



the dtic

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

THE TERMS OF REFERENCE

To invite proposals to appoint a Service Provider to provide Media Relations and Communication services to the Broad-Based Black Economic Empowerment Commission ('the B-BBEE Commission') for a period of 2 years.

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REQUEST FOR PROPOSALS:

The Department of Trade, Industry and Competition (**the dtic**) invites interested Service Providers to submit proposals to provide Media Relations and Communication services to the Broad-Based Black Economic Empowerment Commission ('the B-BBEE Commission')

NOTE: Should a vendor have reason to believe that the Terms of Reference are not open to promote competition or that it is written based on a particular brand / product / entity; the vendor shall notify the Bid Office of **the dtic** within ten (10) calendar days after publication of the bid.

1 PURPOSE

- 1.1 The purpose of the project is to appoint an experienced service provider to provide media relations and communication services to the Broad-Based Black Economic Empowerment Commission ("the B-BBEE Commission") for a period of 2 years.

2 BACKGROUND

- 2.1 The B-BBEE Commission is continuously bound to communicate its mandate, some of its operations and results regarding working matters and other B-BBEE related aspects with the public.
- 2.2 The B-BBEE Commission uses various platforms to communicate with the public and relevant stakeholders which include newspapers, radio, TV, website, social media, roadshows, workshops, etc.
- 2.3 The B-BBEE Commission seeks to communicate with stakeholders in a simple, easily understandable manner, monitor and analyse media trends on B-BBEE matters. This will enable the B-BBEE Commission to identify initiatives to be taken to enhance its communication and respond more effectively to the needs of the public. Moreover, communication has been identified as a risk control measure which if not handled properly could lead to distorted information and reputational damage for the Commission.
- 2.4 In order to ensure timeous service delivery, the B-BBEE Commission wishes to appoint a professional, experienced, effective and efficient media relations and communications company to provide the services mentioned in this Terms of Reference.

3 OBJECTIVES

- 3.1 The objectives of this assignment are to:
 - 3.1.1 Increase visibility and create awareness through various media platforms on the operations and services of the B-BBEE Commission;
 - 3.1.2 Have professionally produced and written communication for all publications using various platforms; and
 - 3.1.3 Enhance content in order to service media platforms of the B-BBEE Commission.

4 SCOPE OF WORK

4.1 The appointed service provider will be required to conduct the following:

4.1.1 Media Relations:

- a) Support the Stakeholder Relations and Communications Unit in Public Relations/ Media campaigns to profile the B-BBEE Commission through webinars and / or hybrid platforms by coordination;
- b) Generate and develop media releases, media advisories, and media statements on issues pertaining to the B-BBEE Commission to be approved by B-BBEE Commissioner;
- c) Render photographic services for the B-BBEE Commission for events as well as edit the photos and ensure that they are provided on a USB after each event;
- d) Render videography services during events of the B-BBEE Commission and submit all edited and moving images (pictures and videos) on a USB to the B-BBEE Commission after each event;

4.1.2 Media Monitoring and Analysis:

- a) Provide original clippings of articles and broadcast on issues pertaining to the B-BBEE Commission;
- b) Monitor/Scan all media platforms (including social media) for all B-BBEE related matters (BEE, B-BBEE, Sector codes, B-BBEE Certificates);
- c) Analysis of broadcast clippings and media trends both qualitative and quantitative daily;
- d) Provide monthly reports on media analysis;
- e) Prepare and present quarterly trends analysis report on media activities to B-BBEE Commission Exco.

4.1.3 Content Development and Management:

- a) Proof read and edit all B-BBEE Commission content, and the source file will be provided, typical MS Word file, MS Excel file, PDF;
- b) Develop information products for the B-BBEE Commission (Fact Sheets, Frequently Asked Questions; Leaflets, Success Stories booklet and information brochure and social media posters);
- c) Layout and design of B-BBEE Commission newsletters;
- d) Develop infographics on the campaigns of the B-BBEE Commission;

- e) Design of invitations, programmes and posters for events or webinars of the B-BBEE Commission.

5 DELIVERABLES

- 5.1 The service provider will be required to submit samples of all draft documents/ version to the B-BBEE Commission for review and approval within specified timelines for each product/ project;
- 5.2 Submit monthly media analysis report and trends reports quarterly from all media platforms (TV, Radio, Newspapers, Social media);
- 5.3 Submit ad-hoc reports (including activity reports) relating to media aspects of the B-BBEE Commission and B-BBEE related matters;
- 5.4 Ensure that newsletters are delivered on soft copy with a high resolution version that is uploadable on the website;
- 5.5 Provide draft media releases;
- 5.6 Delivery of reports that have been proof read and edited in accordance with project specifications;
- 5.7 Edit and proof read all B-BBEE Commission content provided within specified timelines;
- 5.8 Create an electronic functional repository (allow remote access to the repository, CD, and cloud storage) of all media reports;
- 5.9 The service provider will be required to submit final version of documents electronically (MS Word) and hard copy of each Project. In addition, the final editable files (MS Word) should be supplied when necessary depending on project assignment;
- 5.10 The service provider will be required to provide a repository of data (digitised content) through a downloadable system or open access software or cloud storage;
- 5.11 Ensure all information is kept strictly confidential.

6 SKILLS TRANSFER

- 6.1 The successful service provider will be required to ensure that Skills are transferred to identified B-BBEE officials in order to equip the B-BBEE Commission personnel with media relations and communication services skills.

7 QUALIFICATIONS, EXPERIENCE AND EXPERTISE

7.1 Bidding Company Relevant Experience:

- 7.1.1 The Bidding Company must have at least 10 years' experience in crafting high quality articles for dissemination across all media platforms and conducting media relations and communication services (within South Africa (SA) Government, State-owned entities,

multinational companies, corporate SA). The Bidding Company must submit their company *profile that* indicates service offerings and detailed experience of the company in terms of Media Relations and Communication services.

- 7.1.2 The Bidding Company should have access to international news agencies for purposes of circulating media releases and other information.
- 7.1.3 The Bidding Company should have an understanding of the B-BBEE Commission's work and mandate and the Government in general (understanding of the National Government priorities in terms of economic transformation programmes).
- 7.1.4 The Bidding Company must submit two (2) media monitoring reports and two (2) media releases from previous projects conducted by the bidding company.
- 7.1.5 The Bidding Company must submit two (2) samples of previous work relating to graphic design (samples of infographics and electronic posters). The Bidding Company must also submit two (2) media monitoring reports and two (2) media releases from previous projects conducted by the bidding company.
- 7.1.6 The Bidding Company must submit at least three (3) signed reference letters from previous similar projects successfully conducted. The reference letters must include the client logo, contact details, and type of services conducted.

7.2 Account Manager (Project Manager) and Key Staff Members Qualifications, Experience and Expertise:

- 7.2.1 The Bidding Company must clearly indicate the Account Manager (Project Manager) who will be allocated for this project. The Account Manager should hold at least a Bachelor' Degree in Communications/Media Studies/Public Relations/Journalism or other related and relevant field; with at least 15 years working experience and expertise in the following combination of fields namely drafting high quality articles, analysis of media content, understanding the South African and International media and communication environment, report writing on results and trends as extracted from media analysis.
- 7.2.2 The Bidding Company must clearly indicate all proposed Key Staff members who will be allocated for this project. Key staff members should have *at least* 5 years' experience in the communication field and hold at least National Diploma in Communication/Media Studies/Public Relations/Journalism or other relevant and related field.

NB! Relevant Experience and Qualifications of the Account Manager and Key Staff members should be indicated as per the table below:

Name and Surname of expert	Highest Qualification Obtained	Areas of Specialisation	No. of years' relevant experience	Role of the official in this project	List Relevant Work Experience
e.g. Mr. Siyanda Kumalo 650420 0813 081	Bachelor's / Honours Degree in Journalism and Mass Communications	(Please list in bullet form) •	15	Account Manager (Project Manager)	(Please list in bullet form) •

NB: the dtic/ B-BBEE Commission reserves the right to vet all documentation and information provided by bidders to prove their relevant experience and ability to perform the service.

8 DUE DILIGENCE

- 8.1 The bidder must have current technical and logistical capacity to perform the work required. The B-BBEE Commission reserves the right to perform due diligence on facilities, resources and capacity of a bidder prior to the appointment of a service provider.

9 SPECIAL CONDITIONS

- 9.1 A Service Level Agreement must be signed with the successful bidder before work commences.
- 9.2 Proposed key staff members must participate actively and be available to perform services in accordance with the contract. In instances where a proposed key staff member is not available to perform services at a specific period in time, the bidder will be responsible to provide a replacement with similar qualifications and experience in order to guarantee the same standard of work to **the B-BBEE Commission**. Each team member's role must be clearly outlined in the project plan.
- 9.3 A project plan detailing the tasks, activities and target dates for the work to be undertaken should be submitted to **the B-BBEE Commission** within 10 working days after appointment of the successful Service Provider. Each team member's role must be clearly outlined in the project plan.
- 9.4 As previously indicated **the dtic/B-BBEE Commission** reserves the right to vet all qualifications and other documentation provided by bidders to prove relevant qualifications, experience and expertise prior to the appointment of a Service Provider.
- 9.5 Copyright and intellectual property rights to all documentation, reports etc. that emanate from this assignment will vest with **the B-BBEE Commission**.

- 9.6 This bid and all contracts emanating there from will be subject to the General Conditions of Contract issued in accordance with Treasury Regulation 16A published in terms of the Public Finance Management Act, 1999 (Act 1 of 1999). Special Conditions of Contract are supplementary to that of the General Conditions of Contract. Not all bids will contain special conditions of contract. Where, however, the Special Conditions of Contract are in conflict with the General Conditions of Contract, the Special Conditions of Contract prevail.
- 9.7 Bids received after the closing date and time, at the address indicated in the bid documents, will not be accepted for consideration and where possible, be returned unopened to the bidder.
- 9.8 Bidders' attention is drawn to the fact that amendments to any of the Bid Conditions or setting of counter conditions by bidders may result in the invalidation of such bids.
- 9.9 The State reserves the right to conduct supplier due diligence prior to final award or at any time during the contract period. This may include site visits.
- 9.10 The Bid Office Officials of **the dtic** may communicate with bidders where clarity is sought after the closing date of the bid and prior to the award of the contract, or to extend the validity period of the bid, if necessary.
- 9.11 All communication between the bidder and the Bid Office Officials of **the dtic** must be done in writing.
- 9.12 Bidders must ensure that they are registered on the Central Supplier Database of the National Treasury as this is compulsory with effect of 1 April 2016 in order for bidders to be considered for bids.
- 9.13 Bidders must ensure that their tax matters are in order in line with the Preferential Procurement Policy Framework Act and the Treasury Regulations.
- 9.14 Bidders' whose tax matters are not declared to be in order will be disqualified.
- 9.15 Bidders' attention is drawn to the tax requirements stated on the SBD 1 form.
- 9.16 Where applicable acceptance of a bid will be subject to the condition that both the contracting firm and its personnel providing the service must be cleared by the appropriate authorities to the level of CONFIDENTIAL/SECRET/TOP SECRET (whichever one is stipulated in the relevant specification / ToR). Obtaining a positive recommendation is the responsibility of the contracting firm concerned. If the principal contractor appoints a subcontractor, the same provisions and measures will apply to the subcontractor. Acceptance of the tender is also subject to the condition that the contractor will implement all such security measures as the safe performance of the contract may require." (Minimum Information Security Standards. Chapter 5).
- 9.17 The points scored for functionality, price and B-BBEE points will be rounded off to the nearest 2 decimals as determined in the PP Regulations of 1 April 2017.

- 9.18 In cases where the tender invitation is subject to a pre-qualification requirement based on sub-contracting, then it is the responsibility of the tenderer to select competent sub-contractors that meet all the requirements of the tender in order to ensure that the bidders tender is not jeopardized by the subcontractor during evaluation. Bidders are responsible for all due diligence on their subcontractors.
- 9.19 In cases where above market related prices are quoted the right is reserved to negotiate with the three preferred bidders (three highest on final points for price and B-BBEE).
- 9.20 Bidders to take note that the award of the tender may be subject to price negotiation with the preferred bidder.
- 9.21 This bid is subject to the PP Regulations of 1 April 2017.
- 9.22 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.
- 9.23 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.
- 9.24 Bidders must submit concrete proof of the existence of joint ventures and/or consortium arrangements. **the dtic** will accept signed agreements as acceptable proof of the existence of a joint venture and/or consortium arrangement.
- 9.25 The joint venture and/or consortium agreements must clearly set out the roles and responsibilities of the Lead Partner and the joint venture and/or consortium party. The agreement must also clearly identify the Lead Partner, who shall be given the power of attorney to bind the other party/parties in respect of matters pertaining to the joint venture and/or consortium arrangement.
- 9.26 Regulation 13 (c) of the Public Service Regulations 2016 determines that an employee shall not conduct business with an organ of state or be a director of a public or private company conducting business with an organ of state unless such employee is in an official capacity a director of a company listed in schedule 2 and 3 of the Public Finance Management Act. **As this regulation prohibits public service employees from conducting business with an organ of state; either in a personal capacity or as a director of a private or public company, non-compliance with this regulation will lead to automatic disqualification of a bid.**
- the dtic** reserves the right:
- 9.27 To award this tender to a bidder that did not score the highest total number of points, only in accordance with section 2(1)(f) of the PPPFA (Act 5 of 2000).

- 9.28 To negotiate with one or more preferred bidder(s) identified in the evaluation process, regarding any terms and conditions, including price without offering the same opportunity to any other bidder(s) who has not been awarded the status of the preferred bidder(s).
- 9.29 To accept part of a tender rather than the whole tender.
- 9.30 To carry out site inspections, product evaluations or explanatory meetings in order to verify the nature and quality of the services offered by the bidder(s), whether before or after adjudication of the Bid.
- 9.31 To correct any mistakes at any stage of the tender that may have been in the Bid documents or occurred at any stage of the tender process.
- 9.32 To cancel and/or terminate the tender process at any stage, including after the Closing Date and/or after presentations have been made, and/or after tenders have been evaluated and/or after the preferred bidder(s) have been notified of their status as such.
- 9.33 Award to multiple bidders based either on size or geographic considerations.
- 9.34 Bidders will be allowed to submit queries or request clarification up to one week prior to the closing date of this bid. Thereafter no queries / clarification requests will be responded to.
- 9.35 If the Bidder failed to comply with any of the administrative pre-qualification requirements, or if **the dtic** is unable to verify whether the pre-qualification requirements are met, then **the dtic** reserves the right to –
 - 9.35.1 Reject the bid and not evaluate it, or
 - 9.35.2 Accept the bid for evaluation, on condition that the Bidder must submit within 7 (seven) calendar days any supplementary information to achieve full compliance, provided that the supplementary information is administrative and not substantive in nature

10 PRICE

- 10.1 The bid price must be an all-inclusive price that represent the total cost of the project.
- 10.2 The bid price must be inclusive of VAT (if registered for VAT) and quoted in RSA currency.
- 10.3 The Bidder must complete the Pricing Schedule attached as **Annexure A** in full for pricing purposes. **Only firm prices will be accepted, bids based on non-firm prices will not be accepted and will be disqualified.**
- 10.4 **Disbursements:**
 - 10.4.1 Where the services have travel and accommodation cost implications, these costs will be claimed in accordance with the governments cost containment measures and the rates prescribed by National Treasury. No unauthorised travel and accommodation costs will be reimbursed.
 - 10.4.2 Charges will be paid based on work delivered and will be approved by the B-BBEE Commissioner.

11 THE B-BBEE COMMISSION OBLIGATIONS

- 11.1 **the B-BBEE Commission** Project Manager will serve as the contact person on all matters relating to the project;
- 11.2 **the B-BBEE Commission** Project Manager will review, evaluate and approve the services provided by the Service Provider against the Service Level Agreement on an ongoing basis and prior to payment is made;
- 11.3 **the B-BBEE Commission** will supply all reasonable, relevant, available data and information required and requested by the Service Provider for the proper execution of the services and such assistance as shall reasonably be required by Service Provider in carrying out their duties under this contract.

12 SERVICE PROVIDER'S OBLIGATION

- 12.1 The Service Provider undertakes to act as an independent contractor in respect of the work;
- 12.2 To work closely with the Project Manager responsible for the project in **the B-BBEE Commission**;
- 12.3 Attend meetings when required by the Project Manager for the purposes of obtaining information or advice with regard to the work and assignments or any matters arising from or in connection therewith;
- 12.4 The Service Provider will be responsible for its own computers and technical literature to adequately perform all the functions;
- 12.5 The Service Provider must exercise all reasonable skill, care and diligence in the execution of the work and shall carry out their obligation in accordance with professional standards;
- 12.6 The Service Provider must in all professional matters act as a faithful advisor to **the B-BBEE Commission**, as well as respecting the laws and customs of any country and provinces in which any business in relation to the project is conducted;
- 12.7 All information availed to the Service Provider in the course of the project must be deemed confidential and will remain the property of **the B-BBEE Commission**;
- 12.8 The Service Provider will be required to sign a confidentiality declaration form, undertaking to keep all the information at his/her disposal as a result of being awarded the contract by **the B-BBEE Commission** strictly confidential;
- 12.9 The Service Provider must not disseminate any information gathered during the conduct of the project, publicize or release media statements in relation to the assignment;
- 12.10 Any information gathered during the conduct of the assignment is the property of **the B-BBEE Commission** and may not be distributed without prior written approval of **the B-BBEE Commission**;
- 12.11 The Service Provider will be deemed to have been satisfied as to the correctness and sufficiency of the rates and prices set out in their bid for the services to be rendered;

- 12.12 The Service Provider must plan and provide for all possible risks that may affect the delivery of the project on time and indicate what mechanisms are in place to manage such risks.

13 BID EVALUATION CRITERIA

- 13.1 The 80/20 principle and **two envelope / file system** will apply in evaluating the proposals in accordance with the amended PPP Regulations pertaining to the Preferential Procurement Policy Framework Act; Act no 5 of 2000 that came into effect on 1 April 2017. The reason for applying the **two envelope / file system** is to ensure that price does not influence the evaluation of the functional proposals.

13.2 Two envelope system

- 13.2.1 The two envelope system is based on the submission of the functional and financial proposals in two separate envelopes / file. **NO** financial/pricing information may be contained in the functional envelope as this will lead to automatic disqualification. Submission must be done as follows:

13.3 Functional proposal:

- 13.3.1 Bidders must submit their functional proposal in a sealed envelope / file with the name of the bidder, closing date and time and the bid number clearly indicated on the envelope / file. This envelope / file should **only** contain the functional proposal and compulsory forms; SBD 1, 4 & 6.1 and General Conditions of Contract; as well as the original / original certified copy of the B-BBEE certificate or Affidavit, but **NO** financial/pricing information. **Financial/pricing information in a functional proposal will lead to automatic disqualification of that specific proposal.**

13.4 Financial proposal:

- 13.4.1 The **Annexure A - Pricing Schedule** must be submitted in a **SEPARATE** sealed envelope / file with the name of the bidder, closing date and time and the bid number clearly indicated on the envelope / file.

13.5 FAILURE TO COMPLY WITH THE TWO ENVELOPE / TWO FILE REQUIREMENT WILL AUTOMATICALLY INVALIDATE A BID.

- 13.5.1 Proposals will be evaluated in terms of the two phase process once the pre-qualifying of bids received is done. All bid proposals received are subject to a pre-qualification process to determine compliance with compulsory requirements / conditions. All bids that pass the pre-qualification process will then be evaluated as follows:

13.6 First phase: Functional evaluation. This evaluation is based on the functional proposal submitted in envelope one (functional envelope). For this phase there is a cut-off score of 60% and only the proposals that score 60% and above during the functional evaluation will be considered during the second phase of evaluation.

13.7 Second phase: Price and B-BBEE status level. During the second phase all Bids that scored 60% and above during the functional evaluation will be considered for the second phase where points will be calculated for price and B-BBEE scores in accordance with the amended PP Regulations pertaining to the Preferential Procurement Policy Framework Act, Act No 5 of 2000 that came into effect on 1 April 2017 (PP Regulations 1 April 2017).

Key scores:

Score	Description
0 – Non-compliant	No evidence provided to substantiate compliance
1 – Poor	Unacceptable, does not meet set requirements
2 – Average	Reasonable but not sufficient to fully satisfy the set requirements
3 – Good	Fully complies to the set minimum requirements
4 – Very Good	Above average compliance to the set requirements
5 – Excellent	Meets and exceeds the set requirements

PHASE 1: FUNCTIONAL EVALUATION

No.	Criteria	Weight	Rate (0-5)	Total Score
1.	Methodology:			
1.1	The bidding company must indicate in detail what theory and methodology of media analysis they will apply, and the kind of data to be captured, tracked and analysed, such as issues, volume, voice, frequency/volume, prominence, input/output analysis and others. The bidding company must give a clear rationale as to why this would be the best methodology for us as the B-BBEE Commission to pursue to obtain the objectives as outlined in paragraph 3 of this ToR as well as highlighting the pros and cons and risk factors.	15		
2.	Bidding Company relevant experience: (See paragraph 7.1 of the ToR)			
2.1	The Bidding Company must have at least 10 years' experience in crafting high quality articles for dissemination across all media platforms and	20		

No.	Criteria	Weight	Rate (0-5)	Total Score
	conducting media relations and communication services (within South African (SA) Government, State-owned entities, Multinational companies, Corporate SA). The Bidding company must submit a company profile which indicates service offerings and detailed experience of the company in terms of Media Relations and Communication services.			
2.2	The Bidding Company must submit two (2) samples of previous work relating to graphic design (samples of infographics and electronic posters). The Bidding Company must also submit two (2) media monitoring reports and two (2) media releases from previous projects conducted by the bidding company.	10		
2.3	The Bidding Company must submit at least three (3) signed reference letters from previous similar projects successfully conducted. The Reference Letters must include the <u>client logo</u> , <u>contact details</u> and <u>type of services conducted</u> .	5		
3.	Qualifications, Experience & Expertise of the Account Manager (Project Manager) and Key Staff members: (See paragraph 7.2 of the ToR)			
3.1	Account Manager (Project Manager) has at least a Bachelor's Degree in Communications/Media Studies/Public Relations/Journalism or other related and relevant field.	10		
3.2	Account Manager (Project Manager) has at least 15 years working experience and expertise in the following combination of published articles, analysis of media content, understanding the South African and International media and communication environment, report writing on results and trends as extracted from media analysis.	15		

No.	Criteria	Weight	Rate (0-5)	Total Score
3.3	Key Staff members have National Diplomas in Communication/Media Studies/Public Relations/Journalism or other relevant and related field.	10		
3.4	Key Staff members should have at least 5 years' experience in the communications field.	15		
	MAXIMUM POINTS	100		

PHASE 2: PRICE AND PREFERENCE POINTS

	<u>80/20 PRINCIPLE</u>	POINTS
1	<u>Price</u>	80
2	<u>B-BBEE status level of contribution</u>	20
	MAXIMUM POINTS	100

14 CONTRACTUAL PERIOD

- 14.1 The contract period is 2 years from the date of last signature on the Service Level Agreement that will be signed by both parties.

15 CONTACT DETAILS

Please direct all **technical** questions to:

Mr. Mofihli Teleki

Office of the B-BBEE Commissioner

Email: MTeleki@beecommission.gov.za

Please direct all **bid related** questions to:

Ms. Erica Dennis

Office of the Chief Financial Officer (OCFO)

Department of Trade, Industry and Competition (**the dtic**)

Email: Edennis@thedtic.gov.za

**PRICING SCHEDULE - FIRM PRICES
(SERVICES)**

NAME OF BIDDER: BID NO.: **dtic 07/22-23**

CLOSING TIME: **11:00**

CLOSING DATE: **30 September 2022**

OFFER TO BE VALID FOR **120** DAYS FROM THE CLOSING DATE OF BID.

NB: Only prices quoted on this Pricing Schedule will be considered and must be completed in full. Services rendered will be on a needs bases (as and when required).

ITEM	QUANTITY	UNIT PRICE (price per each)	TOTAL PRICE
MEDIA RELATIONS:			
• Generate and develop media release (Maximum 2 pages, full colour, high quality)	Maximum 12 – media releases	R	R
• Design Social Media Boards/ Invitations/Alert/ Advisory (A5; 1 page; full colour; high quality)	Maximum 8 - Media Invitations	R	R
• Generate and develop media statement on issues pertaining to B-BBEE Commission	Maximum 12 - media statements	R	R
• Render photographic services during events of the B-BBEE Commission and submit edited pictures in a USB to the B-BBEE Commission	Maximum 8 photographic services	R	R
• Render videography services during events and submit edited videos in a USB to the B-BBEE Commission	Maximum 8 videography services	R	R
MEDIA MONITORING AND ANALYSIS:			
• Provide original Media Clippings			
- TV	Daily - clippings	R	p/m R
- Radio	Daily – clippings	R	p/m R
- Newspaper, Magazines	Daily – clippings	R	p/m R
Monitor/ scan trends on all media platforms including social media for all B-BBEE related matters	Daily - trends monitoring	R	p/m R
• Prepare media analysis report on media activities monthly from all outlets (newspapers, TV, radio, social media)	Maximum 24 media analysis reports	R	R
• Draft trends analysis report on media activities quarterly from all media platforms and present it to the B-BBEE Commission	Maximum 8 media trends analysis reports	R	R

ITEM	QUANTITY	UNIT PRICE (price per each)	TOTAL PRICE
CONTENT MANAGEMENT:			
• Proof read and edit all B-BBEE Commission documents (reports)	Documents to be edited (+ / - 80 pages)	R p/p	R
• Layout, design, editing and proof reading of Newsletter (+/- 35 pages) content to be provided by B-BBEE Commission.	Maximum 4 – edited newsletter per issue	R	R
• Draft Media Invitations (A5; 1 page; full colour; high quality)	Maximum 8 – media invitations	R	R
• Draft media release (A4; 1 page; full colour; high quality)	Maximum 8 – media releases	R	R
• Develop information product (fact sheet)	Maximum 2 – information products	R	R
• Develop frequently asked question leaflet	Maximum 8 – leaflet of frequently asked questions	R	R
• Develop Posters ((A3; 1 page; full colour; high quality)	Maximum 8 – Posters	R	R
• Success Stories booklet	Maximum 2 - Success story booklet (1 per annum)	R	R
• Infographics - with branding collateral for each campaign (1 per quarter)	Maximum 8 – information brochures	R	R
SUBTOTAL			R
DISBURSEMENTS (FIXED AT 5% OF SUBTOTAL)			R
SUBTOTAL INCLUSIVE OF DISBURSEMENTS			R
VAT @ 15% OF SUBTOTAL INCLUSIVE OF DISBURSEMENTS			R
TOTAL AMOUNT (ALL-INCLUSIVE FIXED CEILING PRICE FOR 2 YEARS)			R_____