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09 JUNE 2021

REQUEST FOR QUOTATION (RFQ)

PROVISION OF TOKYO 2020 OLYMPICS CAMPAIGN.

RFQ	RFQ/SPT/2021/65
RFQ ISSUE `DATE	09 JUNE 2021
RFQ DESCRIPTION	PROVISION OF TOKYO 2020 OLYMPICS CAMPAIGN.
CLOSING DATE & TIME	21 JUNE 2021 AT 12H00

Submissions must be emailed to: SABC RFQSubmissions@sabc.co.za on or before the closing date of this RFQ.

PLEASE NOTE THAT AS FROM 01 JULY 2016 COMPANIES THAT ARE NOT REGISTERED WITH CSD SHALL NOT BE CONSIDERED

For queries, please email tenderqueries@sabc.co.za. The SABC requests your quotation on the services listed above. Please furnish us with all the information as requested and return your quotation on the date and time stipulated above. Late and incomplete submissions will invalidate the quote submitted.

SUPPLIER NAME: _____

POSTAL ADDRESS: _____

TELEPHONE NO: _____

FAX NO. : _____

E MAIL ADDRESS: _____

CONTACT PERSON: _____

CELL NO: _____

SIGNATURE OF BIDDER: _____

NOTES ON QUOTATIONS AND PROPOSALS SUBMISSION

1. All electronic submissions must be submitted in a **PDF** format that is protected from any modifications, deletions or additions.
2. Financial/pricing information must be presented in a **separate** attachment from the Technical / Functional Response information.
3. The onus is on the Bidder to further ensure that all mandatory and required documents are included in the electronic submission.
4. All electronic submissions should be prominently marked with the full details of the tender in the email subject line.
5. Bidders are advised to email electronic submissions at least thirty minutes before the bid closing time to cater for any possible delay in transmission or receipt of the bid. The onus is on bidder to ensure that the bid is submitted on time via email
6. Tender submission emails received after submission date and time will be considered late bid submissions and will not be accepted for consideration by SABC.
7. SABC will not be responsible for any failure or delay in the email transmission or receipt of the email including but not limited to:
 - receipt of incomplete bid
 - file size
 - delay in transmission receipt of the bid
 - failure of the Bidder to properly identify the bid
 - illegibility of the bid; or
 - Security of the bid data.

DETAILED TECHNICAL SPECIFICATION

1. BACKGROUND

The Tokyo 2020 Olympics will take place from the 23rd of July to 03rd August 2021. The SABC has acquired the full FTA broadcast rights to deliver the games on TV, Radio, Digital & Marketing activations.

Tokyo is 7 hours ahead of South Africa.

Campaign Objectives

Create an “always on” viewing experience of the full live package of the games, underpinned by the strategic objectives:

Reinforcing the credibility of the SABC.

Create a point of reference for audiences for the games.

Drive commercial appeal of the content basket.

Produce a high-quality product for audience consumption.

Increase the brand equity of the SABC.

Target Audience:

Primary Market - 16 to 25, next generation of future stars.

Secondary Market - 35 to 45, the supporters of the future stars.

Landing Platforms:

Primary:

SABC Sport Channel, SABC Radio Stations & SABC Sport App

Secondary:

SABC 1, SABC 2, S3, Openview, DTT & TelkomONE

SABC Sport is the “hero” carrier, with all other SABC platforms supporting the campaign transversally.

The 2020 Summer Olympics also known as Tokyo 2020, is an upcoming international multi-sport event scheduled to be held from 23 July to 8 August 2021 in Tokyo, Japan. The 2020 Games sees the introduction of new competitions including 3x3 basketball, freestyle BMX, and Madison cycling, as well as further mixed events. Under new IOC policies, which allow the host organizing committee to add new sports to the Olympic programme to augment the permanent core events, these Games will see karate, sport climbing, surfing, and skateboarding make their Olympic debuts, as well as the return of baseball and softball for the first time since 2008.

The Olympic Games will feature 33 different sporting events, mentioned hereunder.

Aquatics	Archery	Athletics	Baseball/Softball
Basketball	Boxing	Canoe	Cycling
Equestrian	Fencing	Football	Golf
Gymnastics	Handball	Hockey	Judo
Karate	Rowing	Rugby	Modern Pentathlon
Sailing	Shooting	Skateboarding	Sport Climbing
Surfing	Table Tennis	Taekwondo	Tennis
Triathlon	Volleyball	Wrestling	Weight lifting

SABC Sport has acquired the rights to broadcast the Tokyo 2020 Olympics and will showcase opening and closing ceremonies.

SCOPE OF SERVICE

SABC CI:

- ✓ Develop a campaign line.
- ✓ Create an SABC Sport campaign CI.

TV and Radio On Air campaign:

- ✓ Brand TVC x 1
- ✓ 10sec x 1 TV sting
- ✓ 5sec x 1 TV bumper
- ✓ 10sec x Radio stings in 12 languages
- ✓ 5sec x Radio stings in 12 languages
- ✓ Brand Radio Campaign x 12 languages.
- ✓ Imaging promo toolkit
- ✓ Line up promo toolkit
- ✓ In programme information straps toolkit
- ✓ Radio live reads x 12 languages
- ✓ Team SA profile TV 60sec x 33 profiles
- ✓ Team SA profile Radio 45sec x 33 profiles in 12 languages.

Digital:

- ✓ SABC Sport App - 45sec TV promo
- ✓ SABC Sport App - 30sec Radio promos x 12 languages
- ✓ Digital brand creative x 5 executions
- ✓ Paid for daily appointment viewing posts x 12 event days.
- ✓ Daily updates creative
- ✓ Catch up / highlights toolkit.
- ✓ Buy non-SABC owned media x 120 campaign posts.
- ✓ Always on digital offering for during the games.

Print Media Strategy:

- ✓ Paid for advertorial x 5 campaign creative.
- ✓ Paid for daily appointment viewing advertorial x 12 creatives.

OOH:

- ✓ SABC owned media site.

Audience Interactive Campaign:

- ✓ 12 x daily viewers competition prizes.
- ✓ 12 x daily competition call to action live reads x 12 languages.
- ✓ 12 x daily competition call to action digital creative.
- ✓ 12 x daily competition mechanics.

2. RFQ Response Information

Effective Date of Bid

Vendors should state in writing in its quotation to the SABC that all furnished information, including price, will remain valid and applicable for 90 days from the date the vendor quotation is received by the SABC.

3. COSTING

The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the delivery of the required service.

4. DURATION OF THE CONTRACT

Once-Off

5. EVALUATION CRITERIA

5.2. BBBEE and Price

The RFQ responses will be evaluated on the **80/20** point system

5.3. Technical Evaluation

5.3.1. The tender submission will be technically evaluated out of 100 points .

5.3.2. All bidders achieving less than the set threshold of 75 points out of 100 points will be declared non-responsive and therefore will not continue to be evaluated for BBBEE & Price Preference.

5.4. Objective Criteria

Technical Criteria

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work experience in Above the line campaigns for TV, Digital and Radio in sports campaigns.	- Supply previous work done for Sport broadcasters with signed reference (10) 1 x letter = 1 point 2 x letters = 3 points 5 x letters = 10 points - Credentials Show Reel (5)	10	15
Proposed creative concept and execution for Tokyo 2020 Olympics campaign as well as accompanying elements	Proposed Creative Execution - Proposed Creative and Execution of elements (55) - Demonstrating ability of understanding the brief – (5) - Understanding the brand tone and personality of the SABC Sport brand. Target market, demographics & consumer behavior – (10) ✓ Good understanding = 10 ✓ Fair understanding = 5 ✓ Poor understanding = 0 - Proposed treatment – (30) ✓ Excellent = 30 ✓ Good = 10 ✓ Fair = 5 - Scope of work creative elements – (10) ✓ All elements covered = 10 ✓ Missing elements = 0	20	55

Case Studies of previous creative production	Bidders to provide 2 case studies not older than 2 years, indicating the following: Case Study 1 (10) ▪ Successful client creative campaigns (2) ▪ Use of various types of media (8) ✓ TV = 2 ✓ Radio = 2 ✓ Digital = 2 ✓ Print = 2 Case Study 2 (10) ▪ Successful client creative campaigns (2) ▪ Use of various types of media (8) ✓ TV = 2 ✓ Radio = 2 ✓ Digital = 2 ✓ Print = 2	10	20
Staff Compliment/Client Service	Enough people and capacity for the project : ▪ Supply a detailed team structure that will work on this project (10)	10	10
Total		75	100

6. ADJUDICATION USING A POINT SYSTEM

- 6.2. The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder
- 6.3. Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 6.4. In the event that two or more bids have scored equal pints, the successful bid must be the one scoring the highest number of preference points for B-BBEE.
- 6.5. However, when functionality is part of the evaluation process and two or more bids have scored equal points for B-BBEE, the successful bid must be the one scoring the highest score for functionality
- 6.6. Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

7. POINTS AWARDED FOR PRICE

The **80/20** preference point system

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

$$P_s = 80 \left(1 - \frac{P_t - P_{min}}{P_{min}} \right)$$

Where:

P_s = Points scored for comparative price of bid under Consideration

P_t = Comparative price of bid under consideration

P_{min} = Comparative price of lowest acceptable bid

B-BBEE PREFERENTIAL POINTS WILL BE AWARDED AS FOLLOWS:

B-BBEE Status Level of Contributor Number of Points

B-BBEE Status level of Contributor	Number of points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

- 7.2. Bidders who qualify as EME's in terms of the B-BBEE Act must submit a certificate issued by a verification Agency accredited by SANAS for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates or DTI Affidavit.
- 7.3. Bidders other than EMEs must submit their original and valid B-BBEE status levels verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a verification agency accredited by SANAS.
- 7.4. 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
- 7.5. 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.

- 7.6. Tertiary institutions and public entities will be required to submit their B-BBEE status level certificates in terms of the specialized scorecard contained in the B-BBEE Codes of Good Practice.
- 7.7. A tenderer will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intend sub-contracting more than 25% of the value of the contract to any other enterprise that does not qualify for at least the points that such a bidder qualifies for, unless the intended Sub-contractor is an EME that has the capacity and the ability to execute the sub-contract.
- 7.8. A tenderer awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an EME that has the capacity and the ability to execute the sub-contract.

8. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- **CSD report (Bidder must be registered with CSD in order to do business with the SABC)**

9. REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- Original Tax Clearance (verification will be done with SARS)
- Valid TV Licence (Company's and all Directors)
- Original Valid Original BBBEE Certificate (from SANAS accredited Verification Agency) or from the Auditors approved by the Independent Regulatory Body of Auditors(IRBA)
NOTE: Verification agencies and auditors who are accredited by the IRBA (Independent Regulatory Board for Auditors) are no longer the 'Approved Regulatory Bodies' for B-BBEE verification and therefore IRBA Auditors are NOT allowed to issue B-BBEE certificates after 30 September 2016. Companies who have engaged their IRBA verification agency prior to 30 September will be able to receive their BEE Certificate after 30 September, but only until 31 December 2016.
- For Exempted Micro Entrepreneurs (EME's), as per CODE 000 statement 000 (Framework for measuring BBBEE) sufficient evidence of qualification as an EME is an Auditor's certificate issued by an accounting officer or verification agency. An EME is any enterprise with an Annual Total Revenue of R5million or less.
- Certified ID Copies of all directors/ Shareholders Certificate
- Company registration documents

10. COMMUNICATION

Respondents are warned that a response will be disqualified should any attempt be made by a tenderer either directly or indirectly to canvass any officer(s) or employees of SABC in respect of a tender, between the closing date and the date of the award of the business.

All enquiries relating to this RFQ should be emailed three days before the closing date.

11. CONDITIONS TO BE OBSERVED WHEN TENDERING

- 11.2. The Corporation does not bind itself to accept the lowest or any tender, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Tenderer in the preparation and delivery of his tender. The Corporation reserves the right to accept a separate tender or separate tenders for any one or more of the sections of a specification. The corporation also reserves the right to withdraw the tender at any stage.

11.3. No tender shall be deemed to have been accepted unless and until a formal contract / letter of intent is prepared and executed.

11.4. The Corporation reserves the right to:

Not evaluate and award submissions that do not comply strictly with his RFQ document.

Make a selection solely on the information received in the submissions and

11.4.1. Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.

11.4.2. Contact any bidder during the evaluation process, in order to clarify any information, without informing any other bidders. During the evaluation process, no change in the content of the RFQ shall be sought, offered or permitted.

11.4.3. Award a contract to one or more bidder(s).

11.4.4. Accept any tender in part or full at its own discretion.

11.4.5. Cancel this RFQ or any part thereof at any time.

11.4.6. Should a bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the Corporation and not necessarily on the basis of the lowest costs, aligned to the BBBEE & Preference Point system.

12. Cost of Bidding

The Tenderer shall bear all costs and expenses associated with preparation and submission of its tender or RFQ, and the Corporation shall under no circumstances be responsible or liable for any such costs, regardless of, without limitation, the conduct or outcome of the bidding, evaluation, and selection process.

END OF RFQ DOCUMENT

Annexed to this document for completion and return with the document:

- | | | |
|------------|---|---|
| Annexure A | - | Declaration of Interest |
| Annexure B | - | Consortiums, Joint Ventures and Sub-Contracting Regulations |
| Annexure C | - | Previous completed projects/Current Projects |

ANNEXURE A**DECLARATION OF INTEREST**

1. Any legal or natural person, excluding any permanent employee of SABC, may make an offer or offers in terms of this tender invitation. In view of possible allegations of favouritism, should the resulting tender, or part thereof be awarded to-
 - (a) any person employed by the SABC in the capacity of Tenderer, consultant or service provider; or
 - (b) any person who acts on behalf of SABC; or
 - (c) any person having kinship, including a blood relationship, with a person employed by, or who acts on behalf of SABC; or
 - (d) any legal person which is in any way connected to any person contemplated in paragraph (a), (b) or (c),

it is required that:

The Tenderer or his/her authorised representative shall declare his/her position *vis-à-vis* SABC and/or take an oath declaring his/her interest, where it is known that any such relationship exists between the Tenderer and a person employed by SABC in any capacity.

Does such a relationship exist? [YES/NO]

If YES, state particulars of all such relationships (if necessary, please add additional pages containing the required information):

	[1]	[2]
NAME	:	
POSITION	:	
OFFICE WHERE EMPLOYED	:	
TELEPHONE NUMBER	:	
RELATIONSHIP	:	

2. Failure on the part of a Tenderer to fill in and/or sign this certificate may be interpreted to mean that an association as stipulated in paragraph 1, *supra*, exists.
3. In the event of a contract being awarded to a Tenderer with an association as stipulated in paragraph 1, *supra*, and it subsequently becomes known that false information was provided in response to the above question, SABC may, in addition to any other remedy it may have:
 - recover from the Tenderer all costs, losses or damages incurred or sustained by SABC as a result of the award of the contract; and/or
 - cancel the contract and claim any damages, which SABC may suffer by having to make less favourable arrangements after such cancellation.

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE B**CONSORTIUMS, JOINT VENTURES AND SUB-CONTRACTING REGULATIONS****1. CONSORTIUMS AND JOINT VENTURES**

1. 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.
2. 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 tender.

2 SUB-CONTRACTING

1. A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
2. A person awarded a contract in relation to a designated sector, may not subcontract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
3. A person awarded a contract may not subcontract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the person concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract.

3 DECLARATION OF SUB-CONTRACTING

3.1 Will any portion of the contract be sub-contracted? YES / NO

2. If yes, indicate:

2.1. The percentage of the contract will be sub-contracted%

2.2. The name of the sub-contractor

2.3. The B-BBEE status level of the sub-contractor.....

2.4. whether the sub-contractor is an EME YES / NO

SIGNATURE OF DECLARANT

TENDER NUMBER

DATE

POSITION OF DECLARANT

NAME OF COMPANY OR TENDERER

ANNEXURE “C”

Previous completed projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects

Current projects (preferably provide a detailed company profile, detailed the below mentioned information)

Project Descriptions	Client	Contact no	Contact person	Email address	Period of projects	Value of projects

ANNEXURE “D”

SBD 9

CERTIFICATE OF INDEPENDENT BID DETERMINATION

- 1 This Standard Bidding Document (SBD) must form part of all bids¹ invited.
- 2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
- 3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
 - a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
 - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
4. This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
5. In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

¹ Includes price quotations, advertised competitive bids, limited bids and proposals.

² Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

(Bid Number and Description)

in response to the invitation for the bid made by:

(Name of Institution)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: _____ that:

(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder

6. 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 consortium³ will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation)
 - (c) methods, factors or formulas used to calculate prices;
 - (d) the intention or decision to submit or not to submit, a bid;
 - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. 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 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.

10. 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.

.....
Signature

.....
Date

.....
Position

.....
Name of Bidder