

**THE PUBLIC SERVICE SECTOR EDUCATION TRAINING
AUTHORITY**

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A
PANEL OF SERVICE PROVIDERS TO PROVIDE PUBLICITY
SERVICES FOR THE PUBLIC SERVICE EDUCATION AND TRAINING
AUTHORITY**

QUOTATION NUMBER: RFP/2021/001360

CLOSING DATE: 18 FEBRUARY 2026

CLOSING TIME: 16:00

No late applications will be accepted



1. INTRODUCTION

The Public Service Sector Education and Training Authority (PSETA) is established in terms of sections 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998, as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

The PSETA seeks to appoint a panel of service providers for the provision of publicity services for a period of three (3) years from the date of appointment. The purpose is to appoint a suitable, qualified, experienced and competent service provider to provide these services in line with the Service Level Agreement to be entered into between the PSETA and the service providers.

3. OBJECTIVES OF THE SERVICES REQUIRED

Brand activations: To create memorable, engaging, and on-brand experiences that drive stakeholders' interaction and loyalty.

4. SCOPE OF WORK

4.1. Brand Activation Stands:

- Design and deploy X3 per annum an engaging activation stand that promotes brand awareness, drives consumer interaction, and supports campaign goals. 3mX3m space, Green/grey flooring, white 2m wide high counter with lockers, grey x2 high chairs, branded backdrop & signage; magazine stands, TV screen, power supply, lighting. **Event/Location** must be calculated per kilometre.

5. DELIVERABLES

- **Branded activation stand:** 3D stand design mock-up, Setup and breakdown logistics, On-site branding and collateral.

6. TIMELINE

To be detailed in the service level agreement.

7. QUALITY AND REPORTING REQUIREMENTS

7.1 To manage the budget, The service provider will submit the cost per delivery as and when a task is required to the Stakeholder Management and Communication Manager.

8. INTELLECTUAL PROPERTY

8.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all reports. Publication of any information from this assignment is prohibited unless permission to cite the findings is approved by the PSETA. All open files of the work done must be made available to the PSETA.

9. EVALUATION PROCESS

9.1 PHASE 1 - FUNCTIONALITY EVALUATION

Bids must meet the minimum eligibility criteria in respect of the functionality of 70 out of 100 points to be recommended on the panel. Any bid that does not meet the minimum eligibility points will be automatically disqualified. Quotations will be sourced on a rotational basis from the service providers who will be recommended to be on the panel. The functionality criteria together with the maximum points to be awarded are set out below.

Domain	Evaluation Method	Criteria	Weight	Score
Company Experience in brand activations/ publicity management.	Company profile detailing the work the company does, including publicity service, the profile must cover these services: brand activations.	NB: All proposals must cover sections outlined in section 4. 1 = Proposal and project plan not acceptable (all areas not covered). 2 = Poorly written proposal and a project plan (few areas covered)	40	1
				2
				3
				4
				5

		• 3 = Average proposal (most areas covered) • 4 = Good proposal (all areas covered but not in depth) • 5 = Excellent detailed proposal (all areas thoroughly addressed in depth)		
• Knowledge and experience of the publicity agency team leader in in Public Relations/ Communication/ Journalism/ Marketing	The publicity agency team leader must have: • Relevant experience of lead team member the resource to be directing the projects. • Please provide a comprehensive curriculum vitae (CV) indicating the required experience.	• 1= No submission of CV and/ or certified copies of qualifications • 2= CV, Certified copies of qualifications and 3-4 years' experience • 3 = CV, Certified copies of qualifications and a minimum of 4-5 years' experience. • 4 = CV, Certified copies of qualifications and a	30	1 2 3 4 5

		of 5 to 6 years' experience. • 5 = CV, Certified copies of qualifications, 6 years and above experience.		
Traceable references of clients where projects of a similar nature were conducted	Reference letters as evidence of previous similar work done. (NB: <i>The Reference Letter(s) must be on the letterhead of the previously serviced organisation and should reflect at least the name of the organisation, title of the work done, year conducted, year completed, contactable reference name and contact details</i>) Reference letters must be on a letterhead, signed by the CEO/Head/ Project manager of the department and dated.	• 1 = No reference letter provided for work previously done. • 2 = 1 to 2 reference letters of similar work previously done • 3 = 3 reference letters of similar work previously done • 4 = 4 reference letters of work previously done. • 5 = 5 or more reference letters for work previously done.	30	1

10. FORMAT OF THE BID SUBMISSION

10.1 Proposals must be submitted physically; the proposals must be submitted in one original and two (2) copies

10.2 Company profile indicating all the requirements as per the evaluation criteria.

10.3. Track record and experience

10.4. Submission of all applicable documents as indicated below:

- Certified copy of doctor's certification with medical practice number (in order claim points for disability as per SBD 6.1)
- Certified copies of the director's ID document (to claim points as per SBD 6.1)
- Certified copy of BB-BEE certificate or sworn affidavit
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;
- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

11. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

11.1 All Standard Bidding (SBD) documents must be completed and signed.

- SBD 1.1 **(each section must be fully completed)**
- SBD 4 **(each section must be fully completed)**
- SBD 6.1 **(each section must be fully completed)**
- Proof of registration on the Central Supplier Database.
- General Conditions of Contract **(each page must be initialed/signed)**

NB: Failure to submit documents requested in section 11 will render the proposal disqualified.

Bid proposals must be submitted to:

Ms Ursula Mathonsi

Manager: Supply Chain Management, PSETA

Ground Floor, Woodpecker Building, Hillcrest Office Park, Lynwood, Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted. The bids are valid for 90 days from the closing date. Please direct all queries to Ms. Ursula Mathonsi via email at ursulam@pseta.org.za or by telephone at (012) 423-5700.