

Mokgadi Thobakgale

From: Mokgadi Thobakgale
Sent: Monday, December 19, 2022 2:40 PM
To: Mokgadi Thobakgale
Subject: REQUEST FOR QUOTATIONS
Attachments: SBD 6 1 in terms of PPR 2017.docx; Standard Bidding Document (SDB) 4_Annexure A.doc; BACK TO SCHOOL CITIZENRY DRIVE ACTIVATION OF JANUARY 2023.pdf

Good day

Trust this finds you well

Kindly receive the attached specification and SBD forms for request of quotation.

The deadline for quote submission is Friday 23 December 2022.

Please submit quotations via email to Mokgadit@dsac.gov.za

Your quotation will be evaluated using the 80/20 preferential point system.

Regards

Mokgadi Thobakgale

Supply Chain Management: Acquisition Management

T: 012- 441 3417

E: mokgadit@dsac.gov.za



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



RFQ SPEC:
DIRECTORATE:
SUBMITTED BY:
DATE:

MARKETING
MARKETING
QUEEN NNANIKI MALESA
2022 DECEMBER 13

BRIEF TO SCM

SCM is being asked to request quotes from marketing service providers who are responsible for driving marketing activations - in physical as well as especially on digital platforms involving influencers in response to the set series of activations intended to promote the ethos of a physically active lifestyle in the month of January 2023.

January 2023 will see the campaign I Choose 2 B Active dramatise the importance of starting positive lifestyle habits of being physically active and committing to those habits. Key to this month will see the campaign visit a local ECD centre to dramatise the importance of getting children to start being physically active from an early age.

Please note that the service provider appointed will serve to ensure appointment of the I Choose 2 B Active Influencer team currently executing the duties of influencer marketing through the delivery of a set of activities and which should form part of the Content Plan for January 2023 in these key areas:

- 3.1 Influencer Marketing Procurement
- 3.2 Virtual Gym Mobilisation Drive
- 3.3 Content Planning Curation and Production
- 3.4 ECD Community Outreach Activation
- 3.5 Procurement of Digital Marketing Advertising Space

Key to note is the continued employment of youth so as to mitigate the unemployment which is currently rife in the country.

Thus the fitness influencers and instructors as well as team producing marketing collateral must be through the utilisation of those are currently noted as youth in this country - as this community is marginalised and this enables addressing youth unemployment in the country.

2. OBJECTIVES OF THE I CHOOSE 2 B ACTIVE ACTIVATIONS

The series of activations scheduled for the month of January 2023 must foster accountability to each and every South African citizen to consciously drive this 5-pronged key messaging on encouraging South Africans to:

- Starting positive habits
- How to turn resolutions into actionable plans
- Commit to a routine participating in physical recreational activity/ies
- Encourage others to also improve their health and wellness too.
- Conquer challenges South Africans face while trying to be physically active
- Growing the I Choose 2 B Active community platform

3. SCOPE OF SPEC

SCM is being asked to brief service providers who have experience, expertise and skills to deliver a quotation for the delivery of a digital marketing campaign activation plan which outlines response to the I Choose 2 B Active existing team to ensure the delivery of the following:

3.1 Influencer Marketing Procurement

- Procurement of 4 Leading Physical Health Active Lifestyle Influencers to drive Social Media Engagements
- Procurement of 10 Fitness Micro Influencers to support the plan for the #ABCOFFitness A-Z video curation and promotion on social media platforms
- To record 3-5 15 minutes in studio workout videos that shows delivery of various exercises representing the 26 letters of the alphabets
- Campaign Management in using their clout on social media platforms and as drivers of health-living content to get South Africans endorsing I Choose 2 B Active campaign and its activities of January 2023 by promoting the Content calendar prepared for the month of January 2023 which is shared weekly:



- Ensure 3 x per week posting, sharing, and retweeting of clips images & related by IC2BA Pages in I Choose 2 B Active gear on own platforms
- To support growth of online community platform growth through see targets for each influencer to sign up more people to the online community platform
- Ensure 1 x weekly sharing/engagement on own social media platforms of content promoting the #IChoose2BActive mandate
- Ensure 2 x weekly promoting of campaign's LIVE/pre-recorded content on their own platforms
- Ensure 1x weekly curation of original content promoting the ethos of I Choose 2 B Active

Budget R90 000 for the payment of services by this team under 3.1

3.2 Virtual Gym Mobilisation Drive

- Procurement of 5 Fitness Instructors with proof of qualifications as group fitness Instructors to drive 5 HIIT Classes - weekly on Monday, Tuesday, Wednesday, Thursday and Friday and deliver to the Virtual Gym Class activation
- To ensure that 5 Instructors drive 1 hour minute weekly HIIT Class sessions by each instructor from Monday to Friday weekly.
- To record 3-5 15 minutes in studio workout videos that shows delivery of various exercises representing the 26 letters of the alphabets
- To ensure that each instructor promotes their respective gym class accordingly as follows:
 - Ensure 3 x per week posting, sharing, and retweeting of clips images & related by IC2BA Pages in I Choose 2 B Active gear on own platforms
 - To support growth of online community platform growth through see targets for each influencer to sign up more people to the online community platform
 - Ensure 1 x weekly sharing/engagement on own social media platforms of content promoting the #IChoose2BActive mandate
 - Ensure 2 x weekly promoting of campaign's LIVE/pre-recorded content on their own platforms
 - Ensure 1x weekly curation of original content promoting the ethos of I Choose 2 B Active

Budget R80 000 for the payment of services by this team under 3.2

3.3 Content Planning Curation and Production

Procurement of 4 Admin Team: 1 Project Content Curator Manager supported by 2 Community Content Coordinators, 1 Video Animator & 1 Video Editor

- Procurement of 1 Project Content Curator Planner supported by 2 Engagement Coordinators to manage the social media community and also ensure management of the virtual gym class opening and closing daily.
- Procurement of 1 Video Editor to record video content required and edit to produce the advert
- Procurement of 1 Video Animator with animation skills to produce the marketing collateral driving video content for the campaign's mandate of January 2023
- Procurement of 1 Web Developer to develop the AdSense implementation of the online community platform and manage the platform's content accordingly

3.3.1 Project Content Curator

- Campaign Management in curating content plan & posting on I Choose 2 B active platforms for promotion of the campaign mandate for the month of January 2023
- To distribute content plan weekly to all influencers
- To brief for production of marketing collateral (videos by Video Editor and still ads by DSAC) used to promote the campaign
- Provide for and manage the zoom platform where the weekly HIIT Classes are hosted
- To manage the social media community and also ensure management of the virtual gym class opening and closing daily.

3.3.2 Video Animator

- To animate the theme of January 2023, and in turn edit the broadcast material weekly
- Video Editor - To edit broadcast content and do cut-ups of video promoting #ICYMI activations of the content plan

3.3.3 Video Editor

- To secure camera equipment for shooting/recording and producing 1 30 secs month advert in a physical environment for promoting January 2023 month messaging
- To edit virtual gym class content and submit to content team for posting non TikTok



3.3.4 Community Content Coordinators

- To engage with South African audiences who endorse the campaign and follow-through on enquiries
 - To proactively identify content around the mandate on social media and respond under the campaign's platform to the conversations
 - To assist in rotation schedule of managing the opening and closing of the Virtual Gym Class daily.
 - Each coordinator will manage at least 3 social media platforms i.e. TikTok, YouTube, Instagram, Facebook
- Budget R150 000 for the payment of services by this team under 3.3**

3.4 Procurement of logistics to activate the January 2023 theme

To procure logistics for a community outreach activation of the ABC's Of Fitness theme for January 2023 as follows:

- To visiting a marginalised community ECD centre or pre school to activate active citizenry engagement
- This will happen in the month of January - Date thereof TBC but it will likely be during the week
- This will be a 2 hours visit bringing to life the importance of healthy lifestyle to ECD audiences
- To procure the services of videographer & PA system for the activation of this event
- To note that activation will be within the Gauteng province
- To account for refreshment & transport logistics for activation of this accounting for 100+ ECD citizens
- Transport to the facility (Around Gauteng)

Budget to be advised by bidder

3.5 Procurement of Digital Marketing Advertising Space

- To buy advertising space on social media platforms for the January themed video on Facebook, Instagram, Twitter & TikTok
- To buy advertising space for the competition advert of 2023
- To buy advertising space for promotion of the Online Community Platform for January 2023
- To buy SMS airtime for driving SMS communication with members weekly

Budget R50 000 for the payment of services under 3.5

ENQUIRIES

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

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017

This preference form must form part of all bids invited. It contains general information and serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution

NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017.

1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to all bids:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2

a) The value of this bid is estimated to not exceed R50 000 000 (all applicable taxes included) and therefore the 80/20 preference point system shall be applicable; or

1.3 Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor.

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

	POINTS
PRICE	80
B-BBEE STATUS LEVEL OF CONTRIBUTOR	20
Total points for Price and B-BBEE must not exceed	100

1.5 Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.

1.6 The purchaser reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

2. DEFINITIONS

- (a) **"B-BBEE"** means broad-based black economic empowerment as defined in section 1 of the Broad-Based Black Economic Empowerment Act;

- (b) **"B-BBEE status level of contributor"** means the B-BBEE status of an entity in terms of a code of good practice on black economic empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- (c) **"bid"** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of goods or services, through price quotations, advertised competitive bidding processes or proposals;
- (d) **"Broad-Based Black Economic Empowerment Act"** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- (e) **"EME"** means an Exempted Micro Enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (f) **"functionality"** means the ability of a tenderer to provide goods or services in accordance with specifications as set out in the tender documents.
- (g) **"prices"** includes all applicable taxes less all unconditional discounts;
- (h) **"proof of B-BBEE status level of contributor"** means:
- 1) B-BBEE Status level certificate issued by an authorized body or person;
 - 2) A sworn affidavit as prescribed by the B-BBEE Codes of Good Practice;
 - 3) Any other requirement prescribed in terms of the B-BBEE Act;
- (i) **"QSE"** means a qualifying small business enterprise in terms of a code of good practice on black economic empowerment issued in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Act;
- (j) **"rand value"** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

3. POINTS AWARDED FOR PRICE

3.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20

or

90/10

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

P_s = Points scored for price of bid under consideration

P_t = Price of bid under consideration

P_{\min} = Price of lowest acceptable bid

4. POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR

- 4.1 In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)	Number of points (80/20 system)
1	10	20
2	9	18

3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

5. BID DECLARATION

- 5.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

6. B-BBEE STATUS LEVEL OF CONTRIBUTOR CLAIMED IN TERMS OF PARAGRAPHS 1.4 AND 4.1

- 6.1 B-BBEE Status Level of Contributor: . =(maximum of 10 or 20 points)
(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 4.1 and must be substantiated by relevant proof of B-BBEE status level of contributor.

7. SUB-CONTRACTING

- 7.1 Will any portion of the contract be sub-contracted?

(Tick applicable box)

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- 7.1.1 If yes, indicate:

- i) What percentage of the contract will be subcontracted.....%
 ii) The name of the sub-contractor.....
 iii) The B-BBEE status level of the sub-contractor.....
 iv) Whether the sub-contractor is an EME or QSE

(Tick applicable box)

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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- v) Specify, by ticking the appropriate box, if subcontracting with an enterprise in terms of Preferential Procurement Regulations, 2017:

Designated Group: An EME or QSE which is at least 51% owned by:	EME √	QSE √
Black people		
Black people who are youth		
Black people who are women		
Black people with disabilities		
Black people living in rural or underdeveloped areas or townships		
Cooperative owned by black people		
Black people who are military veterans		
OR		
Any EME		
Any QSE		

8. DECLARATION WITH REGARD TO COMPANY/FIRM

8.1 Name _____ of
company/firm:.....

8.2 VAT _____ registration
number:.....

8.3 Company _____ registration
number:.....

8.4 TYPE OF COMPANY/ FIRM

Partnership/Joint Venture / Consortium

One person business/sole propriety

Close corporation

Company

(Pty) Limited

[TICK APPLICABLE BOX]

8.5 DESCRIBE PRINCIPAL BUSINESS ACTIVITIES

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

8.6 COMPANY CLASSIFICATION

Manufacturer

Supplier

Professional service provider

Other service providers, e.g. transporter, etc.

[TICK APPLICABLE BOX]

8.7 Total number of years the company/firm has been in business:.....

8.8 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBE status level of contributor indicated in paragraphs 1.4 and 6.1 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 6.1, the contractor may be required to furnish documentary proof to the satisfaction of the purchaser that the claims are correct;
- iv) If the B-BBEE status level of contributor has been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the purchaser may, in addition to any other remedy it may have –

(a) disqualify the person from the bidding 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 bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted by the National Treasury 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.

WITNESSES

1.

2.

.....
SIGNATURE(S) OF BIDDERS(S)

DATE:

ADDRESS

.....

.....

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State Institution

2.2 Do you, or any person connected with the bidder, have a relationship

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

with any person who is employed by the procuring institution? YES/NO

2.2.1 If so, furnish particulars:

.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? YES/NO

2.3.1 If so, furnish particulars:

.....

3 DECLARATION

I, _____ the _____ undersigned,
 (name)..... In
 submitting the accompanying bid, do hereby make the following
 statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature Date

.....
Position Name of bidder