

# REQUEST FOR PROPOSALS

## DUBE TRADEPORT CORPORATION

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### APPOINTMENT OF ADVERTISING AGENCY TO MANAGE DUBE TRADEPORT CORPORATION'S BRAND AND MARKETING REQUIREMENTS FOR A PERIOD OF THREE (3) YEARS

REF NO.: DTP/RFP/15/MKT/10/2022

Dube TradePort Corporation (DTPC) was created as a provincial public entity to develop Dube TradePort. Refer to [www.dubetradeport.co.za](http://www.dubetradeport.co.za) for more information on DTPC.

Dube TradePort Corporation requests proposals from qualified and Exceptional Advertising Agencies to provide support with strategic marketing in order to enhance and promote the Dube TradePort brand (and its sub-brands). The Advertising Agency will be required to develop highly effective marketing strategies and creative rollout, for a period of three (3) years, that support the organisation's strategic objective.

### EVALUATION OF THIS BID

All proposals will be evaluated in various stages – compliance and functionality will be assessed and thereafter all responsive proposals will be evaluated in accordance with the PPPFA regulations, 2022 using the 80/20 preference points system.

The 20 preference points will be allocated to the following as included in the bid document:

- I. Enterprises that are at least 51% or more owned by Black People.

### REQUESTS FOR DOCUMENTS & ENQUIRIES

Bid documents will only be available from, **3 MAY 2023 up to 9 MAY 2023** during the weekdays (Mon – Fri) between 08h30 and 16h00. A non-refundable document fee of R250 (Two hundred and fifty Rands) must be paid via EFT and **must emailed** in order for the Bid Documents to be sent you. No cash will be accepted and proof of payment must be emailed for the Bid Documents to be sent to you. Please allow 2 days for funds to reflect in the account. DTPC will only email documents once the payment has been cleared in its bank account. Payments must contain the reference, "**DTP/RFP/15/MKT/10/2022**"; and must clearly identify the Bidder, e.g., "ABC Consortium". Electronic versions of these documents will only be available on confirmation and/or proof of payment.

#### Dube TradePort Corporation banking details:

Bank: ABSA; A/C No: 405 687 3817; Branch Code: 632 005; A/C Name: Dube TradePort Corporation; Account type: Current

A **COMPULSORY** briefing session meeting (**virtual**) for service providers, who have paid for and received the Bid Documents via email will be held via Microsoft Teams (**Virtually**) on, **10 MAY 2023 at 11:00**.

Enquiries should be directed via email: [tenders@dubetradeport.co.za](mailto:tenders@dubetradeport.co.za)

### CLOSING TIME & DATE FOR SUBMITTING RESPONSES

Proposals must be submitted at the DTPC offices on or before **11h00**, South African time on **26 MAY 2023**.

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DOCUMENTS SHOULD BE CLEARLY MARKED “**APPOINTMENT OF ADVERTISING AGENCY TO MANAGE DUBE TRADEPORT CORPORATION’S BRAND AND MARKETING REQUIREMENTS FOR A PERIOD OF THREE (3) YEARS**”.