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17 FEBRUARY 2021

REQUEST FOR QUOTATION (RFQ)

PROVISION OF SABC TELEVISION NETWORK THEMATIC CONCEPTUAL PROMOS

RFQ	RFQ/TV/2021/16
RFQ ISSUE DATE	17 FEBRUARY 2021
RFQ DESCRIPTION	PROVISION OF SABC TELEVISION NETWORK THEMATIC CONCEPTUAL PROMOS AS A ONCE OFF PROJECT
CLOSING DATE & TIME	26 FEBRUARY 2021 AT 12H00

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

PLEASE NOTE THAT AS FROM 01 JULY 2016 COMPANIES THAT ARE NOT REGISTERED WITH CSD SHALL NOT BE CONSIDERED

For queries, please contact **Masango Lerato** on email masangorl@sabc.co.za

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

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

FAX NO. : _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

NOTES ON QUOTATIONS AND PROPOSALS SUBMISSION

1. All electronic submissions must be submitted in a **PDF** format that is protected from any modifications, deletions or additions.
2. Financial/pricing information must be presented in a **separate** attachment from the Technical / Functional Response information.
3. The onus is on the Bidder to further ensure that all mandatory and required documents are included in the electronic submission.
4. All electronic submissions should be prominently marked with the full details of the tender in the email subject line.
5. Bidders are advised to email electronic submissions at least thirty minutes before the bid closing time to cater for any possible delay in transmission or receipt of the bid. The onus is on bidder to ensure that the bid is submitted on time via email
6. Tender submission emails received after submission date and time will be considered late bid submissions and will not be accepted for consideration by SABC.
7. SABC will not be responsible for any failure or delay in the email transmission or receipt of the email including but not limited to:
 - receipt of incomplete bid
 - file size
 - delay in transmission receipt of the bid
 - failure of the Bidder to properly identify the bid
 - illegibility of the bid; or
 - Security of the bid data.

DETAILED TECHNICAL SPECIFICATION

1. BACKGROUND

SABC TV BRANDS

SABC 1 BRAND

SABC 1 Audience Profile

The SABC 1 audience represents the young fibre of South Africa. They are highly materialistic and are in tune with the latest trends, what's hip and happening what's now! They live in a digital world where the 3rd screen is an extension of their lives, think twelebs, think instafamous, think snap chat heroes but with depth and character

Fashion and entertainment is high on their priority list. They are very opinionated and stand for what they believe in. think #feesmustfall think #PretoriaGirlsHighProtest They do not believe that old ways are always the best, they are often first to try out new things they are charting their own history

Primary Target Audience

- ❖ 16-34.LSM5-8 (epicentre 24yrs)
- ❖ **Now Generation:** They are the young fibre of South Africa. They are self-conscious and full of aspiration. They are fast paced. They are marketing and media savvy. Fashion and Entertainment is high on their priority list and they're highly brand-conscious.

They do not believe the old ways are always the best, they are often first to try out new things. They love variety and choice.



**More than TV, we are South
African Youth Culture**

SABC2 Brand



**Positioned as the
Channel for the
Nation, SABC2
promises to
celebrate and
empower the**

The SABC 2 audience are family centred and champion the Nation. A Family defined is made of individuals who are bound together by blood relations, affinity or co-residence. Each individual in the family has a specific role to play for the family to function optimally. The SABC 2 audience is one of tolerance, diversity and building each other, think #openmosque, #nationalteachingawards. They are rooted by their cultural customs and traditions. They are collectivists where Family, Community and the Nation as a whole are very important to them. They are optimistic and

interested in the happenings of the country. The concept of Ubuntu is alive and well. Think #Stokvels, #HeritageDay, #FamilyDay, Days of National importance, Opening of Parliament and Budget Speech.

SABC2 Demographic:

SABC2 - Centered around the family positioning and content offering. Family in the SABC2 context is not limited to family in the traditional sense but also those that are non-traditional.

SABC2 is a free-to-air channel, skewed towards female viewers and with an age profile centered on the 40 year old.

Age: 35 - 49

SABC 3 BRAND ARCHITECT

ESSENCE	A REFLECTION OF THE PROGRESSIVE SPIRIT OF SOUTH AFRICA
PROMISE	RELEVANT, INSPIRATIONAL, FULFILING, RELATABLE AND CUTTING EDGE ENTERTAINMENT
VALUES AND PERSONALITY	VALUES: PATRIOTISM, SUCCESS, EMPOWERMENT, DIVERSITY, FREE SPIRIT PERSONALITY: AUTHENTIC, INSIGHTFUL, ENGAGING, BOLD
REASONS TO BELIEVE	Fresh relevant content that's on the pulse of South African and global issues/entertainment focusing on a lifestyle and socio-economic level with substance for free and as alternative to the mandate language content on SABC 1 & SABC 2
KEY CONTENT FOCUS	WEEK DAYS - DRAMA, REALITY, LIFESTYLE WEEKENDS - MOVIES, SPORT, LIFESTYLE
STYLE & TONE	Chic, Fresh, Quality, Elegant, High Production Values, Contemporary
TARGET MARKET	GLOBAL CITIZENS. Confident in what they know and what they can do. Educated, forward thinking and creative. Strong spirit of Entrepreneurship. Well-travelled and Well read. Individual orientated, New Media Users. Great interest in lifestyle events, sports and entertainment Communication target 30-40 (Core 35)
COMPETITIVE ENVIRONMENT	Etv, DStv (Mnet, 1Magic, Mzansi), Netflix, Showmax,

Target Audience

- 30-40 years old (Core at 35)
- All South African races –inclusive – building social cohesion
- Forward thinking and Progressive
- Politically and Economically astute
- Strong spirited and aspirational
- Confident with their identity
- Self-Empowerment is important
- Upwardly mobile, Grounded Urban Adults with a global outlook



SABC TV as a network has not in the past embarked on a network campaign, to fully leverage the collective strength of the unity of all SABC TV channels. This strategy is aimed at communicating our genre offering. In addition, it aims at communicating with a captive audience of other programs such as Uzalo to promote other drama or telenovela from other channels. This will assist the SABC TV Network retain audiences within our network of SABC 1, 2 & 3. In addition, it will help grow struggling slots of key turn around channels such as SABC 3.

Objectives:

- To protect the SABC TV Network audience from declining
- To leverage audiences of best performing genres from SABC 1s to migrate to SABC 2 & 3.
- To increase awareness of genre offerings from SABC 2 & 3
- To create hype around SABC TV Network Content
- Promote the SABC TV Network key genres & pillars and communicate the shape the schedule as taken.

2. SCOPE OF WORK

1. SOAPIES & TELENODELA SABC 1 <ul style="list-style-type: none"> • Skeem Saam • Generations • Uzalo SABC 2 <ul style="list-style-type: none"> • 7De Laan • Muvhango • Lithapo 	2. DRAMA SABC 1 <ul style="list-style-type: none"> • Family Secrets • Ngempela SABC 2 <ul style="list-style-type: none"> • Vutha SABC 3 <ul style="list-style-type: none"> • The Good Karma Hospital • The Oath
3. SITCOM/COMEDY SABC 1 <ul style="list-style-type: none"> • Family Secrets • Ngempela SABC 2 <ul style="list-style-type: none"> • Die Vlieende, Springbokke • Kooperasiestories SABC 3 <ul style="list-style-type: none"> • The Good Karma Hospital • The Oath 	4. MOVIES SABC 1 <ul style="list-style-type: none"> • Monthly movie titles SABC 2 <ul style="list-style-type: none"> • Monthly movie titles SABC 3 <ul style="list-style-type: none"> • Monthly movie titles

5. MUSIC	6. REALITY
<p>SABC 1</p> <ul style="list-style-type: none"> • Live Amp • Get2Gether Experience <p>SABC 2</p> <ul style="list-style-type: none"> • Gospel Classics • Afro Café – Soul'd Out Session <p>SABC 3</p> <ul style="list-style-type: none"> • Music Specials 	<p>SABC 1</p> <ul style="list-style-type: none"> • The Gumbi's <p>SABC 2</p> <ul style="list-style-type: none"> • Model <p>SABC 3</p> <ul style="list-style-type: none"> • Celebrated Love • Saving Our Marriage

On Air Deliverables

- 6 x 60" Genre Promos Pillar Promos
- 24 x 30" – 60" promos per each pillar slot/ show
- 24 x 5" – 10" seconds stings and bumpers
- 6 x 180" Behind the scene of the shoot
- 24 x 5" Pop Ups
- 12 x 10" Squeeze Backs

**Service provider to supply the SABC with the following:
Presentation with all the elements in the scorecard**

- Hard copy
- Memory stick

3. RFQ Response Information**Effective Date of Bid**

Vendors should state in writing in its quotation to the SABC that all furnished information, including price, will remain valid and applicable for 90 days from the date the vendor quotation is received by the SABC.

4. COSTING

The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the delivery of the booklets.

5. DURATION OF THE CONTRACT

Once off project.

5.1 Technical Evaluation

5.2.1 The RFQ submission will be technically evaluated out of a maximum of **100**;

5.2.2 A threshold of 70 out of 100 has been set for paper base evaluation.

5.2.3 A threshold of 30 out of 50 has been set for virtual presentations.

5.2.4 All bidders achieving less than the set threshold will be declared non-responsive and not taken to the next phase of evaluation.

6. EVALUATION CRITERIA

6.1 BBBEE and Price

The RFQ responses will be evaluated on the **80/20** point system

6.2 Technical Evaluation

6.2.1 **The tender submission will be technically evaluated out of 100 points.**

6.2.2 **All bidders achieving less than the set threshold of 70 points out of 100 points will be disqualified and not proceed to the next phase of evaluation. .**

6.3 Objective Criteria

6.3.1 SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.

Evaluation Area	Evaluation Criteria	Min Points	Max Points
<p>Previous work experience same industry of similar campaign objectives</p> <p>Previous experience in broadcasting / entertainment events an advantage</p>	<ul style="list-style-type: none"> Any campaign work done for Media/Entertainment/Broadcasters. Previous campaign portfolio showreel that outlines achievement, and awards. Supply a link to be downloaded for show casing. <ul style="list-style-type: none"> - 5 awards/achievements – (5) - 10 awards/achievements – (10) - no information or less than 5 – (0) Work done for other Clients (10) Showreel or a Portfolio presented in a presentation jpeg or pdf. No information provided (0) 	15	20
On-Air Communication Plan	<ul style="list-style-type: none"> Interpretation of brief and On-air Communication plan that informs the creative concept & treatment. 	20	20
Proposed creative concept for On-air Cross promotion	<ul style="list-style-type: none"> Creative concept for entire delivery <ul style="list-style-type: none"> - Quality of equipment/cameras used (10) (show creative work) - Quality of graphics integrated (10) - Adherence to stringent deadlines (10) - Big Idea – Ability for idea to be extended in other mediums (10) - Creativity and Treatment (10) 	30	50

Assigned Team	<ul style="list-style-type: none"> Enough people to work on the account: <ul style="list-style-type: none"> Creative team and client service (5) Network of collaborators for photography, social media, etc. (5) 	5	10
Total		70	100

Functionality Threshold for Paper based Evaluation:

The points obtained for the paper based evaluation must be at least 70 points out of a maximum of 100 points. Bidders who do not achieve the threshold will not be taken to the next phase of evaluations (Virtual Presentation).

TECHNICAL CRITERIA VIRTUAL PRESENTATION

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Proposed creative concept for On-air Cross promotion on presentation	<ul style="list-style-type: none"> Creative concept for entire delivery Quality of equipment/cameras used (10) (show creative work) Quality of graphics integrated (10) Adherence to stringent deadlines (10) Big Idea – Ability for idea to be extended in other mediums (10) Creativity and Treatment (10) 	30	50
Total		30	50

Functionality Threshold for Presentation Evaluation:

The points obtained for the paper based evaluation must be at least 30 points out of a maximum of 50 points. Bidders who do not achieve the threshold will not be taken to the next phase of evaluations which is price and BBEE.

7. ADJUDICATION USING A POINT SYSTEM

- 7.1 The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder
- 7.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 7.3 In the event that two or more bids have scored equal points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.
- 7.4 However, when functionality is part of the evaluation process and two or more bids have scored equal points for B-BBEE, the successful bid must be the one scoring the highest score for functionality

- 7.5 Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

8. POINTS AWARDED FOR PRICE

The **80/20** preference point system

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

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

P_s = Points scored for comparative price of bid under Consideration
 P_t = Comparative price of bid under consideration
 P_{min} = Comparative price of lowest acceptable bid

B-BBEE PREFERENTIAL POINTS WILL BE AWARDED AS FOLLOWS:

B-BBEE Status Level of Contributor Number of Points

B-BBEE Status level of Contributor	Number of points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

- 8.1 Bidders who qualify as EME's in terms of the B-BBEE Act must submit a certificate issued by a verification Agency accredited by SANAS for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates or DTI Affidavit.
- 8.2 Bidders other than EMEs must submit their original and valid B-BBEE status levels verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a verification agency accredited by SANAS.
- 8.3 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their B-BBEE status level certificate
- 8.4 A trust, consortium or joint venture will qualify for points for their B-BBEE status level as an unincorporated entity, provided that the entity submits their consolidated B-BBEE scorecard as if they were a group structure and that such a consolidated B-BBEE scorecard is prepared for every separate bid.
- 8.5 Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 8.6 A tenderer will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intend sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended Sub-contractor is an EME that has the capacity and the ability to execute the sub-contract.

8.7 A tenderer awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capacity and the ability to execute the sub-contract.

9. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- **CSD report (Bidder must be registered with CSD in order to do business with the SABC)**

10. REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- Original Tax Clearance (verification will be done with SARS)
- Valid TV Licence (Company's and all Directors)
- Original Valid Original BBBEE Certificate (from SANAS accredited Verification Agency) or from the Auditors approved by the Independent Regulatory Body of Auditors (IRBA)
NOTE: Verification agencies and auditors who are accredited by the IRBA (Independent Regulatory Board for Auditors) are no longer the 'Approved Regulatory Bodies' for B-BBEE verification and therefore IRBA Auditors are NOT allowed to issue B-BBEE certificates after 30 September 2016.
Companies who have engaged their IRBA verification agency prior to 30 September will be able to receive their BEE Certificate after 30 September, but only until 31 December 2016.
- For Exempted Micro Entrepreneurs (EME's), as per CODE 000 statement 000 (Framework for measuring BBBEE) sufficient evidence of qualification as an EME is an Auditor's certificate issued by an accounting officer or verification agency. An EME is any enterprise with an Annual Total Revenue of R5million or less.
- Certified ID Copies of all directors/ Shareholders Certificate
- Company registration documents

11. COMMUNICATION

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

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

12. CONDITIONS TO BE OBSERVED WHEN TENDERING

- 12.1 The Corporation does not bind itself to accept the lowest or any tender, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his tender. The Corporation reserves the right to accept a separate tender or separate tenders for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the tender at any stage.
- 12.2 No tender shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.
- 12.3 The Corporation reserves the right to:

Not evaluate and award submissions that do not comply strictly with his RFQ document.

Make a selection solely on the information received in the submissions and

- 12.3.1 Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.
- 12.3.2 Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.
- 12.3.3 Award a contract to one or more bidder(s).
- 12.3.4 Accept any tender in part or full at its own discretion.
- 12.3.5 Cancel this RFQ or any part thereof at any time.
- 12.3.6 Should a bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs, aligned to the BBBEE & Preference Point system.

13. Cost of Bidding

The Tenderer shall bear all costs and expenses associated with preparation and submission of its tender or RFQ, and the Corporation shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

END OF RFQ DOCUMENT

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

- Annexure A - Declaration of Interest
- Annexure B - Consortiums, Joint Ventures and Sub-Contracting Regulations
- Annexure C - Previous completed projects/Current Projects

ANNEXURE A**DECLARATION OF INTEREST**

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

it is required that:

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

Does such a relationship exist? [YES/NO]

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

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

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

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

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

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

2 SUB-CONTRACTING

- 2.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 2.2 A person awarded a contract in relation to a designated sector, may not subcontract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
- 2.3 A person awarded a contract may not subcontract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.

3 DECLARATION OF SUB-CONTRACTING

- 3.1 Will any portion of the contract be sub-contracted? YES / NO
- 3.2 If yes, indicate:
- 3.2.1 The percentage of the contract will be sub-contracted%
- 3.2.2 The name of the sub-contractor
- 3.2.3 The B-BBEE status level of the sub-contractor.....
- 3.2.4 whether the sub-contractor is an EME YES / NO

SIGNATURE OF DECLARANT_____
TENDER NUMBER_____
DATE_____
POSITION OF DECLARANT_____
NAME OF COMPANY OR TENDERER

ANNEXURE “C”

Previous completed projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects	Project Commence date	Completed date

Current projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects	Project Commence date	Completion date