



GAUTENG PROVINCE

HUMAN SETTLEMENTS
REPUBLIC OF SOUTH AFRICA

<p>a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done in category A, as stipulated in the scope of work. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted.</p> <p>- In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered.</p> <p>b) Appointment and Completion Letters to have contactable references for verification purposes.</p> <p>Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.</p>	<ul style="list-style-type: none"> • One (1) project = 20 points • No submission = 0 points 	
<p>Methodology and approach:</p> <p>The bidder must submit a proposal detailing how they would develop an Integrated Marketing Communication campaign indicating the following elements:</p> <ol style="list-style-type: none"> Situational Analysis (PESTEL or SWOT) Objectives Target Audience Analysis Communication Channels Content Strategy Stakeholder Engagement Media Relations Digital Communications Measurement and Evaluation Budget and Resources Implementation Plan 	<ul style="list-style-type: none"> • Compliance with all the eleven (11) elements = 40 points • Compliance with the ten (10) elements = 30 points • Compliance with the nine (09) elements = 20 points • Compliance with the eight (08) elements = 10 points • Compliance with the seven (07) elements and below = 0 points <p>No submission of relevant required experience</p>	<p>40</p>
<p>MINIMUM THRESHOLD</p>		<p>80</p>
<p>TOTAL</p>		<p>100</p>



CATEGORY B: PROVIDE GRAPHIC DESIGN OR CREATIVE SERVICES

Category	Sub Criteria	Total Score
<p>The bidder must provide the following documents:</p> <ul style="list-style-type: none"> a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted relevant to this category. - In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered. b) Appointment and Completion Letters to have contactable references for verification purposes. <p>Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.</p>	<p>It is mandatory for bidders to demonstrate experience in both print media and electronic media to be considered for allocation of points under this category.</p> <p>Print Media 5 projects or more = 25 points 4 projects = 20 points 3 projects = 15 points Less than 3 projects = 0 points</p> <p>Electronic Media 5 projects or more = 25 points 4 projects = 20 points 3 projects = 15 points Less than 3 projects = 0 points</p>	50
<p>The bidder must provide creative designs on the previous work done for a newspaper or magazine advert and minimum 15 second radio advert.</p> <p>For the bidder to be allocated points under this criterion they must provide portfolio of evidence aligned with the appointment letters provided in the criteria above.</p> <p>The bidder must provide samples of newspaper or magazine adverts (print media) and links for radio adverts (electronic media) as POE.</p>	<p>Print Media 5 samples or more = 25 points 4 samples = 20 points 3 samples = 15 points Less than 3 samples = 0 points</p> <p>Electronic Media 5 links or more = 25 points 4 links = 20 points 3 links = 15 points Less than 3 links = 0 points</p>	50
MINIMUM THRESHOLD		60
TOTAL		100



CATEGORY C: MEDIA BULK BUYING

Category	Sub Criteria	Total Score
<p>The bidder must provide the following documents:</p> <ul style="list-style-type: none"> a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done in category C, as stipulated in the scope of work. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted relevant to this category. - In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered. b) Appointment and Completion Letters to have contactable references for verification purposes. <p>Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.</p>	<p>Media Space Acquisition (Print Media) 5 projects or more = 15 points 4 projects = 10 points 3 projects = 05 points Less than 3 projects = 0 points</p> <p>Media Space Acquisition (Electronic Media) 5 projects or more = 15 points 4 projects = 10 points 3 projects = 05 points Less than 3 projects = 0 points</p> <p>The performance reports or Closeout report 5 projects or more = 20 points 4 projects = 15 points 3 projects = 10 points Less than 3 projects = 0 points</p>	<p>50</p>



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The bidder must provide **Performance Reports** of previous work related to the following,

- a) **Media Space Acquisition:** Showcase past projects involving the acquisition of bulk advertising space across various media channels, such as **print media** (newspapers or magazines), **electronic media** (radio or TV), and digital media. Outline the value added (e.g., increased market penetration, cost savings).
- b) **The performance reports or closeout reports** must demonstrate the effectiveness of the media placements, including metrics such as **audience reach, impressions, engagement rates, cost savings, or market penetration achieved.**

NB: For the bidder to be allocated points under these criteria they must provide portfolio of evidence aligned with the appointment letters provided in the criteria above.

Media Space Acquisition (Print Media)

5 reports or more = 15 points
4 reports = 10 points
3 reports = 05 points
Less than 3 reports = 0 points

Media Space Acquisition (Electronic Media)

5 reports or more = 15 points
4 reports = 10 points
3 reports = 05 points
Less than 3 reports = 0 points

The performance reports or Closeout report

5 reports or more = 20 points
4 reports = 15 points
3 reports = 10 points
Less than 3 reports = 0 points

50

MINIMUM THRESHOLD

60

TOTAL

100



CATEGORY D: EVENTS MANAGEMENT

Category	Sub Criteria	Total Score
<p>Approach and Methodology</p> <p>Bidders must develop and submit event management concept for Women in construction targeting 300 guests, to be organized within 21 working days, along with a Gantt chart showing project timelines and activities as follows:</p> <ul style="list-style-type: none"> i) Invitations and RSVP management ii) Logistics, e.g. hiring of venue, décor. iii) Audio visuals set- up (sound microphone and projectors). iv) Sourcing of guest speakers and master of ceremonies. v) Stage design and Branding vi) Registration and accreditation management. vii) Event promotion viii) Event Programme ix) On-site management (Ushers, security and logistics). x) Post event Close-out report. 	<p>The bidder must demonstrate experience in conceptualizing and managing events through a detailed implementation plan which responds to the following activities</p> <p>On a Gantt Chart:</p> <p><i>(i) a detailed programme implementation plan, including all activities, key personnel linked to the timeframes.</i></p> <p><i>(ii) time-bound and realistic milestones related to the forecasted project duration.</i></p> <ul style="list-style-type: none"> • The Gantt chart that addresses all (2) categories (20 points) • The Gantt chart that addresses only (1) category (10 points) <p>On the methodology:</p> <ul style="list-style-type: none"> (i) Event Overview, (ii) Objectives, (iii) Target Audiences, (iv) Event Programme, (v) Marketing and Promotional Plan, (vi) Logistics, (vii) Budget and Resources, (viii) Post Event Evaluation. <ul style="list-style-type: none"> • The methodology that addresses all (8) categories (30 points) • The methodology that addresses only (7) category (25 points) 	<p>50</p>



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- The methodology that addresses all (6) categories **(20 points)**
- The methodology that addresses all (5) categories **(15 points)**
- The methodology that addresses (4) categories and below **(0 points)**



Track Record / Previous Experience

The bidder must provide the following documents:

- a) The Appointment Letter/ Contract / Purchase Order accompanied by a corresponding references (reference letter / recommendation letter) and a Portfolio of evidence in the form of pictorial profile to illustrate the event undertaken for verification purposes, all three corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted, and must be for a minimum of 200 guests

- In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference / recommendation letter and a Portfolio of evidence in the form of pictorial profile to illustrate the event undertaken for verification purposes, from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered.

- b) Appointment, reference / recommendation letters to have contactable references and a Portfolio of evidence in the form of pictorial profile to illustrate the event undertaken for verification purposes.

Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.

- **Five (05) and more projects = 50 points**
- **Four (04) projects = 40 points**
- **Three (03) projects = 30 points**
- **Two (02) projects = 20 points**
- **Less than two (02) projects = 0 points**

50

MINIMUM THRESHOLD

70

TOTAL

100



CATEGORY E: PRINTING SERVICES

Category	Sub Criteria	Total Score
Bidders' Relevant Experience		
The bidder must provide samples of the following printed material: A4 Z-folded brochure or A5 leaflet and A4 hard copy of Annual Report <i>(to clearly provide specifications)</i>	<ul style="list-style-type: none"> Two (2) samples (1 sample A4 annual report and 1 sample A4 Z folded brochure or A5 leaflet) = 40 points One (1) sample (A4 annual report) = 30 points One (1) sample (A4 Z folded brochure or A5 leaflet) = 20 points No submission of relevant required marketing collateral = 0 point 	40
<p>The bidder must provide the following documents:</p> <p>a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done in this category. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted.</p> <p>- In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered.</p> <p>b) Appointment and Completion Letters to have contactable references for verification purposes.</p> <p>Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.</p>	<p>Annual Report</p> <p>5 projects or more = 30 points</p> <p>4 projects = 25 points</p> <p>3 projects = 15 points</p> <p>Less than 3 projects = 0 points</p> <p>A4 Z folded brochure or A5 leaflet</p> <p>5 projects or more = 30 points</p> <p>4 projects = 25 points</p> <p>3 projects = 15 points</p> <p>Less than 3 projects = 0 points</p>	60
MINIMUM THRESHOLD		70
TOTAL		100

CATEGORY F: SUPPLY AND PRODUCTION OF PROMOTIONAL AND BRANDING MATERIAL



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Category	Sub Criteria	Total Score
Track Record / previous experience of the bidder. The bidder must provide the following documents: <ul style="list-style-type: none"> a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done this category, i.e.: Production of banners but not limited to: pull up banners/ wall banners/ telescopic banners/ tear drop/ gazebo, etc. b) The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted. <ul style="list-style-type: none"> - In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered. c) Appointment and Completion Letters to have contactable references for verification purposes. Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.	<ul style="list-style-type: none"> • 8 projects or more = 60 points • 7 projects = 55 points • 6 projects = 50 points • 5 projects = 45 points • 4 projects = 40 points • Less than 4 projects = 0 points 	60
MINIMUM THRESHOLD		40
TOTAL		60

CATEGORY G: SOURCING EXHIBITION STANDS AND SIGNAGE



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Category	Sub Criteria	Total Score
<p>Track Record / Previous Experience of the Bidder</p> <p>The bidder must provide the following documents:</p> <p>a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done in this category. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted.</p> <p>- In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered.</p> <p>b) Appointment and Completion Letters to have contactable references for verification purposes.</p> <p>Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.</p>	<ul style="list-style-type: none"> • 5 projects or more = 60 points • 4 projects = 55 points • 3 projects = 50 points • 2 projects = 45 points • Less than 2 projects = 0 points 	60
MINIMUM THRESHOLD		40
TOTAL		60

CATEGORY H: PHOTOGRAPHY AND VIDEOGRAPHY



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Category	Sub Criteria	Total Score
Track Record / Previous Experience of the Bidder. The bidder must provide the following documents: <ul style="list-style-type: none"> a) The Appointment Letter/ Contract / Purchase Order must be accompanied by corresponding references (reference letters / recommendation letters) both the corresponding documents must be signed, dated and must be on the official letterhead of the company for which the work was done this category. The corresponding documents read together must clearly specify the date and/or duration that the scope of work was conducted. - In cases where a project was undertaken under a subcontracting arrangement, an Appointment Letter of a subcontractor or contract or Purchase Order accompanied by a corresponding reference letter from the main contractor is to be attached and is compulsory; otherwise, such an appointment letter as a subcontractor will not be considered. b) Appointment and Completion Letters to have contactable references for verification purposes. 	Videography work <ul style="list-style-type: none"> • 5 projects or more = 50 points • 4 projects = 45 points • 3 projects = 40 points • 2 projects = 35 points • Less than 2 projects = 0 points Photography work <ul style="list-style-type: none"> • 5 projects or more = 50 points • 4 projects = 45 points • 3 projects = 40 points • 2 projects = 35 points • Less than 2 projects = 0 points NB: Panel Appointment Letters will not be accepted without accompanied Task Orders/Similar.	100
MINIMUM THRESHOLD		70
TOTAL		100

NB: The department would not accept any copy of a certified copy; all certified copies should have the original stamp of certification, and the date must not be older than six months from the closing date of a tender.