

Guidelines on Specification for Procuring Services

Project Name:	PANEL OF 3 SERVICE PROVIDERS FOR GENERAL COMMUNICATIONS , BRANDING, ADVERTISING SERVICES FOR A PERIOD OF 3 YEARS AS AND WHEN REQUIRED
----------------------	--

Guideline for Terms of reference

This tender is for the appointment of a panel of 3 Service Providers for General Communications, Branding, Marketing & Advertising Services for a period of 3 years, as and when required

A. Background

The Moqhaka Local Municipality requires the provision of General Communications, Branding, Marketing & Advertising Services as and when required.

B. Scope of Work / Terms of Reference

Refer to Annexure B for the Bill of Quantities / Pricing Schedule.

Tender prices to be fixed for the first twelve (12) months and only annual escalation will be provided for as per the Service Level Agreement (SLA).

C. Panel

In this panel, the municipality will appoint a maximum of 3 service providers who scored the highest points scored in terms of the Preferential Procurement Policy of Moqhaka Local Municipality.

D. Sourcing of Quotations

Quotations will be requested only from the service providers appointed on the panel on a **rotation basis** to ensure all service providers appointed on the panel have an opportunity of being selected during the contract period.

Should the service providers on the panel not be in a position to supply the required product within the desired time-frames, the municipality will deem it necessary to invite quotations outside the appointed panel.

The municipality will derive a flat rate from the prices submitted by the successful bidders. This flat rate will be offered to the bidders through a negotiation process. This will assist the municipality with a fair and equitable process of rotation. This will also prohibit the municipality from paying more for the same product between service providers on the panel.

E. Performance Management

In terms of Section 116 (2) of the MFMA, the municipality is required by Law to monitor the performance of service providers on a monthly basis in line with the performance areas as stipulated in the Service Level Agreement (SLA). The monitoring of panels will be done as and when their services are utilised.

F. Preferential Points System

Indicate whether the tender will be evaluated in terms of 80/20 below a 50 million and 90/10 above 50 million.

80/20

A maximum of 20 points (80/20 preference points system), will be allocated for specific goals. These goals are:

(a) The Promotion of enterprises owned by youth: 5 points

The promotion of SMMEs located in the local area: 15 Points

Locality of supplier	Points
Within the boundaries of Moqhaka Local Municipality	15
Within the boundaries of Fezile Dabi District	10
Within the boundaries of the Free State	5
Outside of the boundaries of the Free State	0

The promotion of enterprises owned by youth: 5 points

Locality of supplier	Points
Youth	5

G. Duration of the Contract

State how long the contract will take

3 Years

H. Functional or Technical Evaluation Criteria (If Applicable)

See examples of Functional Evaluation Criteria below in Annexure A

ANNEXURE 'A'

Technical or Functional Evaluation Criteria and Functional Evaluation Report Guideline

Only those tenderers who score the minimum of 70 points in respect of the following criteria are eligible for further evaluation.

Criteria	Weight	Points	Documents to be submitted as proof to score points
<p>Number of Similar types of projects (General Communications, Branding, Marketing & Advertising Services) successfully completed by the bidder</p> <p>0 Reference letter 1.Appointment/Reference Letter 2.Appointment/Reference Letters 3.Appointment/Reference Letters 4.Appointment/Reference Letters 5 Appointment/Reference Letters</p>	<p>0 1 2 3 4 5</p>	<p>45</p>	<p>Provide signed appointment or reference letters of similar completed projects (General Communications, Branding, and Marketing & Advertising Services) with contactable references to confirm that project was done.</p>
<p>Personnel references (Number of General Communications, Branding, Marketing & Advertising successfully completed) by the Projects Leader with their certified qualifications</p> <p>1 project 2 projects 3 projects 4 projects 5 projects</p>	<p>1 2 3 4 5</p>	<p>30</p>	<p>Provide a CV of the Project Leader with a list of similar completed projects & their certified qualifications(Degree/ National Diploma in Communications or Marketing or Journalism or other relevant qualification)</p>
<p>Personnel references (Number of General Communications, Branding, Marketing & Advertising Services successfully completed) by the Graphic Designer with their certified qualifications.</p> <p>1 project 2 projects 3 projects 4 projects 5 projects</p>	<p>1 2 3 4 5</p>	<p>15</p>	<p>Provide a CV of the Graphic Designer with the list of similar completed projects & their certified qualifications (National Diploma in Graphic Designing or other relevant qualification)</p>
<p>Response Time</p> <p>120 hours or more 96 hours 72 hours 48 hours 24 hours</p>	<p>1 2 3 4 5</p>	<p>10</p>	<p>Bidder must provide a signed commitment letter for delivery period and commitment letter from the printers</p>
MAX POSSIBLE SCORE		100	

ANNEXURE B

5. SCOPE OF WORK

GENERAL COMMUNICATIONS, BRANDING MARKETING AND ADVERTISING SERVICES

The work in this specification consists of the following

- Media buying/advertising [All communications platforms e.g. digital media, outdoor, social media, print and radio]
- Communications and promotional materials (e.g Branding material, and other branding collateral)
- Graphic design services
- Production services [All communications platforms] e.g. video and audio production
- Electronic archiving services
- Production and printing of publications and other communication related material - Updating and reviewing of communication/marketing and branding strategy.
- Training and Communication-capacity building
- Traditional/Social media monitoring (Prepare media analysis and report on the media mileages through all media engagements in local, national & international platforms)
- Revision and rework of the brand manual
- Marketing services
- Creative services & content creation for various platforms
- Conducting research/surveys
- Production services with media plan
- Production and Management of social media content and pages
- Professional photographic services

6. PRICE SCHEDULE:

BIDDER SHOULD PROVIDE PRICES ON ALL THE ITEMS FOR FURTHER EVALUATION

Items to be procured during the duration of the contract are as follows:

6.1 MEDIA BUYING SERVICES

Bidder to indicate profit mark-up percentage on the below items

Item	Description	Price (R)
Print media	Magazines	
	Newspapers	
Television	Live Broadcasts	
	Live Cross overs	
	Interviews	
	Advertisements	
Radio	Pre-recorded adverts	

	Live reads	
	Interviews	
	Podcasts	
	Streaming	
	Outside broadcasts	
Print and Social media monitoring	Prepare media analysis and reports on the media mileages through all social media engagements on various event/campaigns	

6.2 BRANDING & MARKETING SERVICES a) Audio and videography services

Bidder to indicate percentage mark-up of item on the below listed items		
Item	Description	Price (R)
Photography & Videography Services	Design and production of video material for advertising (television advertising/social media advertising)	
Audio production services	Production of audio material for advertising (e.g. voice overs for advertising purposes for radio/television and social media advertising)	

b) Branding material/collateral

Bidder to indicate cost of item on the below listed items			
Item	Description	Size	Price per item (R)
Tear drops	Double sided Full colour With Digital artwork Full colour,	2m (small)	
		3m (medium)	
	100% Polyester Flag Material	4m (large)	
Pull-up banners	Ex-roll banners Full colour With Digital artwork High-end PVC material	2.5m x 1.5m	
Media banners	Full colour With Digital artwork	3m	
		2m x 4m	
Telescopic banners	Full colour With Digital artwork	3m	
Sharkfin banner	Full colour With Digital artwork	3m	
Folding A-frame pop-up banners	Full colour With digital artwork	1.1m x 2.5m	
S Curve Banner	Artwork Setup Stitched Back to Back to Create Sock Dye Sublimated Full Colour Onto Banner weave	85 x 205cm	
Barricade/fence branding	Mash PVC ilots and rope with full colour digital artwork	1 x 3m	
Gazebos	Pop-up steel frame Side walls Digital artwork	Size: 3m x 3m	

canvas (banner)	Branded with full colour digital artwork	3m x 1.5m	
4 star cluster banners	Full colour With Digital artwork	3m	
Pop-up banners	Full colour with digital artwork	2m x 1m	
Umbrellas	Ex-shade complete With digital artwork Including cement or rubber base	2m x 2m	
Stretch tents	Full colour artwork, branded	6m x 12m	
Branded A4 folders	Branded, Full gloss With digital artwork	300gram paper	
Street pole posters	Digital artwork on corex	A1	
	Digital artwork on normal cardboard	A1	
Leaflets	Branded, Full gloss One-sided With digital artwork	180 gram A5	
	Branded, Full gloss Double-sided With digital artwork	180 gram A5	
	Branded, Full gloss Double-sided With digital artwork	180 gram U-fold leaflets	
	Branded, Full gloss Single-sided With digital artwork	180 gram Z-fold	

Wall posters	Branded, Full gloss Single -sided With digital artwork	180 gram A4	
	Branded, Full gloss Single -sided With digital artwork	180 gram A3	
	Branded, Full gloss Single -sided With digital artwork	180 gram A2	
	Branded, Full gloss Single -sided With digital artwork	180 gram A1	
	Branded, Full gloss Single -sided With digital artwork	180 gram A0	
Name badges/tags	Branded Lapel tags With magnetic Resin on top	20x74mm	
Parameter boards	Full colour, with reflective vinyl, steel frame	6m long 1.1m width	
Business cards	Full-gloss With digital artwork	300g paper	

caps	branded with embroidery	6-panel	
	branded with screen-flex printing	6-panel	
T-shirts	Cotton fabric branded with embroidery	145gram	
		170gram	
	Cotton fabric branded with screen-flex printing	145gram	
		170gram	
Golf Shirts	Poly cotton fabric, branded with embroidery	180gram	
		200gram	
	Poly cotton fabric, branded with screen-flex printing	180gram	
		200gram	
Water bottles	titan cyclers clear with MLM pad print	700ml	
Branded Medals with centre design	Bronze	38mm with 25mm recess	
	Silver	38mm with 25mm recess	
	Gold	38mm with 25mm recess	
Branded Casted Medals	Bronze	38mm	
	Silver	38mm	
	Gold	38mm	
Podium	Aluminium Branded with Full colour logo	80cm x 120 cm	
		1.2H x 600 x 500	
	Perspex Branded with water-marked logo	80cm x 120 cm	
		1.2H x 600 x 500	
Pole signs	Chromadeck signs full colour print, UV varnish layer	2400 x900mm	
Directional Signs	chromadeck, around a square tubing frame, full colour print, UV varnish layer	2400 x900mm	
Branded Murals	Design and supply of full colour pvc print, square tubing frame, tensioning system + wall mount installation	24000 x 24000mm	
Branded Pylons	Design and supply of triangular structure, gladded with aluminium composite panels with est. Moqhaka logo + top light box section, full colour branding + LED lighting	3000 x1200mm	
		1000mmx1000mm	
		1200 x 1200mm	
Corporate gifts (amongst others)	Branded memory sticks With pad-printing	1Gig	
		2Gig	
		4Gig	
		8Gig	

		32Gig	
	Branded plastic rulers With pad-printing	N/A	
	Outdoor - Branded SA Flags Material : 100% SABS Polyester Fabric	Size: 270 x 180 cm	
	Outdoor - Moqhaka Flags branded with Moqhaka Logo Material: 100% SABS Polyester Fabric	Size: 270 x 180cm	
	Indoor - SA Flags Material: 100% Polyester	Size: 180 x 120cm	
Outdoor billboards (on existing structures)	Flexiface Vinyl branded boards with digital artwork	5.8m x 2.8m	
Overall Total			R