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## **BID SPECIFICATION**

**FAN14-23/24-0002: Appointment of a panel of service providers to implement marketing, communication, and advertising of departmental programmes for a period of twenty-four (24) months as and when required.**

14

Enquiries: **C Buso-Niwa**      Tel: **043 492 0054**      Email: **Connie@ecsrac.gov.za**

**Framework Agreement Number: FAN14-23/24-0002**

**APPOINTMENT OF A PANEL OF SERVICE PROVIDERS TO IMPLEMENT MARKETING, COMMUNICATION, ADVERTISING OF DEPARTMENTAL PROGRAMMES FOR A PERIOD OF TWENTY-FOUR (24) MONTHS.**

**PURPOSE OF THE BID:**

The Department of Sport, Recreation, Arts and Culture (DSRAC) is inviting proposals from suitably qualified service providers for the provision of marketing communication, advertising and related services for targeted departmental events, programmes, and/or campaigns for a period of two (2) years, as and when required.

**BACKGROUND:**

The DSRAC Communications Directorate plays a key role in supporting and profiling of departmental events and programmes. As part of this role, the Communications Directorate is tasked with maximizing the marketing and promotion of programmes and major events organized by the Department by profiling them in various platforms and ensuring increased public access to these events through integrated marketing communications and advertising, among others. This is to assist the department to increase its visibility and create awareness of its programmes and services, using various channels to reach all stakeholders of the department and the public at large.

**SCOPE OF WORK:**

The scope of work for the marketing, communication, advertising, and related services comprises the following categories:

**Category A: Advertising & Media Buying Services**

**Category B: Communication & Public Relations Services**

**Category C: Marketing & Creative Services**

Service providers may submit proposals in respect of any one (1) or a combination of the three (3) service categories.



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**Note: Each category has its own evaluation criteria and associated costing. Bidders must ensure that they provide separately the required response/ information for each category they are bidding for.**

The successful service provider with the required expertise will be expected to perform the following (but not limited to) functions:

**DELIVERABLES:**

<p><b>Category A: Advertising &amp; Media Buying Services</b></p>	<ul style="list-style-type: none"> <li>• Consistent and quick turn-around advertising production and placement.</li> <li>• Content development, layout &amp; design, proofreading and editing of adverts for print media. Provision must be made for submission of five (5) revisions of the artwork to the department's satisfaction and approval before printing and sending to the media.</li> <li>• Content development, production and placement of adverts in the required/ proposed digital and electronic medium (radio ads, live reads, screen grabs, television, billboards, online advertising, social media etc.). The service provider may be required to source the required information and material for the development of the entire advertisement.</li> </ul>
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<p><b>Category B: Communication &amp; Public Relations Services</b></p>	<ul style="list-style-type: none"> <li>• Write, edit and proofread content to be used on various internal and external marketing communications products and platforms.</li> <li>• Development of stakeholder publications and adoption of the documents for website and different viable postings.</li> <li>• Media monitoring services and report compilation.</li> <li>• Report analysis (e.g. media monitoring, performance etc).</li> <li>• Newspaper subscriptions</li> <li>• Conduct stakeholder surveys</li> <li>• Development of communications messages and brand elements for departmental flagship programmes.</li> </ul>
<p><b>Category C: Marketing &amp; Creative Services</b></p>	<ul style="list-style-type: none"> <li>• Developing and implementing various marketing and communication campaigns.</li> <li>• Developing and producing creative advertising / marketing products.</li> <li>• Providing graphic design services, including animation to online use.</li> <li>• Providing special services including social marketing, social media, and specific technical presentations as and when required.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Providing audio-visual services such as videos, online videos, videography. Services will also include editing of material of content, pre-production, production and post-production</li> <li>• Provision of professional photographic services.</li> <li>• Development, design and/or production of promotional material / collateral (conceptualising and production of marketing collateral such as booklets, leaflets, audio-visual etc).</li> <li>• Develop as well as execute vibrant and sustainable marketing and branding collateral aligned to the DSRAC brand.</li> </ul>
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**Key marketing and communications projects/ campaigns for the DSRAC include, but are not necessarily limited to the following:**

- National Commemorative Days i.e. Human Rights, Youth & Freedom Days
- Inter/ National Campaigns i.e. Women’s Day, Heritage Month, Library Week, Museums Day
- Departmental Flagship Events i.e. Provincial Arts & Culture Awards, EC Sports Awards
- Social Dialogues with regards to indigenous languages, heritage liberation routes, standardisation of place names etc.



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- Programmes specific advertising i.e. Name change public consultations, Call for festival proposals, Call for Nominations for Provincial Awards, Announcement of winners etc.
- Departmental Special Projects targeting women, youth and people with disabilities.

#### MANDATORY REQUIREMENTS

- Bidders must submit sample/s / example/s of work for the category they are bidding.
- Attach minimum of three (3) CVs detailing exposure in the field of marketing communication and advertising of the project teams.

#### FUNCTIONALITY:

CRITERIA	GUIDELINES	POINTS
<b>Methodology/ Approach</b>	<p>The service provider should set out the workplan and methodology to execute/achieve the project results i.e project plan with final outputs and identified timeframes, management of the project with regards to Marketing, Communication, and advertising. The project implementation plan should entail the following:</p> <p>a) Clear Approach/Process = 25 points b) No clear approach/process = 0 points c) Activities/Workplan = 25 points d) No activities/Workplan = 0 points</p>	50
<b>Company Experience</b>	<p>Service provider must be able to demonstrate that the company has the minimum required experience through the number of years they have been doing the work (Attach proof of traceable and contactable reference letters with letterhead of previous clients).</p> <p>a) 1 reference = 10 points b) 2 references = 15 points c) 3 to 4 references = 20 points d) 5 and more references =30 points</p>	30
<b>TOTAL</b>		<b>80</b>





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**NB. The bidder must score a minimum of 60 points to proceed to the next stage of evaluation.**

**PRICING SCHEDULE:**

MARKETING COMMUNICATION AND ADVERTISING SUPPORT SERVICES					
ITEM	ACTIVITIES	RATE/ PRICE	YEAR 1	YEAR 2	YEAR 3
<b>Category A:</b> Advertising & Media Buying Services					
<b>Category B:</b> Communication & Public Relations Services					
<b>Category C:</b> Marketing & Creative Services					

**SPECIAL EVALUATION CONDITION:**

The department reserves the right to request presentations from shortlisted bidders as part of evaluation.

**PRICE NEGOTIATION**

The Department will decide on the final rate through negotiations with the recommended service provider/s.

**EVALUATION CRITERIA**

The maximum points for this tender are allocated as follows:

	POINTS
<b>PRICE</b>	<b>80</b>
<b>SPECIFIC GOALS</b>	<b>20</b>
<b>Total points for Price and SPECIFIC GOALS</b>	<b>100</b>

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

80/20






$$Ps = 80 \left( 1 + \frac{Pt - Pmax}{Pmax} \right)$$



**ALL POTENTIAL SERVICE PROVIDERS ARE EXPECTED TO ATTAC THE FOLLOWING DOCUMENTS**

- Copy of CSD report.
- All SBD Documents filled in and signed: SBD 1,4,6.1,

**SIGNING OFF OF THE TERMS OF REFERENCE:**

Compiled By	Recommended By:	Endorsed By:	Supported By:	Approved By:
Mr Z. Nonjewu	Mr L Zibonda	Mrs A. Peard	Mr. NT Adonis	Ma S Mpofu
Project Leader pp. C. Buso-Nwira	Chairperson: Specification Committee.	Senior Manager: SCM	CFO: Chairperson of the Bid Adjudication Committee	Head of Department
Signature: 	Signature: 	Signature: 	Signature: 	Signature: 
Date: 20/04/2023	Date: 20/04/2023	Date: 25/4/2023	Date: 02 May 2023	Date: 05/05/2023

