

- 1. The following terms shall be interpreted as indicated:
 - 1.1 "Closing time" means the date and hour specified in the bidding documents for the receipt of bids.
 - 1.2 "Contract" means the written agreement entered into between the purchaser and the supplier, as recorded in the contract form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.
 - 1.3 "Contract price" means the price payable to the supplier under the contract for the full and proper performance of his contractual obligations.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- 1.4 "Corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
- 1.5 "Countervailing duties" are imposed in cases where an enterprise abroad is subsidized by its government and encouraged to market its products internationally.
- 1.6 "Country of origin" means the place where the goods were mined, grown or produced or from which the services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembly of components, a commercially recognized new product results that is substantially different in basic characteristics or in purpose or utility from its components.
- 1.7 "Day" means calendar day.
- 1.8 "Delivery" means delivery in compliance of the conditions of the contract or order.
- 1.9 "Delivery *ex stock*" means immediate delivery directly from stock actually on hand.
- 1.10 "Delivery into consignees store or to his site" means delivered and unloaded in the specified store or depot or on the specified site in compliance with the conditions of the contract or order, the supplier bearing all risks and charges involved until the supplies are so delivered and a valid receipt is obtained.
- 1.11 "Dumping" occurs when a private enterprise abroad markets its goods on own initiative in the RSA at lower prices than that of the country of origin and which have the potential to harm the local industries in the RSA.
- 1.12 "*Force majeure*" means an event beyond the control of the supplier and not involving the supplier's fault or negligence and not foreseeable. Such events may include, but is not restricted to, acts of the purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 1.13 "Fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of any bidder,

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the bidder of the benefits of free and open competition.

- 1.14 “GCC” means the General Conditions of Contract.
- 1.15 “Goods” means all of the equipment, machinery, and/or other materials that the supplier is required to supply to the purchaser under the contract.
- 1.16 “Imported content” means that portion of the bidding price represented by the cost of components, parts or materials which have been or are still to be imported (whether by the supplier or his subcontractors) and which costs are inclusive of the costs abroad, plus freight and other direct importation costs such as landing costs, dock dues, import duty, sales duty or other similar tax or duty at the South African place of entry as well as transportation and handling charges to the factory in the Republic where the supplies covered by the bid will be manufactured.
- 1.17 “Local content” means that portion of the bidding price which is not included in the imported content provided that local manufacture does take place.
- 1.18 “Manufacture” means the production of products in a factory using labour, materials, components and machinery and includes other related value-adding activities.
- 1.19 “Order” means an official written order issued for the supply of goods or works or the rendering of a service.
- 1.20 “Project site,” where applicable, means the place indicated in bidding documents.
- 1.21 “Purchaser” means the organization purchasing the goods.
- 1.22 “Republic” means the Republic of South Africa.
- 1.23 “SCC” means the Special Conditions of Contract.
- 1.24 “Services” means those functional services ancillary to the supply of the goods, such as transportation and any other incidental services, such as installation, commissioning, provision of technical assistance, training, catering, gardening,

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

security, maintenance and other such obligations of the supplier covered under the contract.

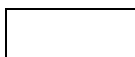
- 1.25 “Written” or “in writing” means handwritten in ink or any form of electronic or mechanical writing.

2. Application

- 2.1. These general conditions are applicable to all bids, contracts and orders including bids for functional and professional services, sales, hiring, letting and the granting or acquiring of rights, but excluding immovable property, unless otherwise indicated in the bidding documents.
- 2.2. Where applicable, special conditions of contract are also laid down to cover specific supplies, services or works.
- 2.3. Where such special conditions of contract are in conflict with these general conditions, the special conditions shall apply.

3. General

- 3.1. Unless otherwise indicated in the bidding documents, the purchaser shall not be liable for any expense incurred in the preparation and submission of a bid. Where applicable a non-refundable fee for documents may be charged.
- 3.2. Invitations to bid are, in addition to the purchaser’s website and/or newspapers, are published in the Government Tender Bulletin. The Government Tender Bulletin may be obtained directly from the Government Printer, Private Bag X85, Pretoria 0001, or accessed electronically from www.treasury.gov.za.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4. Standards

- 4.1. The goods supplied shall conform to the standards mentioned in the bidding documents and specifications.

5. Use of contract documents and information; inspection

- 5.1. The supplier shall not, without the purchaser's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample, or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the supplier in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.
- 5.2. The supplier shall not, without the purchaser's prior written consent, make use of any document or information mentioned in GCC clause 5.1 except for purposes of performing the contract.
- 5.3. Any document, other than the contract itself mentioned in GCC clause 5.1 shall remain the property of the purchaser and shall be returned (all copies) to the purchaser on completion of the supplier's performance under the contract if so required by the purchaser.
- 5.4. The supplier shall permit the purchaser to inspect the supplier's records relating to the performance of the supplier and to have them audited by auditors appointed by the purchaser, if so required by the purchaser.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

6. Patent rights

- 6.1. The supplier shall indemnify the purchaser against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the goods or any part thereof by the purchaser.

7. Performance security

- 7.1. Within 30 (thirty) days of receipt of the notification of contract award, the successful bidder shall furnish to the purchaser the performance security of the amount specified in SCC.
- 7.2. The proceeds of the performance security shall be payable to the purchaser as compensation for any loss resulting from the supplier's failure to complete his obligations under the contract.
- 7.3. The performance security shall be denominated in the currency of the contract, or in a freely convertible currency acceptable to the purchaser and shall be in one of the following forms:
- (a) a bank guarantee or an irrevocable letter of credit issued by a reputable bank located in the purchaser's country or abroad, acceptable to the purchaser, in the form provided in the bidding documents or another form acceptable to the purchaser; or
 - (b) a cashier's or certified cheque
- 7.4. The performance security will be discharged by the purchaser and returned to the supplier not later than 30 (thirty) days following the date of completion of the supplier's performance obligations under the contract, including any warranty obligations, unless otherwise specified in SCC.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

8. Inspections, tests and analysis

- 8.1. All pre-bidding testing will be for the account of the bidder.
- 8.2. If it is a bid condition that supplies to be produced or services to be rendered should at any stage during production or execution or on completion be subject to inspection, the premises of the bidder or contractor shall be open, at all reasonable hours, for inspection by a representative of the purchaser or an organization acting on behalf of the purchaser.
- 8.3. If there are no inspection requirements indicated in the bidding documents and no mention is made in the contract, but during the contract period it is decided that inspections shall be carried out, the purchaser shall itself make the necessary arrangements, including payment arrangements with the testing authority concerned.
- 8.4. If the inspections, tests and analyses referred to in clauses 8.2 and 8.3 show the supplies to be in accordance with the contract requirements, the cost of the inspections, tests and analyses shall be defrayed by the purchaser.
- 8.5. Where the supplies or services referred to in clauses 8.2 and 8.3 do not comply with the contract requirements, irrespective of whether such supplies or services are accepted or not, the cost in connection with these inspections, tests or analyses shall be defrayed by the supplier.
- 8.6. Supplies and services which are referred to in clauses 8.2 and 8.3 and which do not comply with the contract requirements may be rejected.
- 8.7. Any contract supplies may on or after delivery be inspected, tested or analyzed and may be rejected if found not to comply with the requirements of the contract. Such rejected supplies shall be held at the cost and risk of the supplier who shall, when called upon, remove them immediately at his own cost and forthwith substitute them with supplies which do comply with the requirements of the contract. Failing such removal the rejected supplies shall be returned at the suppliers cost and risk. Should

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

the supplier fail to provide the substitute supplies forthwith, the purchaser may, without giving the supplier further opportunity to substitute the rejected supplies, purchase such supplies as may be necessary at the expense of the supplier.

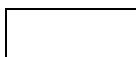
- 8.8. The provisions of clauses 8.4 to 8.7 shall not prejudice the right of the purchaser to cancel the contract on account of a breach of the conditions thereof, or to act in terms of Clause 23 of GCC.

9. Packing

- 9.1. The supplier shall provide such packing of the goods as is required to prevent their damage or deterioration during transit to their final destination, as indicated in the contract. The packing shall be sufficient to withstand, without limitation, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit, and open storage. Packing, case size and weights shall take into consideration, where appropriate, the remoteness of the goods' final destination and the absence of heavy handling facilities at all points in transit.
- 9.2. The packing, marking, and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the contract, including additional requirements, if any, specified in SCC, and in any subsequent instructions ordered by the purchaser.

10. Delivery and documents

- 10.1. Delivery of the goods shall be made by the supplier in accordance with the terms specified in the contract. The details of shipping and/or other documents to be furnished by the supplier are specified in SCC.
- 10.2. Documents to be submitted by the supplier are specified in SCC.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

11. Insurance

11.1. The goods supplied under the contract shall be fully insured in a freely convertible currency against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery in the manner specified in the SCC.

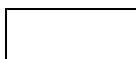
12. Transportation

12.1. Should a price other than an all-inclusive delivered price be required, this shall be specified in the SCC.

13. Incidental services

13.1. The supplier may be required to provide any or all of the following services, including additional services, if any, specified in SCC:

- (a) Performance or supervision of on-site assembly and/or commissioning of the supplied goods;
- (b) Furnishing of tools required for assembly and/or maintenance of the supplied goods;
- (c) Furnishing of a detailed operations and maintenance manual for each appropriate unit of the supplied goods;
- (d) Performance or supervision or maintenance and/or repair of the supplied goods, for a period of time agreed by the parties, provided that this service shall not relieve the supplier of any warranty obligations under this contract; and



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- (e) Training of the purchaser's personnel, at the supplier's plant and/or on-site, in assembly, start-up, operation, maintenance, and/or repair of the supplier goods.

13.2. Prices charged by the supplier for incidental services, if not included in the contract price for the goods, shall be agreed upon in advance by the parties and shall not exceed the prevailing rates charged to other parties by the supplier for similar services.

14. Spare parts

14.1. As specified in SCC, the supplier may be required to provide any or all of the following materials, notifications, and information pertaining to spare parts manufactured or distributed by the supplier:

- (a) such spare parts as the purchaser may elect to purchase from the supplier, provided that this election shall not relieve the supplier of any warranty obligations under the contract; and
- (b) in the event of termination of production of the spare parts:
 - (i) Advance notification to the purchaser of the pending termination, in sufficient time to permit the purchaser to procure needed requirements; and
 - (ii) following such termination, furnishing at no cost to the purchaser, the blueprints, drawings, and specifications of the spare parts, if requested.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

15. Warranty

- 15.1. The supplier warrants that the goods supplied under the contract are new, unused, of the most recent or current models, and that they incorporate all recent improvements in design and materials unless provided otherwise in the contract.
- 15.2. The supplier further warrants that all goods supplied under this contract shall have no defect, arising from design, materials, or workmanship (except when the design and/or material is required by the purchaser's specifications) or from any act or omission of the supplier, that may develop under normal use of the supplied goods in the conditions prevailing in the country of final destination.
- 15.3. This warranty shall remain valid for 12 (twelve) months after the goods, or any portion thereof as the case may be, have been delivered to and accepted at the final destination indicated in the contract, or for 18 (eighteen) months after the date of shipment from the port or place of loading in the source country, whichever period concludes earlier, unless specified otherwise in SCC.
- 15.4. The purchaser shall promptly notify the supplier in writing of any claims arising under this warranty.
- 15.5. Upon receipt of such notice, the supplier shall, within the period specified in SCC and with all reasonable speed, repair or replace the defective goods or parts thereof, without costs to the purchaser.
- 15.6. If the supplier, having been notified, fails to remedy the defect(s) within the period specified in SCC, the purchaser may proceed to take such remedial action as may be necessary, at the supplier's risk and expense and without prejudice to any other rights which the purchaser may have against the supplier under the contract.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

16. Payment

- 16.1. The method and conditions of payment to be made to the supplier under this contract shall be specified in SCC.
- 16.2. The supplier shall furnish the purchaser with an invoice accompanied by a copy of the delivery note and upon fulfilment of other obligations stipulated in the contract.
- 16.3. Payments shall be made promptly by the purchaser, but in no case later than 30 (thirty) days after submission of an invoice or claim by the supplier.
- 16.4. Payment will be made in Rand unless otherwise stipulated in SCC.

17. Prices

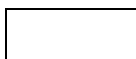
- 17.1. Prices charged by the supplier for goods delivered and services performed under the contract shall not vary from the prices quoted by the supplier in his bid, with the exception of any price adjustments authorized in SCC or in the purchaser's request for bid validity extension, as the case may be.

18. Contract amendments

- 18.1. No variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties concerned.

19. Assignment

- 19.1. The supplier shall not assign, in whole or in part, its obligations to perform under the contract, except with the purchaser's prior written consent.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

20. Subcontracts

20.1. The supplier shall notify the purchaser in writing of all subcontracts awarded under this contract if not already specified in the bid. Such notification, in the original bid or later, shall not relieve the supplier from any liability or obligation under the contract.

21. Delays in the supplier's performance

- 21.1. Delivery of the goods and performance of services shall be made by the supplier in accordance with the time schedule prescribed by the purchaser in the contract.
- 21.2. If at any time during performance of the contract, the supplier or its subcontractor(s) should encounter conditions impeding timely delivery of the goods and performance of services, the supplier shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and its cause(s).
- 21.3. As soon as practicable after receipt of the supplier's notice, the purchaser shall evaluate the situation and may at his discretion extend the supplier's time for performance, with or without the imposition of penalties, in which case the extension shall be ratified by the parties by amendment of contract.
- 21.4. No provision in a contract shall be deemed to prohibit the obtaining of supplies or services from a national department, provincial department, or a local authority.
- 21.5. The right is reserved to procure outside of the contract small quantities or to have minor essential services executed if an emergency arises, the supplier's point of supply is not situated at or near the place where the supplies are required, or the supplier's services are not readily available.
- 21.6. Except as provided under GCC Clause 25, a delay by the supplier in the performance of its delivery obligations shall render the supplier liable to the imposition of penalties,

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

pursuant to GCC Clause 22, unless an extension of time is agreed upon pursuant to GCC Clause 21.2 without the application of penalties.

- 21.7. Upon any delay beyond the delivery period in the case of a supplies contract, the purchaser shall, without cancelling the contract, be entitled to purchase supplies of a similar quality and up to the same quantity in substitution of the goods not supplied in conformity with the contract and to return any goods delivered later at the supplier's expense and risk, or to cancel the contract and buy such goods as may be required to complete the contract and without prejudice to his other rights, be entitled to claim damages from the supplier.

22. Penalties

- 22.1. Subject to GCC Clause 25, if the supplier fails to deliver any or all of the goods or to perform the services within the period(s) specified in the contract, the purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price, as a penalty, a sum calculated on the delivered price of the delayed goods or unperformed services using the current prime interest rate calculated for each day of the delay until actual delivery or performance. The purchaser may also consider termination of the contract pursuant to GCC Clause 23.

23. Termination for default

- 23.1. The purchaser, without prejudice to any other remedy for breach of contract, by written notice of default sent to the supplier, may terminate this contract in whole or in part:

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- (a) if the supplier fails to deliver any or all of the goods within the period(s) specified in the contract, or within any extension thereof granted by the purchaser pursuant to GCC Clause 21.2;
 - (b) if the supplier fails to perform any other obligation(s) under the contract; if the supplier, in the judgment of the purchaser, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.
- 23.2. In the event the purchaser terminates the contract in whole or in part, the purchaser may procure, upon such terms and in such manner as it deems appropriate, goods, works or services similar to those undelivered, and the supplier shall be liable to the purchaser for any excess costs for such similar goods, works or services. However, the supplier shall continue performance of the contract to the extent not terminated.
- 23.3. Where the purchaser terminates the contract in whole or in part, the purchaser may decide to impose a restriction penalty on the supplier by prohibiting such supplier from doing business with the public sector for a period not exceeding 10 (ten) years.
- 23.4. If a purchaser intends imposing a restriction on a supplier or any person associated with the supplier, the supplier will be allowed a time period of not more than 14 (fourteen) days to provide reasons why the envisaged restriction should not be imposed. Should the supplier fail to respond within the stipulated 14 (fourteen) days the purchaser may regard the intended penalty as not objected against and may impose it on the supplier.
- 23.5. Any restriction imposed on any person by the Accounting Officer / Authority will, at the discretion of the Accounting Officer / Authority, also be applicable to any other enterprise or any partner, manager, director or other person who wholly or partly exercises or exercised or may exercise control over the enterprise of the first-mentioned person, and with which enterprise or person the first-mentioned person, is or was in the opinion of the Accounting Officer / Authority actively associated.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

23.6. If a restriction is imposed, the purchaser must, within 5 (five) working days of such imposition, furnish the National Treasury, with the following information:

- (i) the name and address of the supplier and / or person restricted by the purchaser;
- (ii) the date of commencement of the restriction
- (iii) the period of restriction; and
- (iv) the reasons for the restriction.

These details will be loaded in the National Treasury's central database of suppliers or persons prohibited from doing business with the public sector.

23.7. If a court of law convicts a person of an offence as contemplated in sections 12 or 13 of the Prevention and Combating of Corrupt Activities Act, No. 12 of 2004, the court may also rule that such person's name be endorsed on the Register for Tender Defaulters. When a person's name has been endorsed on the Register, the person will be prohibited from doing business with the public sector for a period not less than 5 (five) years and not more than 10 (ten) years. The National Treasury is empowered to determine the period of restriction and each case will be dealt with on its own merits. According to section 32 of the Act the Register must be open to the public. The Register can be perused on the National Treasury website.

24. Anti-dumping and countervailing duties and rights

24.1. When, after the date of bid, provisional payments are required, or antidumping or countervailing duties are imposed, or the amount of a provisional payment or anti-dumping or countervailing right is increased in respect of any dumped or subsidized import, the State is not liable for any amount so required or imposed, or for the amount of any such increase.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

24.2. When, after the said date, such a provisional payment is no longer required or any such anti-dumping or countervailing right is abolished, or where the amount of such provisional payment or any such right is reduced, any such favourable difference shall on demand be paid forthwith by the contractor to the State or the State may deduct such amounts from moneys (if any) which may otherwise be due to the contractor in regard to supplies or services which he delivered or rendered, or is to deliver or render in terms of the contract or any other contract or any other amount which may be due to him.

25. Force Majeure

- 25.1. Notwithstanding the provisions of GCC Clauses 22 and 23, the supplier shall not be liable for forfeiture of its performance security, damages, or termination for default if and to the extent that his delay in performance or other failure to perform his obligations under the contract is the result of an event of a *force majeure*.
- 25.2. If a *force majeure* situation arises, the supplier shall promptly notify the purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the supplier shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the *force majeure* event.

26. Termination for insolvency

- 26.1. The purchaser may at any time terminate the contract by giving written notice to the supplier if the supplier becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the supplier, provided that such

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the purchaser.

27. Settlement of Disputes

- 27.1. If any dispute or difference of any kind whatsoever arises between the purchaser and the supplier in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.
- 27.2. If, after 30 (thirty) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the purchaser or the supplier may give notice to the other party of his intention to commence with mediation. No mediation in respect of this matter may be commenced unless such notice is given to the other party.
- 27.3. Should it not be possible to settle a dispute by means of mediation, it may be settled in a South African court of law.
- 27.4. Mediation proceedings shall be conducted in accordance with the rules of procedure specified in the SCC.
- 27.5. Notwithstanding any reference to mediation and/or court proceedings herein:
- (a) the parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and
 - (b) the purchaser shall pay the supplier any monies due the supplier.
- 27.6. Except in cases of criminal negligence or willful misconduct, and in the case of infringement pursuant to Clause 6;
- (a) the supplier shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

shall not apply to any obligation of the supplier to pay penalties and/or damages to the purchaser; and

- (b) the aggregate liability of the supplier to the purchaser, whether under the contract, in tort or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

28. Governing language

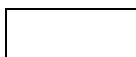
- 28.1. The contract shall be written in English. All correspondence and other documents pertaining to the contract that is exchanged by the parties shall also be written in English.

29. Applicable law

- 29.1. The contract shall be interpreted in accordance with South African laws, unless otherwise specified in SCC.

30. Notices

- 30.1. Every written acceptance of a bid shall be posted to the supplier concerned by registered or certified mail and any other notice to him shall be posted by ordinary mail to the address furnished in his bid or to the address notified later by him in writing and such posting shall be deemed to be proper service of such notice.
- 30.2. The time mentioned in the contract documents for performing any act after such aforesaid notice has been given, shall be reckoned from the date of posting of such notice.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

31. Taxes and duties

- 31.1. A foreign supplier shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed outside the purchaser's country.
- 31.2. A local supplier shall be entirely responsible for all taxes, duties, license fees, etc., incurred until delivery of the contracted goods to the purchaser.
- 31.3. No contract shall be awarded to any bidder whose tax matters are not in order. A tax clearance certificate must be submitted and if a copy, such must be certified as the true copy of the original. Revenue Services.

32. National Industrial Participation (NIP) Programme

- 32.1. The NIP Programme administered by the Department of Trade and Industry shall be applicable to all contracts that are subject to the NIP obligation.

33. Prohibition of Restrictive practices

- 33.1. In terms of section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, an agreement between, or concerted practice by, firms, or a decision by an association of firms, is prohibited if it is between parties in a horizontal relationship and if a bidder (s) is / are or a contractor(s) was / were involved in collusive bidding (or bid rigging).
- 33.2. If a bidder(s) or contractor(s), based on reasonable grounds or evidence obtained by the purchaser, has / have engaged in the restrictive practice referred to above, the purchaser may refer the matter to the Competition Commission for investigation and possible imposition of administrative penalties as contemplated in the Competition Act No. 89 of 1998.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- 33.3. If a bidder(s) or contractor(s), has / have been found guilty by the Competition Commission of the restrictive practice referred to above, the purchaser may, in addition and without prejudice to any other remedy provided for, invalidate the bid(s) for such item(s) offered, and / or terminate the contract in whole or part, and / or restrict the bidder(s) or contractor(s) from conducting business with the public sector for a period not exceeding ten (10) years and / or claim damages from the bidder(s) or contractor(s) concerned.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SECTION 1

1.1	CONDITIONS OF AWARD Notwithstanding the suppliers' proposal being recommended for award, an award shall not be made to a supplier whose:
1.1.1	Tax matters are not in order, as confirmed in terms of the National Treasury's Centralized Supplier Database (CSD) and/or SARS.
1.1.2	Municipal Rates and Taxes of the bidder and that of its Directors is in arrears for more than 3 (three) months and there are no arrangements made with the relevant Municipality.
1.1.3	Directors and Principal members are in the Service of the State as defined in Regulation 1, of the Municipal Supply Chain Management Regulations.
1.1.4	Name of the bidder or that of its directors appear on the National Treasury's database of Restricted Suppliers.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SECTION 2

TERMS OF REFERENCE
PLEASE REFER TO APPENDIX "A"
AT THE BACK OF THE DOCUMENT.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

FORM OF BID

NB. ERROR/S OR ALTERATION/S MADE MUST BE SCRATCHED AND SIGNED NEXT TO THE ERROR OR ALTERATION BY THE SAME PERSON WHO SIGNS THE BID DOCUMENT. THEREFORE, NO TIPEX IS ALLOWED. IN ADDITION, ERROR/S OR ALTERATION/S MADE RELATING TO PRICE MUST BE ACCOMPANIED BY A LETTER [IN THE BIDDER'S LETTERHEAD] POINTING OUT THE ERROR ALTERATION MADE AND ACKNOWLEDGING THAT IT IS THE DELEGATED SIGNATORY AND WAS SIGNED BY THE BIDDER FOR REASONS OF CORRECTING THE ERROR.

IN THE EVENT THAT THE BIDDER FAILS TO FULLY COMPLETE THIS FORM OF BID OR TO PROVIDE THE INFORMATION REQUESTED, OR TO SIGN THE BID AT THE APPROPRIATE SPACES PROVIDED OR NEXT TO ERRORS, THE BID WILL BE REJECTED AS NON-RESPONSIVE.

BIDDERS TO FILL IN THE FOLLOWING TABLE

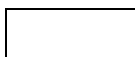
ITEM	DESCRIPTION	TOTAL AMOUNT EXCLUDING VAT.	TOTAL AMOUNT INCLUDING VAT.
1.	REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.	R	R

Prices include Value Added Tax

Rate of Value Added Tax Ø _____ %

Ø To be inserted by the Proposer

Name of Proposer (in full): _____



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

PROPOSAL PRICE ADJUSTMENT

Is this a firm price proposal? _____

The answer to the above question must either be YES/NO

NB: If neither Yes or No is inserted the Bid price will be taken to be firm and no adjustment will be allowed, notwithstanding anything to the contrary elsewhere contained.

If the answer to the above question is **NO**, Proposers are to provide a detailed Annexure specifying components and percentages of the pricing elements that will fluctuate. An indication should be given of the escalation across the Bid period stipulating base rates that the Bid is premised upon and changes in the subsequent year. Failure to provide details in this regard will invalidate your claim for a Bid price adjustment.

Name of bidder (in full) : _____

Company Registration Number : _____

VAT Registration Number : _____

Business address : _____

Postal address : _____

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Telephone number : _____

E-mail address : _____

Name of person authorized to sign this Bid : _____

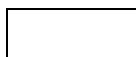
(BLOCK LETTERS)

Signature of person authorized to sign this Bid _____

Date : _____ 2023

As witness : _____

NB: THE RESOLUTION AUTHORIZING THE ABOVE-MENTIONED PERSON TO SIGN ALL RELEVANT DOCUMENTS MUST BE ATTACHED.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SECTION 3

MBD 3.1

PRICING SCHEDULE – FIRM PRICES (PURCHASES)

NOTE: ONLY FIRM PRICES WILL BE ACCEPTED. NON-FIRM PRICES (INCLUDING PRICES SUBJECT TO RATES OF EXCHANGE VARIATIONS) WILL NOT BE CONSIDERED

IN CASES WHERE DIFFERENT DELIVERY POINTS INFLUENCE THE PRICING, A SEPARATE PRICING SCHEDULE MUST BE SUBMITTED FOR EACH DELIVERY POINT

NAME OF BIDDER:BID NUMBER: COJ/JTC003/23-24.

CLOSING TIME: 10:30AM

CLOSING DATE: 23 OCTOBER 2023.

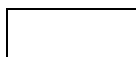
OFFER TO BE VALID FOR 12 (TWELEVE) MONTHS FROM THE CLOSING DATE OF BID.

ITEM QUANTITY DESCRIPTION BID PRICE IN RSA CURRENCY NO.

***(ALL APPLICABLE TAXES INCLUDED)*

- Required by :

- At:



Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- *Brand and Model*
- *Country of Origin*
- *Does the offer comply with the specification(s)?* *YES/NO
- *If not to specification, indicate deviation(s)*
- *Period required for delivery*
*Delivery: Firm/Not firm
- *Delivery basis*

Note: All delivery costs must be included in the bid price, for delivery at the prescribed destination.

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

**Delete if not applicable*

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 3.2

*PRICE ADJUSTMENTS**A NON-FIRM PRICES SUBJECT TO ESCALATION*

NAME OF BIDDER:BID NUMBER: COJ/JTC003/23-24.

CLOSING TIME: 10:30AM

CLOSING DATE: 23 OCTOBER 2023.

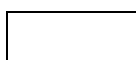
OFFER TO BE VALID FOR 12 (TWELVE) MONTHS FROM THE CLOSING DATE OF BID

1. *IN CASES OF PERIOD CONTRACTS, NON-FIRM PRICES WILL BE ADJUSTED (LOADED) WITH THE ASSESSED CONTRACT PRICE ADJUSTMENTS IMPLICIT IN NON-FIRM PRICES WHEN CALCULATING THE COMPARATIVE PRICES*
2. *IN THIS CATEGORY PRICE ESCALATIONS WILL ONLY BE CONSIDERED IN TERMS OF THE FOLLOWING FORMULA:*

$$Pa = (1 - V)Pt \left(D1 \frac{R1t}{R1o} + D2 \frac{R2t}{R2o} + D3 \frac{R3t}{R3o} + D4 \frac{R4t}{R4o} \right) + VPt$$

Where:

Pa	=	The new escalated price to be calculated.
(1-V) Pt	=	85% of the original bid price. Note that Pt must always be the original bid price and not an escalated price.
D1, D2..	=	Each factor of the bid price eg. labour, transport, clothing, footwear, etc. The total of the various factors D1,D2...etc. must add up to 100%.
R1t, R2t.....	=	Index figure obtained from new index (depends on the number of factors used).



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

R1o, R2o = Index figure at time of bidding.
 VPt = 15% of the original bid price. This portion of the bid price remains firm i.e. it is not subject to any price escalations.

3. The following index/indices must be used to calculate your bid price:

Index..... Dated..... Index..... Dated..... Index..... Dated.....

Index..... Dated..... Index..... Dated..... Index..... Dated.....

4. FURNISH A BREAKDOWN OF YOUR PRICE IN TERMS OF ABOVE-MENTIONED FORMULA. THE TOTAL OF THE VARIOUS FACTORS MUST ADD UP TO 100%.

FACTOR (D1, D2 etc. eg. Labour, transport etc.)	PERCENTAGE OF BID PRICE

PRICES SUBJECT TO RATE OF EXCHANGE VARIATIONS

1. Please furnish full particulars of your financial institution, state the currencies used in the conversion of the prices of the items to South African currency, which portion of the price is subject to rate of exchange variations and the amounts remitted abroad.

PARTICULARS OF FINANCIAL INSTITUTION	ITEM NO	PRICE	CURRENCY	RATE	PORTION OF PRICE SUBJECT TO ROE	AMOUNT IN FOREIGN CURRENCY REMITTED ABROAD
				ZAR=		
				ZAR=		
				ZAR=		
				ZAR=		

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

				ZAR=		
				ZAR=		

2. *Adjustments for rate of exchange variations during the contract period will be calculated by using the average monthly exchange rates as issued by your commercial bank for the periods indicated hereunder: (Proof from bank required)*

AVERAGE MONTHLY EXCHANGE RATES FOR THE PERIOD:	DATE DOCUMENTATION MUST BE SUBMITTED TO THIS OFFICE	DATE FROM WHICH NEW CALCULATED PRICES WILL BECOME EFFECTIVE	DATE UNTIL WHICH NEW CALCULATED PRICE WILL BE EFFECTIVE

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

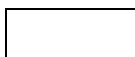
MBD 3.3

PRICING SCHEDULE (Professional Services)**NAME OF BIDDER:BID NUMBER: COJ/JTC003/23-24.****CLOSING TIME: 10:30AM****CLOSING DATE: 23 OCTOBER 2023.**

OFFER TO BE VALID FOR 12 (TWELVE) MONTHS FROM THE CLOSING DATE OF BID.

1. The accompanying information must be used for the formulation of proposals.
2. 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.....
3. PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

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



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

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

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

5.1 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.....

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

5.2 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

Initial



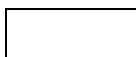
REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

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:.....

6. Period required for commencement with project after acceptance of bid.....
7. Estimated man-days for completion of project
8. Are the rates quoted firm for the full period of contract?
.....*YES/ NO.
9. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index
.....



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 4**DECLARATION OF INTEREST**

1. No bid will be accepted from persons in the service of the state¹.
2. Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
3. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

3.1. Full Name of bidder or his or her representative:

3.2. Identity Number:

3.3. Position occupied in the Company (director, trustee, shareholder²):

¹ **MSCM Regulations:** "in the service of the state" means to be –

(a) a member of –

- (i) any municipal council;
- (ii) any provincial legislature; or
- (iii) the national Assembly or the national Council of provinces;

(b) ² a member of the board of directors of any municipal entity;

(c) an official of any municipality or municipal entity;

(d) an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);

(e) a member of the accounting authority of any national or provincial public entity; or

Initial

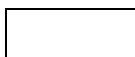


REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- 3.4. Company Registration Number:
- 3.5. Tax Reference Number:
- 3.6. VAT Registration Number:
- 3.7. The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.
- 3.8. Are you presently in the service of the state? **YES / NO**
- 3.8.1 If yes, furnish particulars.....
.....
- 3.9. Have you been in the service of the state for the past twelve months? **YES / NO**
- 3.9.1 If yes, furnish particulars.....
- 3.10. Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and or adjudication of this bid? **YES / NO**
- 3.10.1 If yes, furnish particulars.....
- 3.11. Are you, aware of any relationship (family, friend, other) between any other bidder

(f) An employee of Parliament or a provincial legislature.

² **Shareholder** means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

and any persons in the service of the state who may be involved with the evaluation and or adjudication of this bid? **YES / NO**

3.11.1 If yes, furnish particulars.....

3.12. Are any of the company's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES/NO**

3.12.1 If yes, furnish particulars.....

3.13. Are any spouse, child or parent of the company's directors, trustees, managers, Principle Shareholders or stakeholders in service of the state? **YES/NO**

3.13.1 If yes, furnish particulars.....

3.14. Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or no they are bidding for this contract? **YES / NO**

3.14.1 If yes, furnish particulars:

4. Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	State Employee Number

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Signature

Date

Capacity

Name of Bidder

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

DECLARATION OF INTEREST

In order to give effect to the declaration of interest [MBD 4], the following questionnaire must be completed. The bidder is required to respond by yes or no to the declarations and furnish information in the format provided in the event that the response is YES. By appending signature at the end, the bidder confirms the declarations to be true and correct. The declaration must be read in conjunction with the important notice.

1. Have you been in the service of the state for the past twelve months? **YES / NO**
2. Are any of the bidder's directors, trustees, managers, principle shareholders or stakeholders in service of the state? **YES/NO**
3. Is any spouse, child or parent of the bidder's directors, trustees, managers, major shareholder/s or stakeholder/s in service of the state? **YES/NO**
4. Do you or any of the director/s, trustee/s, manager/s, major shareholder/s, or stakeholder/s of the bidder have any interest in any other related companies or business whether or not they are bidding for this contract? **YES / NO**
5. If yes in any or all of the above, furnish particular in the format below.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

<i>Paragraph reference</i>	<i>Full Name</i>	<i>Identity number</i>	<i>State employee number</i>	<i>Status</i> <i>[currently or past employed]</i>	<i>Relationship to bidder</i>
1					
2					
3					
4					

Signature

Date

Capacity

Name of Bidder

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 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

1.2 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.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

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

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

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

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

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

6.1. POINTS AWARDED FOR PRICE

6.1.1. THE 80/20 PREFERENCE POINT SYSTEMS

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

80/20

$$P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Where

P_s = Points scored for price of tender under consideration

P_t = Price of tender under consideration

P_{min} = Price of lowest acceptable tender

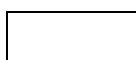
6.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

6.2.1. POINTS AWARDED FOR PRICE

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

80/20

$$P_s = 80 \left(1 + \frac{P_t - P_{max}}{P_{max}} \right)$$



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

7. POINTS AWARDED FOR SPECIFIC GOALS

7.1. 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:

7.2. 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.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

The specific goals allocated points in terms of this tender	Means of verification	Number of points allocated (80/20 system)	Number of points claimed (80/20 system) (To be completed by the tenderer)
Business owned by 51% or more - Black People	BBBEE Certificate and / or CSD	4	
Business owned by 51% or more – Women	BBBEE Certificate and / or CSD	3	
Business owned by 51% or more – Black Youth	BBBEE Certificate and / or CSD	3	
Enterprises located within the City of Johannesburg jurisdiction Metropolitan Municipality	CSD and Municipal accounts / Lease Agreement / Letter from local ward councilor confirming business address	5	
SMMEs (An EME or QSE)	CSD and BBBEE Certificate / Affidavit Sworn under oath	5	

DECLARATION WITH REGARD TO COMPANY/FIRM

7.3. Name of company / firm

7.4. Company registration number:

7.5. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

7.6. 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:

- a) The information furnished is true and correct;
- b) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- c) 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;
- d) 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 –
 - (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

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

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:

--

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 8

DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

- 1 This Municipal Bidding Document must form part of all bids invited.
- 2 It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3 The bid of any bidder may be rejected if that bidder, or any of its directors have:
 - a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
 - b. been convicted for fraud or corruption during the past five years;
 - c. willfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
 - d. Been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004).
- 4 **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector? (Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).	<input type="checkbox"/>	<input type="checkbox"/>
4.1.1	If so, furnish particulars:		

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? (To access this Register enter the National Treasury's website, www.treasury.gov.za, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.3.1	If so, furnish particulars:		
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.5.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (FULL NAME).....CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

Signature

Date

Capacity

Name of Bidder

Initial



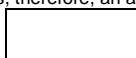
REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 9**CERTIFICATE OF INDEPENDENT BID DETERMINATION**

1. This Municipal Bidding Document (MBD) must form part of all bids³ invited.
2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).⁴ Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:
 - a. take all reasonable steps to prevent such abuse;
 - b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
 - c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.

³ Includes price quotations, advertised competitive bids, limited bids and BIDs.

⁴ Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.



Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4. This MBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
5. In order to give effect to the above, the attached Certificate of Bid Determination (MBD 9) must be completed and submitted with the bid:

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

In response to the invitation for the bid made by:

(Name of Municipality / Municipal Entity)

Do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: _____ that:

(Name of Bidder)

CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word “competitor” shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder.
6. 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 consortium⁵ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation)
 - (c) methods, factors or formulas used to calculate prices;

⁵ 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.

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

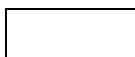
- (d) the intention or decision to submit or not to submit, a bid;
 - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) Bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. 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.
10. 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.

Signature

Date

Capacity

Name of Bidder



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

DECLARATION ON STATE OF MUNICIPAL ACCOUNTS

A Any bid may be rejected if:

- Any municipal rates and taxes or municipal service charges owed by the bidder and any of the directors to the municipality or a municipal entity, or to any other municipality or municipal entity, are in arrears for more than 3 (three) months.
- In the case of International companies having South African Agencies and that business premises are leased, proof of lease agreements and / or monthly rental statements must be submitted.
- The above will also be applicable for directors of the bidder/s who are leasing residential premises. Where the directors of the bidder/s reside outside the country, this requirement is not applicable.

B Bid Information

i. Name of bidder

.....

ii. Registration Number

.....

iii. Municipality where business is situated

.....

iv. Municipal account number for rates

.....

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

v. Municipal account number for water and electricity

.....

vi. Names of all directors, their ID numbers and municipal account number.

a.

b.

c.

d.

e.

C Documents to be attached.

- i. A copy of municipal account mentioned in B (iv) & (v) (Not older than 3 (three) months)
- ii. A copy of municipal accounts of all directors mentioned in B (vi) (Not older than 3 (three) months)
- iii. Proof of directors

I/We declare that the abovementioned information is true and correct and that the following documents are attached to this form:

.....
.....
.....

Signature

Date

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SUBMISSION OF PROOF OF MUNICIPAL ACCOUNTS OR LEASE AGREEMENTS

1. Municipal Accounts / Rates / Taxes:

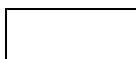
1.1. A Bidder is required to provide municipal accounts for the firm and for each director / shareholder / partner to prove that the bidder or any of its directors / shareholders / partners is not in arrears with their municipal account for more than 3 (three) months, or that the necessary arrangements have been made with the Municipality.

1.2. If the bidder or any of its directors / shareholders / partners is unable to provide municipal accounts for the firm and/or for each director / shareholder / partner as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths, which outlines the facts which make it not to be able to accede to the request for municipal accounts.

1.3. Further to the affidavit, the bidder is to provide a confirmation letter from the relevant municipality confirming the following: -

1.3.1. The name(s) of the owner(s) of the account(s)

1.3.2. The relevant account(s) number(s); and



Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

1.3.3. That the municipal accounts above, are not in arrears for more than 3 (three) months; or

1.3.4. that an acceptable arrangement has been concluded and exists.

2. Lease Agreement:

1.1. If the bidder does not own the property from where it carries on business, or if any or any of director / shareholder / partner does not own a property in the Republic, the bidder is required to provide a copy of the Lease Agreement for the premises where it carries on business or where the director / shareholder / partner resides.

1.2. If the bidder is unable to provide a copy of the Lease Agreement as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths which outlines the facts which make it not to be able to produce and provide lease agreement in respect of the property it carries on business or in which its director / shareholder / partner resides.

Initial



BID NO: COJ/JTC003/23-24

REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

MBD 10

DECLARATION IN TERMS OF REGULATION 21 OF THE MUNICIPAL SUPPLY CHAIN MANAGEMENT REGULATIONS

In order to give effect to the declaration in this annexure, it must be completed and signed. By appending signature at the end, the bidder confirms the declarations to be true and correct. The declaration must be read in conjunction with the important notice.

1. I declare that I am duly authorised to act on behalf of _____ (name of the firm) and hereby declare, that to the best of my personal knowledge, neither the firm nor any director/member/partner of said firm is in arrears on any of its municipal accounts with any municipality in the Republic of South Africa, for a period longer than 3 (three) months.

2. To the extent that the bidder or any director/member/partner of the bidder is in arrears for a longer period than 3 (three) months, an acceptable arrangement has been agreed. Such arrangement appears more fully in the letter from the municipality/confirmation letter of municipal rates/ affidavit relating to the municipal rates/taxes.

Signature

Date

Capacity

Name of Bidder

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

SECTION 4

Technical data, omissions, variations

1. **Bank Details**

Name of Bankers: _____
Address of Bankers: _____
Branch of Bank: _____
Bank Account Number: _____

2. **Details of Similar Work Recently Carried Out**

DESCRIPTION OF WORK	COMPLETION DATE	CLIENT NAME AND CONTACT DETAILS	VALUE (R)

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

3. **Qualifications by Bidder**

Should the bidder desire to make any departures from or modifications to the General Conditions of Contract, Specification, Drawings, or in any other way to qualify this bid, he must set out his BIDs clearly hereunder, or alternatively state them in a covering letter attached to this bid and referred to hereunder, failing which the bid will be deemed to be unqualified.

If no departures or modifications are desired, the schedule hereunder is to be marked NIL and signed by the bidder.

PAGE	CLAUSE OR ITEM

4. **Work to be done by others**

Full details must be provided here of any work required from the Council or others to provide complete execution of the work to the satisfaction of the Council.

DESCRIPTION OF WORK	TO BE EXECUTED BY

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

5 Sub-Contractors

Full details must be provided here of any work regarding sub-contractors which may be used for installation, maintenance, repair, supply of accessories and supply of parts.

DESCRIPTION OR WORK/EQUIPMENT	TO BE EXECUTED

6 Plant, Transport and Staff Available

Bidders must list all equipment available for use on the contract, and must fully describe the equipment and/or plant and must further state whether owned or leased.

DESCRIPTION OF EQUIPMENT/PLANT	QUANTITY	OWNED/LEASED

Initial



REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

7 Omissions and Variations from the Council's Specification

Bids will be held to be entirely in accordance with the Council's specification except in the respects stated hereunder and the goods and/or services will be subject to rejection if it is found on delivery that they do not/it does not comply with the Council's specification on additional points which have not been approved in writing:

If the bid is in accordance with the Council's specification in all respects, the bidder must state so here:

8. Indemnity Clause

I/We the undersigned, do hereby indemnify and hold harmless the Council in respect of all loss, cost, damage or injury that may be caused to any premises or to any person or animal by reason of the performance of this contract.

I/We, further indemnify the Council in respect of all legal and other expenses that may be incurred by the Council in examining, resisting or settling any damage, injury or loss that may in any way be occasioned by work necessary in terms of the contract.

Signature

Date

Capacity

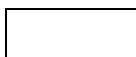
Name of Bidder

Initial

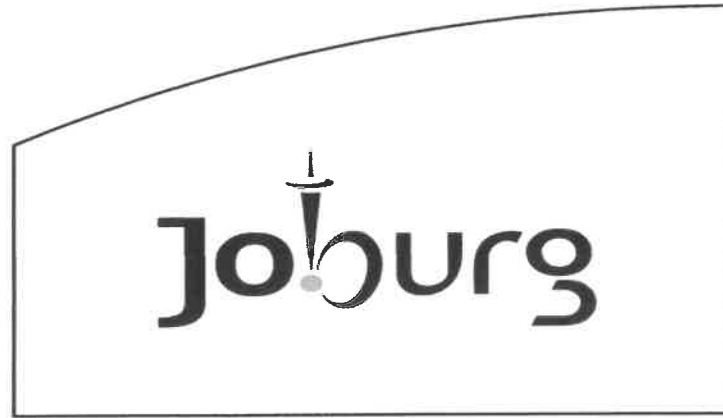


REQUEST FOR PROPOSALS FROM INTERESTED, QUALIFIED SERVICE PROVIDERS (ADVERTISING AND CREATIVE AGENCIES) FOR CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN INTEGRATED TOURISM MARKETING EFFORT USING A 360 DEGREES APPROACH TO POSITION AND PROMOTE JOHANNESBURG (ABOVE AND BELOW THE LINE MARKETING AND ADVERTISING SERVICES) FOR A PERIOD OF 36 MONTHS.

APPENDIX A



Initial



**TERMS OF REFERENCE FOR
CONCEPTUALISATION, CREATIVE
DEVELOPMENT AND
IMPLEMENTATION OF AN
INTEGRATED TOURISM MARKETING
EFFORT USING A 360 DEGREE
APPROACH TO POSITION AND
PROMOTE JOHANNESBURG (ABOVE
AND BELOW THE LINE) FOR A
PERIOD OF THREE (3) YEARS.**

1. INTRODUCTION

As Johannesburg strives to be a leading tourist destination, the City of Johannesburg has to respond to very specific and demanding tourist services initiatives, all of which have a very significant reputational impact in show-casing and promoting the city. Continued efforts in improving visitor services, ensuring provision of information and standardisation of services according to international standards and industry requirements are the underlying factors that need to be addressed in responding to tourist demands.

The Johannesburg Tourism Company (JTC) is mainly tasked with promoting tourism, by marketing the city as a tourism destination both internationally and domestically.

2. REQUIREMENTS

Joburg Tourism seeks proposals from interested, qualified service providers (advertising and creative agencies) for conceptualisation, creative development and implementation of an integrated tourism marketing effort using a 360 degree approach to position and promote Johannesburg, above and below the line for a period of three (3) years from date of appointment.

The aim of appointing the service provider is to reposition the destination globally and reignite the brand to remain competitive and attractive to visitors.

3. OBJECTIVES

Through the implementation of our marketing efforts, the City seeks to achieve the following objectives:

- Alignment with UNWTO (United Nations World Tourism Organisation), SAT (SA Tourism) and GTA (Gauteng Tourism) principals.
- Enhancement of the destination brand image.
- Increased average spend per visitor.
- Increased visitor arrivals.
- To extend traditional tourism season.
- Stimulate interest in visiting diverse local tourism offerings.
- Promote Johannesburg as a leading business destination.

4. SCOPE OF WORK (KEY ACTIVITIES TO BE COSTED)

JTC seeks quotations from qualified service providers (advertising and creative agencies) for the above and below the line marketing and advertising services, to develop and execute traditional advertising campaigns - including digital campaigns, creative artwork development and implementation of integrated tourism marketing, efforts using a 360 degree approach to promote Johannesburg, above and below the line to domestic, regional and international markets. This includes the implementation of tourism marketing activities for a period of three (3) years.

Formulation of marketing operational plan:

Led by the JTC, the development of an operational plan for the implementation of marketing activities must be proposed. This exercise should include a review of the following elements, once appointed.

- Destination marketing objectives.
- Defined target markets and estimated target market reach.
- Design concepts, linked to market response.
- Marketing collateral, linked to market response, in relation to marketing collateral of other destination promotion entities.
- Participation at travel trade platforms (physical and digital), both domestic and international i.e. trade and consumer road shows, conferences and congresses.
- Local and domestic marketing activations in line with creation of brand awareness and brand reputation management.
- Creation and implementation of digital platform activities (social media; Facebook, Instagram, Twitter, TikTok, LinkedIn) in a way that informs and interacts with the audience/s.

NB: The City of Johannesburg has a one year action budget in its Integrated Development Plan (IDP), depending on an amount approved by the Council for destination promotion and Convention Bureau, per annum. (Budget differs from year to year and is subject to approval by Council). The City wishes to optimise exposure in traditional and emerging tourism markets, within the confines of the budget. This includes the development a proposed tourism operational marketing plan for the city for three years; to be reviewed annually within

the scope of the tender. The operational marketing plan should include as much detail as possible, which demonstrates conceptualisation, creative development and implementation of an integrated tourism marketing effort, using a 360 degree approach.

5. DELIVERABLES

5.1 Corporate Identity (CI) manual/document

JTC developed *Visit.Work.Play* as the pay-off line that resonated with the destination's characteristics; this has been used on all its marketing and branding platforms. *Visit.Work.Play* is synonymous with Joburg as a brand. To date, no formal CI has been adopted and followed when using or applying the pay-off line. As a result JTC seeks the design and production of a corporate identity style manual to standardise the creative approach to support the Joburg Tourism Company's brand identity – making it easy to recognise and heightening the visibility and credibility in the minds of customers - while upholding the integrity of the brand.

The manual should incorporate the policies and procedures that control the formatting and visual presentation of all JTC communications, including:

a) The logo: the usage preferences, word marks, icons, taglines and other identifiers; positioning, orientation, proportional relationships and minimum size requirements, as well as colour and style variations and logo configurations as they apply to every situation; clear space requirements around the logo to optimize visibility; examples of the correct use of copyright statements, disclaimers, etc. The manual should also provide specific design guidelines on how the logo should be used on the following items:

- **Advertisements:** layout, placement.
- **Corporate Stationery on both digital and hard copy print:** layout, fonts, line spacing, presentations.
- **Clothing Uniforms:** colours, logo placement, size etc.
- **Branding material e.g. outdoor and indoor pull-up banners:** layout, colours.
- **Publications:** colours, fonts, layout.
- **Brochures:** online and print colors, font, layout.
- **Co-branding**
- **Screensavers**
- **Presentation**
- **Website, digital platforms**
- **Email signature**
- **Business cards**

- b) **Colour Palettes:** primary and secondary colors; combination of colors and contrasts; which print- and Web-specific colour spaces, colour builds and other specifications have been approved for which form of communication; which file formats are preferred for printing and duplication processes, etc.
- c) **Typography:** The font or font families; the number of allowable weights and styles to determine the proper spacing and formatting of letterforms; visual hierarchy of headlines, subheads, body copy and other style preferences, etc.
- d) **Imagery:** illustrations, clip art and photography; the correct use of captions and credits, etc.
- e) **Editorial Style:** Editorial guidelines to manage the treatment of language across multiple documents - rules governing perspective, vocabulary, tone of voice, etc.
- f) **Templates:** The use of templates for layouts; proportional relationships; rules that govern content management, including the hierarchy of information; etc.
- g) **Print ready and open files:** for all the elements proposed.

5.2 Tourism related content creation for monthly Public Relations activities:

- a) Source monthly media monitoring of print, broadcast, online media data for JTC.
- b) Monthly online brand reputation management (ORM) for Joburg as a tourism destination.
- c) Monthly public relations – media content, new media, press releases, press statements, newsletters, online content (SEO), social media, media briefings *i.e. tourism related content*.
- d) Drafting of monthly press release/s.
- e) Drafting of monthly newsletter.
- f) Drafting of monthly online and social media content deck.
- g) Through existing relationships with leading news editors and key opinion leaders, propose, write and place opinion pieces and negotiate free PR publicity every quarter for the duration of the contract.

5.3 Website and MobiApp

JTC requests the service provider to provide the following service for the JTC website and MobiApp for the duration of the contract:

- a) Technical support
- b) Maintenance
- c) Content development and regular updates
- d) Hosting

5.4 Design, production and printing of Tourism marketing collateral:

NB: All the produced collateral must be digital and accessible by QR code and downloadable via Tourism website and MobiApp (PDF, Pub). Translation of tourism brochures into seven (7) different international languages i.e. French, Dutch, Mandarin, Spanish, Portuguese, Italian, German. Facilitation of tourism marketing collateral bi-annual update and quarterly distribution.

a) A3 Fold up Joburg City tourist attractions map

Design, layout, producing and printing of a post card size, A3, foldable Joburg map/leaflet in full colour.

Quantity:	15 000 copies per annum.
Size:	DL leaflet folded into 12 panels - ultimate post card size.
Text:	Printed full color both sides.
Mass:	150gsm power art matt white.
Cover/finish:	Printed in full color, 50% spot matt finish. Front panel to carry a city image and back panel to include contact details. Other panels to illustrate inner city, Sandton, Soweto, Alexandra, greater Joburg and listing places of interest, including transport systems.

b) A5 Generic tourism booklet (Accommodation products in Joburg)

Quantity:	2 000 per annum
Size:	A5 booklet
Text:	Printed full color both sides
Images:	List of accommodation facilities in Joburg coupled with leisure images; namely images of tourist attractions, outdoor activities, shopping, dining, modes of transport, sports, adventure, hotels, buildings, nightlife activities. Include budget for buying images on line should a need arise
Mass:	150gsm power art matt white
Cover/finish:	Printed in full color, 50% spot U Varnish with embossed front cover
No of pages	4 cover pages and 100 content pages

c) Joburg Routes booklet

Quantity:	2 000 per annum.
Size:	A5 booklet
Text:	Printed full color both sides
Images:	Highlight historic, adventure, shopping, arts, heritage and struggle tourist attraction routes. Include budget for buying images on line should a need arise.
Content:	Feature historic, struggle, heritage, arts and culture
Mass:	150gsm power art matt white
Cover/finish:	Printed in full color, 50% spot U Varnish with embossed front cover
No of pages	4 cover pages and 50 content pages

d) Generic A5 tourism brochure

Quantity:	10 000 per annum
Size:	A5 booklet
Text:	Printed full color both sides
Images:	Leisure images; namely Images of tourist attractions, outdoor activities, shopping, dining, modes of transport, sports, adventure, hotels, buildings, nightlife activities. Include budget for buying images on line should a need arise
Mass:	150gsm power art matt white
Cover/finish:	Printed in full color, 50% spot U Varnish with embossed front cover
No of pages	4 cover pages and 100 content pages

e) Meetings planner guide

Quantity:	100 per annum
Size:	A5 booklet
Text:	Printed full color both sides
Pages:	4 cover pages and 70 page A5 meetings planner guide
Images:	Accommodation facilities, exhibition centres, meetings, conferences, airports, transport, infrastructure, tourist attractions, outdoor activities, shopping, dining, modes of transport, sports, adventure, hotels, buildings, nightlife activities. Include budget for buying images on line should a need arise
Mass:	150gsm power art matt white
Cover/finish:	Printed in full color, 50% spot U Varnish with embossed front cover

f) Generic Joburg events gig guide for online platforms only

Quantity:	1 copy for digital platforms only edited quarterly
Size:	A5
Images:	Events/Festivals related images
Feature:	Information on annual events in Joburg.

5.5 Destination campaign

Evaluate, update, produce and implement the current Welcome2Joburg destination marketing campaign for both local and international markets for the duration of the contract. The campaign(s) must also include internal stakeholders, i.e. City of Johannesburg employees across all entities, departments, regions using the following internal platforms:

5.5.1 One (1) x Tourism and CoJ Intranet and websites content deck per quarter for the duration of the contract in line with destination marketing campaign/s for both business and leisure.

5.5.2 One (1) x Tourism email signatures in line with destination marketing campaign/s to be produced and placed once a month for the duration of contract

5.5.3 One (1) x CoJ Text Message per month to be produced and sent to 30 000 CoJ staff for the duration of the contract, in line with destination marketing campaign/s.

6. ABOVE THE LINE (ADVERTISING)

Overall facilitation of below and above the line tourism advertising:

Develop, design, print and place advertising material, which includes creative concept/s, content creation and artwork for print media, radio and online media channels.

6.1. Radio

6.1.1 Produce, book and flighting of a 30 second radio campaign advert in line with *Welcome2Joburg* campaign on drive time slots and breakfast slots on one (1) national and one (1) community radio stations, once a quarter;

6.1.2 Through existing relationships, negotiate and arrange with radio station/s for **free** interviews and online coverage to maximise reach.

6.2. Outdoor

6.2.1. One (1) x Digital poster on strategic digital screens at shopping malls in Maponya Mall, Alexandra Mall, Clearwater Mall, Mall of Africa, Diepsloot Shopping Centre,

Sandton City to be flighted once a quarter to communicate business or leisure messages in line with *Welcome2Joburg* campaign.

- 6.2.2. Airport TV information kiosks at the airports domestic and international arrivals area at (Cape Town, King Shaka, Lanseria & OR Tambo) to be flighted once a quarter to communicate business or leisure messages in line with *Welcome2Joburg* campaign.
- 6.2.3. Airport TV information kiosks at the airports domestic and international departures areas at (Cape Town, King Shaka, Lanseria & OR Tambo) to be flighted once a quarter to communicate business or leisure messages in line with *Welcome2Joburg* campaign.
- 6.2.3 Touch screen information kiosks at the casinos (Sun City, Monte Casino, Grand West in Cape Town, Sibaya in Durban) to be flighted once a quarter to communicate business or leisure messages in line with *Welcome2Joburg* campaign.
- 6.2.4 Billboard advertising space and placement at high traffic and strategic areas in Johannesburg, Cape Town, Durban, East London, Nelspruit, Tshwane and Bloemfontein to be flighted once a quarter to communicate business or leisure messages in line with *Welcome2Joburg* campaign.

6.3 Newspaper and travel magazines - online

- 6.3.3 Produce, book and place one (1) half page, full colour advert in Joburg-based community Caxtons newspaper online platform, targeting all 7 regions of Johannesburg once a quarter to communicate business or leisure messages in line with the *Welcome2Joburg* campaign.

Region A (Diepsloot/Midrand)	Midrand reporter
Region B (Northcliff/Randburg)	Northcliff times
Region C (Roodepoort)	Roodepoort record
Region D (Soweto)	Soweto Urban
Region E (Sandton/Alexandra)	Alex news
Region F (Inner city)	City Buzz
Region G (Ennerdale/Orange Farm)	Southern Courier

- 6.3.4 Produce, book and place three (3) quarter page, full colour adverts for 3 days of Africa Travel Indaba trade show in May for both online and print platforms, in line with *Welcome2Joburg* campaign.

- 6.3.5 Produce, book and place three (3) quarter page, full colour adverts for 3 days of World Travel Market - Africa trade show in April, for both online and print platforms in line with *Welcome2Joburg* campaign.
- 6.3.6 Produce, book and place one (1) full page, full colour advert in the Tourism Update magazine for both online and print platforms, in line with the *Welcome2 Joburg* campaign, once a quarter for a period of three (3) years.
- 6.3.7 Produce, book and place one (1) full page colour advert in the Meetings Africa tradeshow online and print magazine in February.

6.4 Online (Website, Facebook, Instagram, Twitter, YouTube, Google, TikTok, LinkedIn)

- 6.4.3 Plan, produce and execute social media campaign activities i.e: one weekly post on Facebook, Instagram, and Twitter on a monthly basis for the duration of the contract - 30 hours dedicated per month on posting.
- 6.4.4 Produce, book and place social media adverts in video, graphic format for YouTube, Facebook, Instagram, Twitter and Google for high traffic, specific travel website pages (i.e. Tourism Update) once a month, on a monthly basis for the duration of the contract - video advert spec below.
- 6.4.5 Produce an online Tourism Friday campaign in line with the *Welcome2Joburg* theme highlighting various tourism attractions and content.

Facebook	Twitter	YouTube	Instagram	Google	TikTok
Highest resolution	Highest resolution	YouTube link	High resolution	Multiple formats	High resolution
Aspect ratio 9:16 and 16:9	Aspect ratio: 16x9 or 1x1		File type: Most supported		File type: Most supported
Multiple video formats	Video codec: H264 baseline, 4:2:0 color space		Video width/height: 500x500 pixel		Video width/height 500x500pixel
Max video file size: 4G	Frame rate: 29.9FPS or 30FPS		Video aspect ratio: 4:5 to 1.91:1		Video aspect ratio 4:5 to 1.91.1
Max video length: 15 seconds	Video bitrate: 6,000-10K for 1080p		Length: 60 sec		Length: 60sec
Video thumbnail no than 20% text	Audio codec: AAC LC		Text: Up to 2200		Text:125 characters
Text: 125 characters	Text: 180 characters				
Link description: 30 characters					

7 BELOW THE LINE (CONCEPTUALISE, COORDINATE AND IMPLEMENT DESTINATION MARKETING PHYSICAL ACTIVATIONS)

- ✚ Conceptualisation, coordination and implementation of quarterly brand and destination activities.
- ✚ Conceptualising, facilitation, implementation of Tourism Month (September) activities for the period of the contract.
- ✚ Coordination of tourism activations in four (4) national festivals, four (4) tradeshow/roadshows and two (2) consumer shows.

8 DESIGN AND PRODUCTION OF TOURISM SPECIFIC INDOOR AND BRANDING MATERIAL AS FOLLOWS:

Design and production of pull-up, wall, telescopic, A-frame, and suspended banners, etc. (tourism specific) with proper durable storage facility for easy transporting.

a) 10 X Leisure pull up banners

Size: 2m x 850m

Design, branding and images: Leisure images of tourist attractions, outdoor activities, shopping, dining, modes of transport, sports, adventure, hotels, buildings, nightlife. Include budget for buying images on line should a need arise.

b) 10 X Business pull banners

Size: 2m x 850m

Design, branding and images: Accommodation facilities, exhibition centres, meetings, conferences, airports, transport, infrastructure, tourist attractions, outdoor activities, shopping, dining, modes of transport, sports, adventure, hotels, buildings, nightlife activities. Include budget for buying images on line should a need arise.

c) 10 X A- Frames

Size: 2m x 1m

Branding: 5 x Black with Joburg Tourism logo and website address

5x white with Joburg Tourism logo and website address

d) 20 X Parasol Garden Umbrellas

Size: 2m diameter

Branding: 10 x Black umbrellas branded with Joburg Tourism logo & website address

10x Yellow umbrellas branded with Joburg Tourism logo & website address

e) 20 x Gazebos

Size: 3m X 3m

Branding: 10 x Black branded gazebo with Joburg Tourism logo & website address

10 x Yellow branded gazebo with Joburg Tourism logo & website address

f) 10 x Media Banner walls: Straight, fold up design with aluminium frame

Size: 3000 mm (w) x 2250mm (h)

Branding: 5 x with business tourism related images and Joburg Tourism logo/website

5 x with leisure tourism related images and Joburg Tourism logo/website

g) 20 x Shark-fin banner

Size: 3m

Branding: 10 x yellow background with 2 step Tourism logo in black background

10 x black background with 2 step Tourism logo white background

h) 5x Joburg branded rectangular table cloths

Branding: black background with 3 step Tourism logo in white background

i) 5 x Joburg branded round table cloths

Branding: black background with 3 step JTC logo in white background

j) 10 x Branded lantern banner with water base

Branding: 5 x yellow background with JTC logos in black background

5 x black background with JTC logos in white background

k) 10 x Scatter cushions with branded cushion covers

Branding: 5 x yellow background with JTC logos in black background and image

5 x black background with JTC logos in white background and image

9 MANAGEMENT, STORAGE, MAINTENANCE, HANDLING, CLEANING, TRANSPORTATION, BUILDING UP AND BREAK-DOWN OF BRANDING EQUIPMENT AND MATERIAL

Service provider will be expected to submit a quotation for maintenance, set up, breakdown, cleaning, collecting and delivering of branding material at minimum 60 and maximum 100 ad hoc Joburg Tourism events per annum, for the period of the contract (3 years) in line with the organisation mandate.

- Receive and respond to every event brief as per specification by the JTC Marketing representative.

- Maintain, secure and return cleaned branding material in good condition to the Joburg Tourism Office.
- Collect and deliver branding to the Joburg Tourism office for every event branding set up request.
- Compile evidence/ branding report with images for all events branded and submit via email.
- Do monthly stock take of branding material, report damaged branding material and submit to marketing representative via email.
- Replace broken/damaged branding if damaged due to the fault of the service provider.

10 PRICING SCHEDULE

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
1	Design, production and printing of Tourism marketing material:			
	a) Joburg Maps	15 000 p.a.		
	b) Joburg Routes	2 000 p.a.		
	c) Joburg Meetings Planner Guide	100 p.a.		
	d) A5 Generic tourism booklet with itineraries	10 000 p.a.		
	e) A5 Generic accommodation facilities	2 000 p.a.		
	f) Event gig guide – online platform editable once a quarter	1 copy		
2.	Public relations activities:			
	Monthly press releases.	1 per month		
	Monthly newsletter.	1 per month		
	Monthly email signature in line with campaign messaging or destination promotion.	1 per month		
	One text message in line with campaign/destination promotion/s to be sent to COJ staff members – 30 000	1 per quarter		
	One JTC/CoJ intranet and website content deck.	1 per quarter		
3.	Advertising: Outdoor			
	Overall facilitation of below and above the line tourism advertising. Develop, design, print, book and place advertising material, which includes creative concept/s, content creation and artwork for print media, radio and online media channels.			
	One digital poster on strategic digital screens at Maponya Mall, Alexandra Mall, Clearwater Mall, Diepsloot Shopping Centre.	1 per quarter		
	One (1) x Tourism email signatures in line with destination marketing campaign/s to be produced and placed once a quarter for the duration of contract	1 per quarter		
	One (1) x Tourism and CoJ Intranet and websites content deck per quarter for the duration of the contract	1 per quarter		

	in line with destination marketing campaign/s for both business and leisure.			
	Two (2) x Touch screens information kiosks at the airports domestic and international arrivals areas at (Cape Town, King Shaka, Lanseria & OR Tambo) to be flighted once a quarter to communicate business or leisure messages in line with Welcome2Joburg campaign.	8 per quarter		
	Two (2) x Airport TV information kiosks at the airport domestic and international departures areas at (Cape Town, King Shaka, Lanseria & OR Tambo) to be flighted once a quarter to communicate business or leisure messages in line with Welcome2Joburg campaign.	8 per quarter		
	One (1) information kiosks at the casinos (Sun City, Monte Casino, Grand West in Cape Town, Sibaya in Durban) to be flighted once a quarter to communicate business or leisure messages in line with Welcome2Joburg campaign	4 per quarter		
	Four (4) Billboard advertising space and placement at high traffic and strategic areas in Johannesburg, to be flighted once a quarter to communicate business or leisure messages in line with Welcome2Joburg campaign.	4 per quarter		
	One (1) Billboard advertising space and placement at high traffic and strategic areas in Cape Town, Durban, East London, Nelspruit, Tshwane and Bloemfontein to be flighted once a quarter to communicate business or leisure messages in line with Welcome2Joburg campaign.	6 per quarter		
3.	Advertising: Newspaper and Travel magazine Produce, book and place advertorials in tradeshow online/digital platforms (full colour):			
3.1	a) Three (3) quarter page, full colour adverts for placement on Africa Tourism Indaba online and print platforms for three (3) days in May for the period of the contract	3 inserts		
	b) Three (3) quarter page, full colour adverts for placement on World Travel Market Africa online and print platforms for three (3) days in April for the period of the contract.	3 inserts		
	c) One (1) full page, full colour advert for Meetings Africa tradeshow online magazine for 3 days of the show in February for the period of the contract.	3 inserts		
	d) One (1) online half page, full colour advert in Joburg-based community Caxtons newspaper online platform, targeting all 7 regions of Johannesburg once a quarter to communicate business or leisure messages in line with the Welcome2Joburg campaign.	7 online adverts once a quarter		

4.	Online (website, Facebook, YouTube, Instagram, Google) Conceptualise, coordinate and implement below the line marketing digital/online activations in line with the <i>Welcome2Joburg</i> campaign			
4.1	Plan, produce and execute online/digital campaign strategy to run for the duration of the contract on the above mentioned platforms in line with <i>Welcome2Joburg</i> . One (1) post daily on Facebook, Instagram, YouTube, Google, Twitter on a monthly basis for the duration of contract – 30 hours dedicated per month on posting	1 post as and when required for maximum 30 hours per month on posting		
4.2	Produce and place digital advert in video graphic format for placement on YouTube, Facebook, Instagram, Twitter, Google in line with <i>Welcome2Joburg</i> campaign as per specification.	2 placement per platform per month		
4.3	Conceptualise, coordinate and implement below the line destination marketing digital/online Tourism Friday campaign as part of the ongoing <i>Welcome2Joburg</i> campaign.	1 per quarter		
5	Website and MobiApp as and when required			
	a) Technical support	1 monthly		
	b) Maintenance	1 monthly		
	c) Content development and regular update	1 monthly		
	e) Hosting	1 monthly		
6	Radio			
6.1	Produce, book and flighting of a 30 second radio campaign advert in line with <i>Welcome2Joburg</i> campaign on national radio station drive time slot.	1 flighting per quarter		
6.2	Produce, book and flighting of a 30 second radio campaign advert in line with <i>Welcome2Joburg</i> campaign on community radio station drive time slot.	1 flighting per quarter		
7	Conceptualise and develop the JTC CI manual and all related applications			
		1 once off		
8	Branding Material			
	Production of branding material in line with the company CI			
	Pull-up banners (10 business and 10 leisure)	20		
	Telescopic banner	20		
	A-frame and suspended banners	10		
	Rectangular table cloths	5		
	Round table cloths	5		
	Gazebos	20		
	Outdoor umbrellas	20		
	Media banner walls (5 business and 5 leisure)	10		
	Commissioning destination promotion footage bi-annually.	Bi-annually		
8	Branding management			
	Small set-up: 1x Banner Wall, 4 x Pull Up Banners, 6 x Tear Drop Banners, 6 x Floor Decals and 2 x Pop Up Banners.	20 set up		
	Medium set – up: 2 x Banner Walls, 8 x Pull Up Banners, 20 x Tear Drop Banners, 4 x Pop Up Banners, 2 x Gazebo's.	30 set up		
	Large set –up	30 set up		

	2 x Banners Walls, 20 x Pull Up Banners, 45 x Tear Drop Banners, 10 x Garden Umbrellas.			
9	Below the line : conceptualise, coordinate and implement brand marketing activations			
	Conceptualisation, coordination and implementation of quarterly brand and destination activities.	1 per quarter		
	Conceptualising, facilitation, implementation of Tourism Month (September) activities.	1		
	Coordination of tourism activations in four (4) tradeshow/roadshows per annum.	4		
	Coordination of tourism activations in two (2) consumer shows.	2		
TOTAL excluding VAT				
VAT				
TOTAL including VAT				

11 EVALUATION CRITERIA

Proposals shall be evaluated as follows:

11.1 Compliance with bid requirements

This entails compliance with the bid conditions as outlined in the bid document; the submission of the required returnable documents; the full and proper completion of all documents and submission of the proposal in line with the conditions set out in the bid document.

11.2 Functionality

Proposals will be evaluated in terms of in terms of **FUNCTIONALITY** and then in respect of the Preferential Procurement Policy Framework Act 5 of 2000: Preferential Procurement Regulations, 2017; using the 80/20 preference point systems prescribed in regulation 7.

Only bidders who score a minimum of **65 points** (or more) on **FUNCTIONALITY** will be able to proceed to be further evaluated in terms of price competitiveness. Bidders that score below this threshold, shall be deemed to have submitted non-responsive bids.

Bidders who do not submit all the required returnable documents will lose points under **FUNCTIONALITY**.

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Methodology	A detailed campaign plan including step-by-step details of the key project milestones; resource allocation(s) and time frames for the execution and completion of the project.	5
	A detailed activation plan including step-by-step details of the key project milestones; resource allocation(s) and time frames for the execution and completion of the project.	5
Company Experience	Attach a detailed company profile demonstrating at least three (3) years' company experience in the tourism industry: <ul style="list-style-type: none"> • Less than 3 years' experience = 0 points • 3 to 4 years' experience = 5 points • More than 4 years' experience = 10 points 	10
Track record (Portfolio of evidence)	Attach portfolio of evidence according to the work done in relation to the following : <ul style="list-style-type: none"> a) Corporate Identity manual (copy from previous brands) = 10 points b) Marketing collateral produced (copy of brochure) = 2 points c) Brand campaign (concept) = 4points d) Radio placement (script copy and placement schedule) = 2points e) Newspaper placement (tear-sheet copy) = 2points f) Digital marketing advertising (screen shot) = 2points g) Social media advertising (screen shot) = 2points h) Outdoor advertising (screen shot) = 2points i) Brand activation (concept copy) = 4points 	30

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Key personnel – Experience	<p>Experience for Key Personnel: –</p> <ul style="list-style-type: none"> • Project lead; • Creative specialist/s; • Public Relations OR Copywriter/s; • Digital Specialist OR Graphic Designer/s; and • Media Buyer/s. <p>Attach detailed CVs outlining experience achieved as proof.</p> <p>The team should be led by a dedicated Project Leader with three (3) years' experience or more (attach detailed CV outlining achieved experience).</p> <p><u>Project Leader:</u></p> <ul style="list-style-type: none"> • Less than 3 years' experience = 0 points • 3 years' experience = 5 points • More than 3 years' experience = 10 points <p><u>Other key personnel:</u></p> <p>Suitably qualified individuals with no less than two (2) years' experience or more (attach detailed CVs outlining achieved experience).</p> <p><i>Creative lead:</i></p> <ul style="list-style-type: none"> • Less than 2 years' experience = 0 points • 2 years' experience = 2 points • More than 2 years' experience = 5 points <p><i>Public relations OR Copywriter:</i></p> <ul style="list-style-type: none"> • Less than 2 years' experience = 0 points • 2 years' experience = 2 points • More than 2 years' experience = 5 points <p><i>Digital specialist OR Graphic Designer:</i></p> <ul style="list-style-type: none"> • Less than 2 years' experience = 0 points • 2 years' experience = 2 points • More than 2 years' experience = 5 points <p><i>Media Buyer:</i></p> <ul style="list-style-type: none"> • Less than 2 years' experience = 0 points • 2 years' experience = 2 points • More than 2 years' experience = 5 points 	25

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Qualifications of Key Personnel	<p>Qualifications for Key Personnel:</p> <ul style="list-style-type: none"> • Project lead; • Creative lead/s; • Copywriter/s; • Graphic Designer/s; and • Media Buyer/s. <p>Attach detailed CVs outlining qualifications as proof.</p> <p><u>Project Leader:</u></p> <ul style="list-style-type: none"> • No qualification = 0 points • Certificate/ NQF 5 = 1 point • Advanced Certificate/Diploma/ NQF 6= 2 points • Advanced Diploma/Degree/NQF 7 = 5 points <p><u>Other key personnel:</u></p> <p><i>Creative lead:</i></p> <ul style="list-style-type: none"> • No qualification = 0 points • Certificate/ NQF 5 = 1 point • Advanced Certificate/Diploma/NQF 6 = 2 points • Advanced Diploma/ Degree/ NQF 7= 5 points <p><i>Copywriter:</i></p> <ul style="list-style-type: none"> • No qualification = 0 points • Certificate/NQF 5 = 1 point • Advanced Certificate/Diploma/NQF 6 = 2 points • Advanced Diploma/Degree/NQF 7 = 5 points <p><i>Graphic Designer:</i></p> <ul style="list-style-type: none"> • No qualification = 0 points • Certificate/NQF 5 = 1 point • Advanced Certificate/Diploma/NQF 6 = 2 points • Advanced Diploma/ Degree/NQF 7 = 5 points <p><i>Media Buyer:</i></p> <ul style="list-style-type: none"> • No qualification = 0 points • Certificate/NQF 5 = 1 point • Advanced Certificate/Diploma/NQF 6 = 2 points • Advanced Diploma/Degree/NQF 7 = 5 points 	25
TOTAL		100

11.3 Specific Goal

Only bidders scoring a minimum threshold of 65 out of 100 points for functionality evaluation will be evaluated at this stage. A maximum of 80 points will be allocated for price and maximum of 20 points will be allocated for the City's preferential goals in terms of the formula provided in the Preferential Procurement Regulations 2022.

A maximum of 20 points will be allocated for the City's preferential goals as follows:

TABLE 1:

Preferential Goals	Number of Points	Means of verification
Business owned by 51% or more – Black People	4	B-BBEE certificate and/or CSD
Business owned by 51% or more – Women	3	B-BBEE certificate and/or CSD
Business owned by 51% or more – Youth	3	B-BBEE certificate and/or CSD
Enterprises located within the jurisdiction of the City of Johannesburg Metropolitan Municipality	5	CSD and Municipal accounts / Lease Agreement / Letter from local ward councillor confirming business address
SMME (a EME or QSE)	5	CSD and BBEE Certificate/Affidavit sworn under Oath
Maximum Points	20	

PERSONNEL QUALIFICATION'S MINIMUM REQUIREMENTS

It is required that the professional project leader should have the following competencies:

- The Project leader must have a Bachelor's Degree in Marketing and minimum of 10 years' experience in marketing and advertising and has completed three similar projects including Tourism Marketing, Public Relations and Advertising.

The project team should consist of professionals with the following minimum expertise:

- Creative Specialist with a minimum of 5 years' experience in creative artwork development, minimum three (3) year National Diploma/Advanced Diploma/ Bachelor's Degree in Graphic Design.

- Public Relations and Communications specialist with a minimum of 5 years' experience in Public Relations, minimum three (3) year National Diploma/Advanced Diploma or Bachelor's Degree in Public Relations or/ Communications.
- Digital Specialist with a minimum of 5 years' experience in digital marketing, minimum three (3) year National Diploma/Advanced Diploma or Bachelor's Degree in Marketing or/ Public Relations.

Note well:

Certificate is equivalent to NQF 5

Advanced Certificate is equivalent to NQF 6

Diploma is equivalent to NQF 6

Advanced Diploma is equivalent to NQF 7

Bachelor's Degree is equivalent to NQF 7

12 RETURNABLE DOCUMENTS

- a) Valid B-BBEE accreditation certificate or certified copy issued by verification agencies accredited by SANAS; sworn affidavit issued by SAPS or Commissioner of Oath.
- b) Most recent National Treasury Central Supplier Database report or M-AAA number.
- c) Valid one-time pin (OTP) for tender issued by South African Revenue Services (SARS).
- d) Each Joint Venture member should submit own OTP.
- e) Recent Municipal rates and taxes for company and all directors not in arrears for more than 90 days or an affidavit or lease agreement not older than three (3) months **(if in arrears must provide proof of acknowledgement to debt the account with the relevant Municipal Revenue Department)**.
- f) Completed and signed MBD Forms.
- g) Completed and signed form of bid.
- h) Completed and signed declaration of State of Municipal Account.
- i) Joint Venture agreement, where applicable.
- j) Complete the Joburg Tourism Company (JTC) pricing schedule in full as provided.
- k) Company profile with years of experience in the relevant industry.
- l) Portfolio of evidence for the work previously done.
- m) Curriculum vitae and proof of qualifications (i.e., certified copies) of all team members assigned to the project.
- n) List of similar projects/contracts and signed letters with contactable references on a company letter head.
- o) A clear and concise project plan on how the company will execute the services for the Joburg Tourism Company (to include the scope of work, deliverables and milestones).
- p) Any alterations/changes must be initialled and accompanied with a letter (on a company letterhead), indicating all the places where alterations/changes have been made.
- q) Permission letter from relevant Municipality/s for each billboard.

13 CONDITIONS OF AWARD

It must be noted that notwithstanding a service provider's proposal being recommended for award, an award shall not be made to a supplier whose:

- a) Tax matters are not in order, as confirmed in terms of the National Treasury's Centralised Supplier Database (CSD) and the SARS;
- b) Municipal rates and taxes of the bidder and that of its directors are in arrears for more than 90 days and no arrangements have been made with the relevant municipality;
- c) Director/s and principal members are "in the service of the state", as defined in the Municipal Supply Chain Management Regulations of 2017;
- d) Name of the bidder or that of its directors appears on the National Treasury's database of Restricted Suppliers.

14 DISQUALIFYING CRITERIA

- a) Failure to complete and signed form of bid.
- b) Failure to complete the Joburg Tourism pricing schedule in full.
- c) Failure to attach a letter confirming errors or alteration in the price schedule.
- d) Failure to attend the compulsory briefing.
- e) Failure to submit the letter from Municipality for outdoor advertising

15 CONTRACT PERIOD

The contract shall be for a period not exceeding three (3) years from the date of appointment. The successful bidder will be required to work with JTC to produce the required deliverables through the relevant marketing and advertising channels.

Disclaimer:

*The successful bidder shall be expected to have **sufficient cash flow** to project manage the work from beginning to end, **since the JTC shall not offer upfront payment for any work to be done. Payment will be made upon submission of invoice/s for completed project/s.***

16 PROJECT MANAGEMENT

The responsibility for the implementation of this project lies with the Manager: Destination Marketing at JTC. Status meetings will be established to ensure participation of all functional areas for effective project implementation.

17 REPORTING

Produce a post-campaign analysis together with the submission of a close-out report to JTC. The close-out report shall contain but not limited to the following key elements:

- 17.1.1 Return on Investment;
- 17.1.2 Reach;
- 17.1.3 Impact; and
- 17.1.4 Evidence of work done - submit hard copies and soft copies;
- 17.1.5 Social media campaign performance;
- 17.1.6 Social media posts' performance.
- 17.1.7 Website and MobiApp performance e.g. Google analytics.

18 COMPULSORY PHYSICAL BRIEFING SESSION

All interested bidders are required to attend a compulsory briefing session as follows:

Date: TBC
Time: Briefing will start at 10h00
Venue: Joburg Tourism Company, 4th Floor Sandton Library,
Nelson Mandela Square, Sandton.

19 CLARIFICATION OF THE REQUEST FOR PROPOSALS

Prospective bidders may request clarification on terms of reference documents in writing by email to JTC, addressed to Lumka@joburgtourism.com at the address set forth below before the closing date

APPROVAL OF THE TERMS OF REFERENCE

Recommended/Not recommended



Lumka Dlomo

Chairperson: 360 Marketing Service BSC

Joburg Tourism Company

Date: 31.08.2023

Approved/Not approved



Thandubuhle Mgudlwa

Acting Chief Executive Officer: JTC

Joburg Tourism Company

Date: 01 SEPTEMBER 2023