

BID DOCUMENT

BID NUMBER: FIC/RFB/DIGITAL MEDIA BUYING SERVICES/15/2025/26

DATE OF ISSUE: 16 FEBRUARY 2026

COMPULSORY VIRTUAL BRIEFING SESSION: 24 FEBRUARY 2026

CLOSING DATE FOR THE BID: 10 MARCH 2026

CLOSING TIME FOR THE BID: 11:00

DESCRIPTION FOR THE BID: THE PROVISION OF DIGITAL MEDIA BUYING AND ADVERTISING SERVICES TO THE FINANCIAL INTELLIGENCE CENTRE FOR A PERIOD OF THREE YEARS.

SUBMITTING BIDS: One (1) original and an electronic copy of the RFB document must be handed in / delivered to:
TENDER BOX
FINANCIAL INTELLIGENCE CENTRE
BYLSBRIDGE OFFICE PARK
CNR JEAN AVENUE & OLIEVENHOUTBOSCH
(13 CANDELA STREET, HIGHVELD EXT 73)
HIGHVELD
CENTURION

Bidders are required to request an ACCESS PIN CODE **48 hours** prior to delivering their bid from tenders@fic.gov.za and present their identity documents and/or valid driver's license at the main gate in order to gain entry within the FIC offices.

CSD NUMBER :

DOCUMENTS IN THIS BID DOCUMENT PACK

Contents

PART A: SBD 1 INVITATION TO BID	3
PART B: TERMS AND CONDITIONS FOR BIDDING	4
PART C: SPECIAL CONDITIONS OF CONTRACT	5
PART D: TERMS OF REFERENCE/MINIMUM SPECIFICATION FOR THE WORK	7
A. SAMPLES OF ONLINE MEDIA BUYING	14
N/A	14
B. MEDIA SCHEDULE	14
C. TRACK RECORD (REFERENCES)	15
N/A	15
D. EXPERIENCE OF SERVICE TEAM	15
6.4 PREFERENTIAL POINT SYSTEM: PRICE AND B-BBEE:	16

PART A: SBD 1 INVITATION TO BID

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE FINANCIAL INTELLIGENCE CENTRE					
BID NUMBER:	FIC/RFB/DIGITAL MEDIA BUYING SERVICES/15/2025/26		CLOSING DATE:	10 March 2026	CLOSING TIME: 11:00
DESCRIPTION	THE PROVISION OF DIGITAL MEDIA BUYING AND ADVERTISING SERVICES TO THE FINANCIAL INTELLIGENCE CENTRE FOR A PERIOD OF THREE YEARS.				
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE BID BOX SITUATED AT					
RECEPTION, FINANCIAL INTELLIGENCE CENTRE					
BYLS BRIDGE OFFICE PARK, CNR JEAN AVENUE & OLIEVENHOUTBOSCH (13 CANDELA STREET, HIGVELD EXT 73 CENTURION)					
HIGHVELD EXT 73					
CENTURION					
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO			TECHNICAL ENQUIRIES MAY BE DIRECTED TO:		
CONTACT PERSON	Supply Chain Management		CONTACT PERSON	Supply Chain Management	
TELEPHONE NUMBER	012 641 6018		TELEPHONE NUMBER	012 641 6018	
FACSIMILE NUMBER	N/A		FACSIMILE NUMBER	N/A	
E-MAIL ADDRESS	Tenders@fic.gov.za		E-MAIL ADDRESS	Tenders@fic.gov.za	
SUPPLIER INFORMATION					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
FACSIMILE NUMBER	CODE		NUMBER		
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		CENTRAL SUPPLIER DATABASE No:	MAAA	
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No	B-BBEE STATUS LEVEL SWORN AFFIDAVIT		[TICK APPLICABLE BOX] <input type="checkbox"/> Yes <input type="checkbox"/> No	
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]					
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 THE QUESTIONNAIRE BELOW]	
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS					
<p>IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>DOES THE ENTITY HAVE A BRANCH IN THE RSA? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.</p>					

PART B: TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:
<p>1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.</p> <p>1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED - (NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.</p> <p>1.3. 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.</p> <p>1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD 7).</p>
2. TAX COMPLIANCE REQUIREMENTS
<p>2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.</p> <p>2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.</p> <p>2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.</p> <p>2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.</p> <p>2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.</p> <p>2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.</p> <p>2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."</p>

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:

(Proof of authority must be submitted e.g. company resolution)

DATE:

.....

PART C: SPECIAL CONDITIONS OF CONTRACT

In this document words in the singular also mean in the plural and vice versa and words in the masculine also mean in the feminine and neuter.

The General Conditions of Contract (GCC) will form part of this BID documents and may not be amended.

Special Conditions of Contract (SCC) relevant to this BID, compiled separately for this BID (if applicable) will supplement the General Conditions of Contract. Whenever there is a conflict, the provisions in the SCC shall prevail.

Copies of the GCC are available from the website

<https://www.treasury.gov.za/divisions/ocpo/sc/generalconditions/general%20conditions%20of%20contract.pdf>

SPECIAL CONDITIONS THAT THE BIDDER NEEDS TO TAKE NOTE OF:

1 FRAUD AND CORRUPTION

- 1.1 All service providers are to take note of the implications of contravening the Prevention and Combating of Corrupt Activities Act, Act No 12 of 2004 and any other Act applicable.
- 1.2 **NOTE:** Bidders should refrain from engaging with individuals who claim to represent the FIC and who offer to secure favourable outcomes of bids. Read this notice <https://www.fic.gov.za/2025/07/18/advisory-fic-procurement-process/> for more information.

2 NEGOTIATION

- 2.1 The Financial Intelligence Centre has the right to enter into negotiation with a prospective contractor regarding any terms and conditions, including price(s), of a proposed contract.
- 2.2 The Financial Intelligence Centre shall not be obliged to accept the lowest of any bid, offer or proposal in part or in whole.
- 2.3 All respondents will be informed whether they have been successful or not. A contract will only be deemed to be concluded when reduced to writing in a contract form signed by the designated responsible person of both parties. The designated responsible

person of the Financial Intelligence Centre is the Supply Chain Manager or his/her written authorised delegate.

3 REASONS FOR REJECTION

- 3.1 The Financial Intelligence Centre shall reject a proposal for the award of a contract if the recommended bidder has committed a proven corrupt or fraudulent act in competing for the particular contract.
- 3.2 The Financial Intelligence Centre may disregard the BID of any bidder if that bidder, or any of its directors:
 - 3.2.1 Have abused the SCM system of the Financial Intelligence Centre.
 - 3.2.2 Have committed proven fraud or any other improper conduct in relation to such a contract.
 - 3.2.3 Have failed to perform on any previous contract and the proof exists.
- 3.3 Such actions shall be communicated to the National Treasury.

4 PAYMENTS

The Financial Intelligence Centre (FIC) will pay the service provider the Fee as set out in the final contract. No additional amounts will be payable by the FIC to the Contractor.

- 4.1 The Contractor shall from time to time during the currency of the contract invoice The Financial Intelligence Centre for the services rendered. No payment will be made to the contractor unless an invoice complying with section 20 of the VAT Act No 89 of 1991 has been submitted to the FIC.
- 4.2 Payment shall be made into the bidder's bank account, normally 30 days after receipt of an acceptable, valid invoice. (Banking details must be submitted as soon as this BID is awarded).
- 4.3 The service provider shall be responsible for accounting to the appropriate authorities for its Income Tax, VAT or other amounts of money required to be paid in terms of applicable law.

5 PRESENTATION / DEMONSTRATION

- 5.1 The FIC reserves the right to request site visit/presentations/demonstrations from the short-listed bidder/s if needed.

PART D: TERMS OF REFERENCE/MINIMUM SPECIFICATION FOR THE WORK**1 BACKGROUND TO THE FIC**

- 1.1. As South Africa's national centre for the gathering and analysis of financial transaction data, the role of the Financial Intelligence Centre (FIC) is to safeguard the integrity of the country's financial system and its institutions. In pursuit of this, the Financial Intelligence Centre Act, 2001 (Act 38 of 2001) (FIC Act), established the FIC and mandated it to identify the proceeds of crime and assist in combating money laundering, terrorist financing and proliferation financing.
- 1.2. Under this legislation, financial and non-financial institutions are required to fulfil certain compliance obligations, including registering with, and filing regulatory reports to the FIC. The information provided in these reports forms the basis of the FIC's analysis in developing financial intelligence reports for the use of a wide range of law enforcement and other competent authorities. These authorities use the reports in their evidence gathering, investigations and applications for asset forfeiture. The FIC is responsible for supervising and enforcing FIC Act compliance among non-financial institutions listed under Schedule 1 of the FIC Act.
- 1.3. The FIC will never contact bidders outside the bidding process. Furthermore, no individual is permitted to request payments, bribes, or any form of inducement in exchange for favourable consideration in any tender process. The FIC evaluates all bids strictly on merit and in accordance with established procurement procedures and applicable regulations. Bidders should refrain from engaging with individuals who claim to represent the FIC and/or who offer to secure favourable outcomes of bids. Should any bidder be contacted in this regard via messaging, calls or e-mails, refer this to scams@fic.gov.za or the FIC's confidential Fraud Hotline on 0800 701 701.

2 REQUIREMENTS

- 2.1 The FIC is seeking a media agency specialising in digital media and social media, and national and community broadcast planning, buying, scheduling and co-ordination of advertising campaigns.
- 2.2 The media agency will be required to continuously evaluate, measure and optimise advertising efforts to achieve the best possible impact, reach and cost-efficiency – aligned to campaign objectives defined by the FIC.
- 2.3 The tender is intended for a bidder with proven experience in developing and implementing integrated media strategies covering but not limited to: Search engine marketing; display advertising (static, animated or rich media); digital video advertising; streaming media advertising; audio advertising (digital and traditional broadcast); social media advertising;

mobile advertising, national and community broadcast media; and remarketing advertising.

2.4 The requirements include researching the most effective digital and broadcasting channels, media planning and scheduling, negotiating, placing and buying advertising, as well as post-campaign analysis and evaluation.

2.5 The bidder shall be responsible for administration and media contact management, including media payment processes, rate negotiations, and co-ordination with media institutions.

3 SCOPE OF WORK

3.1 Media Planning

- a) Prepare detailed digital media **proposals, schedules and flighting plans** for review and approval by the FIC.
- b) Maintain an ongoing understanding of the FIC's target audience, behavioural insights, media consumption patterns and content preferences.
- c) Conduct continued analysis to recommend the most effective channels and platforms for each campaign objectives.

3.2 Media Buying

- a) Negotiate and **purchase** advertising space based on approved media plans, which may include search engine marketing; display advertising using text and visual elements; digital video advertising using appropriate video formats; streaming media advertising; audio advertising; social media advertising; mobile advertising; broadcast media; and remarketing advertising.
- b) Ensure **optimal value** and maximum return within budget for advertising campaigns.
- c) The FIC will provide broadcast or streaming media formats for flighting, that may include 30 to 60 second pre-recorded clips and/or other recordings of three-to-five-minute duration or longer.
- d) Ensure that broadcasters and media partners amplify content on their respective digital and social channels as per purchase agreements.
- e) Provide verified proof of flighting, (e.g. screenshots, with invoices) with all invoices.

3.3 Project and account management

- a) Provide dedicated agency resources to manage the full process from briefing, media planning, flighting of advertisements and measurement of impact. At minimum, the service team must include an account manager and a media strategist.

3.4 Reporting, measurement, and evaluation

- a) The bidder is responsible for monitoring and assessing each campaign and platform used.
- b) Provide performance reports per campaign, including reach, impressions, interaction, click-through rate, cost-per-result metrics, along with recommendations.
- c) Recommendation for optimisation:
 - Deliver a comprehensive campaign close-out report after each campaign.
 - Provide monthly performance dashboards for each campaign.

3.5 Artwork, content, and scripts

- a) **Artwork** for digital and social media advertising will be produced and supplied by the FIC, based on specifications provided by the bidder.
- b) **Scripts and/or recordings** for broadcast advertising will be developed, produced and provided by the FIC.
- c) The FIC may request services such as copywriting, layout, resizing and design from time to time.

3.6 Social and digital media account management and payments

- a) All campaigns must be executed only through the FIC's official social and digital media accounts.
- b) The successful bidder will not be permitted to create or operate separate accounts on behalf of the FIC. Furthermore, no FIC advertising account shall be owned by any bidder.
- c) As examples of (b) above, the successful bidder will conduct media buying on behalf of the FIC, using access to the FIC's social and digital media accounts and make the necessary payments. The successful bidder will be responsible for ensuring secure handling of login credentials, data and access rights.
- d) All account data will remain the sole property of the FIC.

3.7 Tools and reporting systems:

- a) The bidder must use established analytics and media management tools such as Google Ads, Google Analytics, Meta Business Suite, and similar platforms. Reports should be formatted for FIC systems (Excel, PDF, or Power BI-ready datasets).

4 STATUS MEETINGS

- 4.1** Monthly status meetings will be held with the Communications business unit to review, and where necessary, adjust campaign progress.

- 4.2** Additional check-ins via e-mails, virtual meetings or phone calls will be held as required.

- 4.3** Where necessary, review sessions will be held quarterly with the Communications business unit.

5 CONDITIONS

- 5.1** The bidder must demonstrate a proven track record of delivering similar, completed projects.
- 5.2** It is required that the bidder agrees to, and complies with, all confidentiality arrangements regarding any material, information, or data supplied by the FIC. Such materials will remain the exclusive property and copyright of the FIC in perpetuity.
- 5.3** Distribution, publication, or sharing of any material by the bidder will be strictly prohibited unless prior written consent is sought and granted by authorised individuals at the FIC.

6 DELIVERABLES

- 6.1** The bidder must deliver the following as applicable per campaign:
- Media plan and media schedule
 - Optimisation reports (where applicable)
 - Monthly dashboards
 - Proof of flighting
 - Final close out and performance evaluation reports after each campaign
 - Savings report (if negotiated rates differ from published rates)

7 CONTRACT DURATION

- 7.1** The agreement with the bidder shall remain in effect for the period of three years. Annually renewable based on the availability of funds and the bidder's performance.
- 7.2** The service is required to commence within two weeks of the appointment of the bidder, or as agreed by the FIC and the successful bidder.

PART E: EVALUATION PROCESS

8 EVALUATION PROCESS

8.1.1 All bids duly lodged will be examined to determine compliance with Bid requirements and conditions. Bids with obvious deviations from the requirements/ conditions will be eliminated from further evaluation.

8.1.2 Evaluation of bids received will be based on compliance with pre-selection (mandatory) requirements, functional evaluation, price, and specific goals (B-BBEE status level of contribution).

8.2 COMPLIANCE WITH MINIMUM REQUIREMENTS AND RESPONSE REQUIREMENTS:

8.2.1 Pre-selection:

The Supply Chain Management business unit will do **pre-selection** on the following requirements:

No.	Item	Mandatory (Yes / No)	Description / Comments
1.	Central Supplier Database	Yes	Bidders must be registered on the Central Supplier Database (CSD) on the National Treasury Website – www.csd.gov.za prior to submitting a bid.
2.	B-BBEE Certificate/ Sworn Affidavit	No	A copy of a valid B-BBEE Certificate issued by SANAS Accredited BEE Verification Agencies OR a sworn affidavit as prescribed by the B-BBEE codes of good practice. Failure of a bidder to provide a valid BBBEE certificate/sworn affidavit will forfeit points for specific goals.
3.	Standard Bidding Document: SBD 1 - Invitation to Bid Form	Yes	Failure of a bidder to submit completed and duly signed SBD 1 form will result in disqualification.
4.	Standard Bidding Document: SBD 4 - Bidder's Disclosure	Yes	Failure of a bidder to submit completed and duly signed SBD 4 form will result in disqualification.
5.	Standard Bidding Document: SBD 6.1	No	Failure of a bidder to provide a completed and signed SBD 6.1 will forfeit preference points.

No.	Item	Mandatory (Yes / No)	Description / Comments
	- Preference Claim Form		
6.	Annexure A	Yes	Completed Annexure A (Table 1 ,2 and 3) as per format provided. A bidder that fails to complete the relevant information as per the Annexure will not be awarded points.
7.	Pricing Schedule	Yes	Completed pricing schedule in accordance with the provided format in Annexure C (Table 1 and 2)
8.	Compulsory virtual briefing session	Yes	Bidders are invited to attend a compulsory virtual briefing session.

Note:

- a) A bidder who fails to comply with **mandatory** requirements No. **1, 3, 4, 6, 7, and 8** will be disqualified from the evaluation process.
- b) A bidder who fails to comply with mandatory requirement No. **2** and **5** will forfeit preference points for specific goals or B-BBEE points.

8.3 TECHNICAL AND FUNCTIONAL SCORING EVALUATION CRITERIA

8.3.1 All remaining bids which have complied with the pre-selection criteria will be evaluated as follows:

- a) Functionality will be done in terms of the evaluation criteria as set out below, whereby respondents who do not achieve the minimum score will be eliminated.
- b) The minimum threshold to qualify for the next phase is **70%**. Bidders who fail to meet the minimum threshold will be disqualified and will not be evaluated further for price and specific goals in terms of B-BBEE status level of contribution.

8.3.2 The table below explains the functional factors that will be evaluated as part of the functionality criteria:

Criteria	Weight
A. SAMPLES OF ONLINE MEDIA BUYING <ul style="list-style-type: none"> The bidder is required to provide <u>three case studies</u> of services rendered for online media planning, buying and evaluation. These case studies must not be older than two years. These case studies must showcase how the bidder executed the media planning, media buying and reporting for the client(s). <p>Action note Bidder to complete ANNEXURE A</p>	40
B. MEDIA SCHEDULE <ul style="list-style-type: none"> The bidder to provide one sample of a media placement schedule for an online advertising campaign. The media schedule to include at least each of the following: <ul style="list-style-type: none"> Digital platform Section or placement on screen Timeline or running dates Size or advert design specifications Impressions, days and/or package Cost 	30
C. TRACK RECORD (REFERENCES) Provide five client references (from five different clients) of similar services provided not more than five years ago. <p>Action note Bidder to complete ANNEXURE B, TABLE 1: TRACK RECORD</p>	15
D. EXPERIENCE OF SERVICE TEAM The bidder to provide information on the core team that will be working with the FIC. <p>Action note Bidder to complete ANNEXURE B, TABLE 2: EXPERIENCE</p>	15
TOTAL	100

8.3.3 The evaluation criteria and weights for functionality as indicated in the table above will apply.

8.3.4 Where the rating guideline above does not provide for the information provided by the bidder, the evaluator reserves the right to allocate closest or any score as he/she sees fit.

8.3.5 Table below explains the rating guideline for the evaluation of functional criterion:

Criteria	Points = 0	Points = 1	Points = 2	Points = 3	Points = 4	Points = 5
<p>A. SAMPLES OF ONLINE MEDIA BUYING</p> <ul style="list-style-type: none"> • Bidder to provide three case studies • These case studies must not be older than two years • The case studies must showcase how the bidder executed the media planning, media buying and reporting for the client(s). <p><u>Review panel instruction:</u> Source feedback from the information captured on: Annexure A (three case studies to be completed)</p> <p>WEIGHT = 40%</p>	<p>No or fewer than three case studies provided, thus Annexure A, Case studies was not completed or case studies are incomplete, thus Annexure A, Case studies have missing information or one or more case studies are older than two years.</p>	N/A	N/A	N/A	N/A	<p>Provided three case studies, fully completed as required.</p>
<p>B. MEDIA SCHEDULE</p> <ul style="list-style-type: none"> • The bidder to provide 1 sample of a media placement schedule for an online advertising campaign. • The media schedule to include at the least each of the following elements: <ul style="list-style-type: none"> ○ Digital platform ○ Section or placement on screen ○ Timeline or /running dates ○ Size or advert design specs ○ Impressions, days and/or package ○ Cost <p>WEIGHT = 30%</p>	<p>No/incomplete media schedule provided.</p>	N/A	N/A	N/A	N/A	<p>One media schedule provided, and all the minimum required elements are included.</p>

Criteria	Points = 0	Points = 1	Points = 2	Points = 3	Points = 4	Points = 5
C. TRACK RECORD (REFERENCES) Provide five client references (from five different clients) of similar work provided, not more than five years ago. <u>Review panel instruction:</u> Source feedback from the information captured on: Annexure B, TABLE 1: TRACK RECORD WEIGHT = 15%	Annexure B, Table 1 was not completed/ submitted/ missing information / negative reference(s).	N/A	N/A	N/A	N/A	5 positive references from five different clients.
D. EXPERIENCE OF SERVICE TEAM The bidder to provide information of the core team who will be working with the FIC. <u>Review panel instruction:</u> Source feedback from the information captured on: Annexure A, TABLE 2: EXPERIENCE WEIGHT = 15%	Annexure B, Table 2 was not completed, submitted or missing information or less than one years' experience.	N/A	N/A	N/A	N/A	Five or more years of experience for each team member.

6.4 PREFERENTIAL POINT SYSTEM: PRICE AND B-BBEE:

6.4.1 Only qualifying bids will be evaluated further in terms of the 80/20 preference points system, whereby 80 points will be for price only and 20 points for preference points based on specific goals as set out in the preference point claim form.

- a) The percentage scored for price shall be calculated as follows:
- b) 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 quotation under consideration

P_t = Rand value of quotation under consideration

P_{\min} = Rand value of lowest acceptable quotation

6.4.2 Awarding of points for broad-based black economic empowerment (B-BBEE) status level of contribution:

- a) Preference points for B-BBEE status level of contribution will be awarded according to the table indicated in the preference points claim form- SBD 6.1.

7 ADJUDICATION

7.1 The relevant award structure will consider the recommendations and make the final award. The successful respondent will usually be the service provider scoring the highest number of points or it may be a lower scoring provider on justifiable grounds or no award at all.

8 VALIDITY PERIOD

8.1 Validity period from date of closure is 90 days.

8.2 Bidders must hold their tenders valid for acceptance by the FIC at any time within the requested validity period after the closing date of the tender.

8.3 Bidders may be requested to extend their validity period for a specified additional period. In such instances, bidders will not be allowed to change any aspect of their tender, unless they are able to demonstrate that the proposed change(s) is as a direct and unavoidable consequence of FIC's extension of the validity period.

9 TECHNICAL QUESTIONS

9.1 Any technical questions regarding the above requirements can be forwarded to tenders@fic.gov.za.

10 COMPULSORY VIRTUAL BRIEFING SESSION

10.1 A virtual compulsory briefing session will be held under the following details:

Date:	Tuesday, 24 February 2026
Time:	11h30- 13h00
Venue / Platform:	Microsoft Teams
Link to meeting:	https://teams.microsoft.com/meet/33902609217001 ?p=uVKpQSmA485f70l8ws Meeting ID: 339 026 092 170 01 Passcode: zp3YB7T5

11 FINANCIAL PROPOSAL AND PRICING SCHEDULE

11.1 The financial proposal should include value added tax (VAT) and any other costs involved.

11.2 Provide a cost estimate for the line items listed in the table. This information will be used solely for comparison purposes.

11.3 The following tables must be used when responding to enable the FIC to compare all proposals:

ANNEXURE C -TABLE A: Online advertising agency fees

Description	Unit cost for the 1 st year (incl. VAT)	Unit cost for the 2 nd year (incl. VAT)	Unit cost for the 3 rd year (incl. VAT)
Media planning fee per month Media planning, buying, scheduling and co-ordination, reporting, verification, briefing and meetings	R	R	R
Project management fee per month Including agency resources for example accounts manager, media strategist, community manager etc.	R	R	R
Add any other agency costs per month			
	R	R	R
	R	R	R
	R	R	R
	R	R	R
ESTIMATED TOTAL COST FOR EACH YEAR INCL. VAT	R	R	R
ESTIMATED TOTAL COST FOR 36 MONTHS INCL. VAT	R		

ANNEXURE C -TABLE B: Online media buying on behalf of the FIC

Description	Platform	Run start date	Run end date	Cost (incl. VAT)
Carousel ad	Meta: Facebook and Instagram	1 April 2026	30 June 2026	R
Carousel ad	LinkedIn	1 April 2026	30 June 2026	R
Brand copy	Google ads: Search	1 April 2026	30 June 2026	R
Digital advertorial	Media24	1 April 2026	30 June 2026	R
ROS banners	Business Day live	1 April 2026	30 June 2026	R
ROS banners	Financial Mail	1 April 2026	30 June 2026	R
Banner ads	Programmatic display	1 April 2026	30 June 2026	R
Banner ads	Money web newsletter	1 April 2026	30 June 2026	R
Estimated total cost	R			

PRICE EVALUATION TOTAL: TABLE A + TABLE B	R
---	---

ANNEXURE A: CASE STUDIES

Complete ALL THREE CASE studies

1. CASE STUDY ONE	
Client	
Date of commencement of job or campaign	
Duration of job or campaign	
Overview: Provide a list or brief description of the services offered to the client e.g. platform selection based on audience, media planning and buying, ad performance monitoring etc.	
Research: What process was followed to understand the client's target audience?	
Platform(s): <ul style="list-style-type: none"> • Who was the target audience • List the online platform(s) selected to reach the target audience 	
Frequency: How frequently and for how long did the online advertisements run?	
Reporting: What were the results or outcomes of the online advertising?	
Recommendations: Were there any suggestions or recommendations made by the bidder during or after the online advertisements went live?	

1. CASE STUDY ONE	
Other notes/comments	

2. CASE STUDY TWO	
Client	
Date of commencement of job or campaign	
Duration of job or campaign	
Overview: Provide a list or brief description of the services offered to the client e.g. platform selection based on audience, media planning and buying, ad performance monitoring etc.	
Research: What process was followed to understand the client's target audience?	
Platform(s): <ul style="list-style-type: none"> • Who was the target audience • List the online platform(s) selected to reach the target audience 	
Frequency: How frequently and for how long did the online advertisements run?	
Reporting: What were the results or outcomes of the online advertising?	

2. CASE STUDY TWO	
Recommendations: Were any suggestions or recommendations made by the bidder during or after the online advertisements went live?	
Other notes or comments	

3. CASE STUDY THREE	
Client	
Date of commencement of job or campaign	
Duration of job or campaign	
Overview: Provide a list or brief description of the services offered to the client e.g. platform selection based on audience, media planning and buying, ad performance monitoring etc.	
Research: What process was followed to understand the client's target audience?	
Platform(s): <ul style="list-style-type: none"> • Who was the target audience • List the online platform(s) selected to reach the target audience 	
Frequency:	

How frequently and for how long did the online advertisements run?	
Reporting: What were the results or outcomes of the online advertising?	
Recommendations: Were there any suggestions or recommendations made by the bidder during or after the online advertisements went live?	
Other notes or comments	

ANNEXURE B
TABLE 1: TRACK RECORD

Provide five client references where similar services were rendered by your company. Services to have been provided no further back than five years ago.

Name of client or company	List the service(s) supplied e.g. media planning, medial placement, media buying, ad performance reporting etc.)	Contact person	Contact number	Years in which service was rendered
1.				
2.				
3.				
4.				
5.				

TABLE 2: EXPERIENCE
Bidder to include information on the core team that will be working with the FIC.

Team member(s) name and surname	Role of this team member e.g. account manager, project management, client service manager, media buyer, media strategist etc.	*Years of experience

PART F: STANDARD BIDDING DOCUMENTS (OVERLEAF)

1. Standard Bidding Document (SBD) 4 Form: Bidder's Disclosure
2. Standard Bidding Document (SBD) 6.1 Form: Preference Points Claim Form

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

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 system is applicable to invitations to this tender:
- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included);

1.2 **To be completed by the organ of state**

- a) The applicable preference point system for this tender is the **80/20** preference point system.

- 1.3 Points for this shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

- 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 FIC requires of a tenderer to substantiate any claim in regards to preferences, by submitting their current/valid B-BBEE certificate or a sworn affidavit as prescribed by the B-BBEE codes of good practice.

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) “**The Act**” means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 PREFERENCE POINT SYSTEMS

A maximum of 80/20 points is allocated for price on the following basis:

80/20

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

Where

- Ps = Points scored for price of tender under consideration
- Pt = Price of tender under consideration
- Pmin = Price of lowest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations 2022, 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 that shall be supported by proof / documentation as stated in the conditions of this tender:

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (80/20 system) (To be completed by the tenderer)
The B-BBEE Certificate is used as a measurement instrument for FIC's specific goals:	20 Maximum	
B-BBEE Status level of contributor: 1	20	
B-BBEE Status level of contributor: 2	18	
B-BBEE Status level of contributor: 3	14	
B-BBEE Status level of contributor: 4	7	
B-BBEE Status level of contributor: 5	4	
B-BBEE Status level of contributor: 6	2	
B-BBEE Status level 7 – 8 and non-compliant contributors	0	

DECLARATION WITH REGARD TO COMPANY/FIRM

4.2. Name of company/firm.....

4.3. Company registration number:

4.4. TYPE OF COMPANY/ FIRM

- ☐ Partnership/Joint Venture / Consortium
- ☐ One-person business/sole propriety
- ☐ Close corporation
- ☐ Public Company
- ☐ Personal Liability Company
- ☐ (Pty) Limited
- ☐ Non-Profit Company
- ☐ State Owned Company

[TICK APPLICABLE BOX]

4.5. 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:

- 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 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) 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 have –
 - (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 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:

