

SCM Enquiries : Mr. I Chiloane

Tel : 012 441 3490

Reference : ICRFQ 2 re-advert

SUBJECT: MARKETING RE-ADVERT

REQUIRED BY: DEPARTMENT OF SPORT, ARTS & CULTURE

1. Kindly furnish the Department with quotation for the above-mentioned subject.
2. SBD 4, SBD 6.1, forms are attached for completion.
3. Bidders are requested to submit quotation, attached SBD's.
4. The 80/20 preference point system will be used to calculate price, BBBEE and specific goal points.
5. Bidders are required to submit Valid BBBEE Certificate, ID copy and Ck documents together with their quotation to qualify for BBBEE and specific goal points.
6. These forms must be returned with your quotation to the following e-mail address:
lpelengC@dsac.gov.za
7. The closing is **07 March 2023 at 11:00**

Signature: I Chiloane

Date: 01/03/2023



RFQ SPEC: **MARKETING**
CHIEF DIRECTORATE: **MARKETING AND COMMUNICATIONS**
DIRECTORATE: **MARKETING**
SUBMITTED BY: **QUEEN NNANIKI MALESA**
DATE: **2022 FEBRUARY 13**

1. BRIEF TO BIDDERS

The March Month 2023 sees us pursue the mandate of Human Rights month 2023.

In line with the Annual Operations Plan of 2022 Marketing, the I Choose 2 B Active & Beyond Conversation Campaigns is expected to deliver a programmatic dialogue activation where the community is engaged on relevant topical issues and ensuring that there is ample opportunity of responding to the concerns of the citizens within the sport, arts and culture sector.

2. SPECIFICATION REVERT

Bidders (with experience and expertise in conceptualising and implementing community outreach programmes with an impact on engagements with the digital audiences to drive engagement citizenry dialogues and research excursions) are being asked to submit quotations to SCM.

Bidders are to revert with quotations for delivering to the to the following outputs:

1. Quantitative Research Activation - Survey commission & insights report
2. Womandla In Fitness Voices Advertising campaign
3. Qualitative Research Activation - Womandla In Fitness - Beyond Conversations Webinar March 2023 Dialogue

Bidders are to note the criteria of proof of evidence which must support the quotes submitted narrating costs of executing the work at hand plus the project management fee thereof:

3. SCOPE OF WORK:

A detailed review of each deliverable merits review:

3.1 WOMANDLA IN FITNESS: SURVEY COMMISSION AND QUANTITATIVE RESEARCH REPORT

To engage the over community members in the I Choose 2 B Active database through an electronic survey and deliver a report outlining the following:

- Challenges facing men and women in pursuing a fit and healthy lifestyle
- The role played by family, community and society in driving or mitigating the challenges
- The success stories of women and men pursuing a healthy and fit lifestyle
- Report must highlight key themes coming out of the research results for use in the dialogue session to be held later on in the month.

3.2 WOMANDLA IN FITNESS VOICES BEYOND CONVERSATION ADVERTISING CAMPAIGN

To identify 80 women and men from the survey who will be participate in the advertising campaign for the month of March promoting the #Right2Exercise intended to:

- Drive awareness of messaging of hope and resilience in being physically active
- Drive awareness of empowerment of women by other women in pursuing a physically active lifestyle

This advertising campaign must then be supported through digital paid for media during March 2023.

3.3 WOMANDLA IN FITNESS BEYOND CONVERSATIONS WORKSHOP

To identify 80 community members from the survey who will be participate in workshop (Date - TBC) which will be delivered through a 3-pronged activation:

- Part 1: Morning Session: 80 community members will be empowered on how to become fitness ambassadors promoting healthy living in their communities
- Part 2: Mid-Morning Session: 80 community members will be divided into 4 groups for debating key themes of the topic of the day as part of qualitative research of unpacking the key themes found from the survey's results
- Part 3: After Lunch Session: Streamed-live dialogue session featuring 3 panelists where each of the panellists will host the varying views discussed during the group discussions
- A report post this session outlining key insights to shape the next webinar



The following requirements to deliver this programme will be as follows:

3.3.1 Marketing, Mobilisation & Transportation

- To provide mobilisation and transportation as follows:
- Marketing procurement of TV promo advert & animation boards to drive awareness of the event using digital paid-for media platforms
- Marketing procurement using paid-for digital platforms to drive awareness of webinar watching post dialogue activation
- Producing 2 Video AV/TVC/adverts of whatsapp length for prompting the #PartyWatching activation with competition of apparel to be won
- Payment of 3 Fitness Influencers for use in driving awareness of the webinar and being onsite on the day of the event to serve as co-hosts
- Procurement of transportation for 80 participants of webinar from nearby communities within the Eastern Cape (note province is subject to change).
- Mobilisation of 80 participants from nearby communities within the Eastern Cape
- Procuring PR Coordinator to activate media interviews and coverage of the webinar before, during and after the activation
- Payment of any likely costs to emanate from recruitment agency/personnel used to identify, assist with and mobilise participants to be on site
- To pay for the transportation of the equipments used for mobile health-clinics brought on board by the two Doctor panelists
- Procuring PR Coordinator to activate media interviews and coverage of the webinar before, during and after the activation

3.3.2 Dialogue Activation Logistics

- Source of venue and payment for its usage - assume venue is in the Eastern Cape.
- Honorarium for 4 panelists invited (3 are Doctors)
- 4 panelists will each lead a team to discuss opposing views and then debate it later as part of the dialogue
- Provision of accommodation (2 nights) and travelling for transportation (air and ground transportation) of 3 panelists (assume residence of at least 3 from Gauteng)
- Provision of accommodation (2 nights) of 3 Fitness Influencers from Gauteng and NW for participation on the day
- To provide for the furniture & related logistics of the Dialogue
- To provide for entertainment of local musician/choral group related with no backline
- To provide logistics for on stage dialogue with 4 panelists inclusive of LIVE-streaming camera and stage plus PA system for the activation and catering for 150 people in attendance
- To ensure that you supply footage of the recorded content as downloaded from the camera cards and not from live streaming content of the facebook platform as that will NOT be acceptable

3.3.3 Post-Production of Webinar

To facilitate the post-production of the dialogue into a webinar as follows:

- To edit footage of webinar utilising animation, graphics, voice over, final mix and turn into 1 hour webinar docs-series promoting the Womandla In Fitness Webinar
- To produce post-event video for the 80+ people in attendance affirming their deflation to healthy living
- To pay for the rights of age of footage and music used to produce the webinar
- To ready this webinar for loading on Youtube platform of DSAC

4. CRITERIA OF QUOTES SUBMISSION

The service providers submitting quotations must note that upon appointment, expected deliverables will also include the followin:

- Be willing to attend daily meetings which take place with influencers (often these happen in the evenings to accommodate the virtual gym class instructors who run classes during the day)
- Must develop and implement the content plan to be delivered for promotion of the webinar pre, during and post using PR and digital media platforms
- Must manage the processes unfolding and ensure briefings for all relevant collateral being procured
- Must ensure payments to all influencers by end of the month - so as to mitigate likely negative backlash on social media platforms of non-payments.

The bidder submitting quotations must meet the following criteria:



	Criteria	Weight	Value Rating Points
3.1	<u>EXPERIENCE IN RENDERING A SIMILAR SERVICE: HYBRID</u> Required submission: All bidders must have relevant experience in their businesses' undertaking of producing hybrid webinar community outreach activations (not procurement of branding or apparel - influencer marketing) Provide reference of name of hybrid event, organisation provided for, reference contact number and name of personnel to liaise with in this regard In order to substantiate the above the service provider must provide: • A list of the client/s and attach the reference letters outlining undertaking of marketing activations involving influencer marketing content planning delivery • Letters of reference must be provided of previous or existing work done not more than 5 years ago. • <u>Submission thereof assessed as follows:</u> • 1 reference letter of successful delivery = Average • 2 reference letters of successful delivery = Above average • 3 + reference letters of of successful delivery = Good Please note DSAC has the jurisdiction of contacting the aforesaid references for further clarification so contact details must be provided for with the letters	30	0 - 10 = average 10 - 20 = above average 20 - 30 = good
3.2	<u>MOBILISATION AND RECRUITMENT DRIVE CONTENT PLAN - MOBILISATION MANAGEMENT TECHNICAL EXPERTISE</u> <u>Required submissions: Mobilisation Content Plan Experience</u> • Bidder must provide proof of content plan outlining a hybrid webinar event where mobilisation was activated which is supported as follows: • Content Mobilisation Plan outlining how recruitment of participants was done and targets reached • Pictures as posted on social media platforms of marketing collateral/adverts produced to drive mobilisation • Mobilisation activations which took place to get audiences • Reference letter supplied in 3.1 as testimony of work done by the bidder's company for that client as captured in the content plan. • Proof of PR media coverage for the event <u>Submission thereof assessed as follows:</u> • No Provision of Mobilisation Content Plan with the expected content as evidenced with corresponding reference letter plus pictures of the relevant client serviced showing credibility of competency = Poor • Provision of Proof of Taxi Branding Experience as evidenced with reference letter plus pictures of the relevant client serviced = Good	40	0-6 = Poor 20-40= Good



	Criteria	Weight	Value Rating Points
3.3	<u>PROMO TV ADVERTS PRODUCTION EXPERINCE - MARKETING TECHNICAL EXPERTISE</u> <u>Required submission - TV Advert Production Experience</u> All bidders must showcase ability to execute production of TV adverts for promotion of webinar events and or related seasonal message. In order to substantiate the above the service provider must provide: • A story reel of TV adverts produced to promote webinar events as utilised on social <u>Submission thereof assessed as follows:</u> • 1 promo-TV commercial successfully delivered for the above= Average • 2 promo TV commercial successfully delivered = Above average • 3 + promo TV commercials successfully delivered = Good	30	0 -10 = average 10 - 20 = above average 20 - 30 = good
	TOTAL		100

Quotations will be evaluated on two stages. 80/20 preference point system will apply

Stage 1

Technical Functionality

Prospective bidders will have to score at least 70 out of 100 points allocated for functionality

Stage 2

Price versus points awarded for specific goals

WRITTEN ENQUIRIES

SCM Enquiries - please contact 012 441 3000

Nnaniki Malesa

071 350 9125 - WhatsApp Only

Email nnanikim@dsac.gov.za

queenm@dsac.gov.za

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 systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

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

(delete whichever is not applicable for this tender).

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

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

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

1.4 **To be completed by the organ of state:**

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 organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

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) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“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 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps = 80 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 - \frac{Pt - P_{min}}{P_{min}} \right)} \end{array}$$

Where

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

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps = 80 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} & \mathbf{or} & \mathbf{Ps = 90 \left(1 + \frac{Pt - P_{max}}{P_{max}} \right)} \end{array}$$

Where

Ps = Points scored for price of tender under consideration
Pt = Price of tender under consideration
Pmax = Price of highest 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, 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 as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

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

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.)

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

The specific goals claim points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
B-BBEE Status level of Contributor		10		

1		10		
2		9		
3		8		
4		5		
5		4		
6		3		
7		2		
8		1		
Non-compliant contributor		0		
Specific goals		10		
Women		4		
Youth		4		
People living with Disabilities		2		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm.....

4.4. Company registration number:

4.5. 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]

4.6. 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:	
	
	
	