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20 December 2019

REQUEST FOR QUOTATION (RFQ)

APPOINTMENT OF A SERVICE PROVIDER FOR SABC 3 APPETITE FESTIVAL ACTIVATION

RFQ	RFQ/TV/2019/143
RFQ ISSUE DATE	20 December 2019
RFQ DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER FOR SABC 3 APPETITE FESTIVAL ACTIVATION
CLOSING DATE & TIME	10 January 2020 AT 12H00

Submissions must be delivered to: SABC Radio Park, Reception. Auckland Park on or before the closing date of this RFQ. **PLEASE MAKE SURE THAT YOU SIGN ON THE RECEPTION REGISTER.**

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

For queries, please contact **Livhuwani Ramushweu** at Tel +2711 714-2150 ramushweuls@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: _____

South African Broadcasting Corporation SOC Limited: Registration Number: 2003/023915/30

Non-Executive Directors: Mr B E Makhathini (Chairperson); Ms M Mohlala-Mulaudzi (Deputy Chairperson); Prof S Cooper; Adv M B B Lekalakala; Mr D M Maimela; Mr M G Markovitz; Mr D K Mohuba; Ms B Muthien; Ms J Patel; Mr J H Phalane; Ms M B Papayya; Dr M Socikwa

Executive Directors: Mr M T Mxakwe (Group Chief Executive Officer); Mr I C Plaatjes (Chief Operations Officer); Ms Y van Biljon (Chief Financial Officer); **Company Secretary:** Ms L V Bayi

DETAILED TECHNICAL SPECIFICATION**1. BACKGROUND AND CONTENT OF THE REQUEST****SABC 3 BRAND ARCHITECT**

ESSENCE	A REFLECTION OF THE PROGRESSIVE SPIRIT OF SOUTH AFRICA
PROMISE	RELEVANT, INSPIRATIONAL, FULFILING, RELATABLE AND CUTTING EDGE ENTERTAINMENT
VALUES AND PERSONALITY	VALUES: PATRIOTISM, SUCCESS, EMPOWERMENT, DIVERSITY, FREE SPIRIT PERSONALITY: AUTHENTIC, INSIGHTFUL, ENGAGING, BOLD
REASONS TO BELIEVE	Fresh relevant content that's on the pulse of South African and global issues/entertainment focusing on a lifestyle and socio-economic level with substance for free and as alternative to the mandate language content on SABC 1 & SABC 2
KEY CONTENT FOCUS	WEEK DAYS - DRAMA, REALITY, LIFESTYLE WEEKENDS - MOVIES, SPORT, LIFESTYLE
STYLE & TONE	Chic, Fresh, Quality, Elegant, High Production Values, Contemporary
TARGET MARKET	GLOBAL CITIZENS. Confident in what they know and what they can do. Educated, forward thinking and creative. Strong spirit of Entrepreneurship. Well-travelled and Well read. Individual orientated, New Media Users. Great interest in lifestyle events, sports and entertainment Communication target 30-40 (Core 35)
COMPETITIVE ENVIRONMENT	Etv, DStv (Mnet, 1Magic, Mzansi), Netflix, Showmax,

Target Audience

- 30-40 years old (Core at 35)
- All South African races –inclusive – building social cohesion
- Forward thinking and Progressive
- Politically and Economically astute
- Strong spirited and aspirational
- Confident with their identity
- Self-Empowerment is important
- Upwardly mobile, Grounded Urban Adults with a global outlook



South Africa's most celebrated outdoor social, fashion and sporting events of the year, The Sun Met will once again merge equestrian prowess, high fashion and the best South African entertainment at Kenilworth Racecourse in Cape Town on **Saturday, 01 February 2020**. The theme for this year is "African Luxury: Visionaries" to ensure that the event is constantly evolving and ensure to live up to the promise of being Africa's Richest Race Day!

SABC 3 has identified this event as a key annual event in the social calendar for SABC 3 to own as a lifestyle brand because of the brand alignment to our audiences of progressive South Africans. Last year we partnered and it was a small scale which gave us presence from a branding & talent visibility perspective. This year however we want to grow our level of involvement, to ensure that everyone associates the event with SABC 3. Thus our plans are much bigger and the planning this year takes this into account.

Activation Objectives

- To create visibility & impact to attendees of Sun Met 2020
- To promote SABC 3 long running shows
- To engage with attendees on the ground and building brand affinity of SABC 3
- To engage with viewers on social media as part of the build up to the event

2. SCOPE OF WORK

The Channel wants to create a fun Runway walk. Attendees at the event will be welcomed into the SABC 3 Run walk built in a dome. This will have a run way for people to walk, they will be recorded and their run walk video will be posted using a hashtag stage is yours

- A dome like structure to house the run away
- A runway build inside, with a glam cam at the end of the runway
- Cameras built on all sides of the run walk
- Personnel managing & running this activation station
- Promoters going around inviting people to come to the activation
- Screens promoting the SABC 3 shows
- We will also have an SABC 3 fashion show featuring our talent for the public to come watch on the day. Each talent will be profiled promoting their show. This will form part of promoting our long running shows during this time.
- A strong social media element will be done to share with those not at the event
- A designer to propose 2 to 3 garments for talent to wear.

Activation Visual reference



- Giveaway merchandise
 - To be used to giveaway to attendees when they interact with our station.
 - Quantities +- 100
- Green Room
 - Food, Furniture & Host in the green room
- Talent
 - Talent gratitude fee at R 10k x 6 talent
 - Security for talent
 - Talent specific merchandise = High value clothing – X 20 items for both male & female
- Catering
 - Catering for talent & operational task
- Branding
 - Set up & strike down SABC 3 branding for the entire Sun Met
- Promoters
 - Promoters walking around the festival inviting attendees to our stand
- Photobooth
 - At the activation we would like to have an area where audiences can take organic pictures

Timelines

- Activation on the 1st February 2020
- Build-up & promotion p 15 Jan – 01 Feb 2020.

3. **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.

4. **COSTING**

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

5. **DURATION OF THE CONTRACT**

Two months (January to February 2020).

6. **EVALUATION CRITERIA**

6.1 BBBEE and Price

- The RFQ responses will be evaluated on the **80/20** point system.
- The tender submission will be technically evaluated out of 100 points
- All bidders achieving less than the set threshold of **70** points out of 100 points will be declared non-responsive and therefore will not continue to be evaluated for BBBEE & Price Preference.

6.2 Technical Evaluation

Evaluation Area	Evaluation Criteria	Min Points	Max Points
Previous work in experience activations	<ul style="list-style-type: none"> • Submit previous experiential or activation work done for an Entertainment / Broadcaster brand. Submit 5 such previous work (10) <ul style="list-style-type: none"> ○ 3 or more campaigns (10) ○ 2 or less campaigns (5) 	5	10
Proposed creative concept for the event	<ul style="list-style-type: none"> • Big idea of the activation (20) <ul style="list-style-type: none"> ○ Fresh, Innovative, practical & implementable (10) ○ Fresh & Innovative (5) ○ Practical but not new approach (5) • Logistics of how to execute the planned activation(10): <ul style="list-style-type: none"> ○ Detailed execution plan (10) ○ Logistics without a detailed plan (0) • Proposed designer for the activation and pictures of the garments (10) <ul style="list-style-type: none"> ○ High quality designer garments with pictures & sizes (10) ○ Garments from a boutique (5) ○ Garments from a store (0) • Quality & proposed options of giveaway Merchandise samples for 	50	60

	<ul style="list-style-type: none"> attendees (10) <ul style="list-style-type: none"> High gram & durability (10) Low gram & high quantity (5) Quality & proposed options of giveaway Merchandise samples for SABC3 personalities (10) <ul style="list-style-type: none"> High gram & durability (10) Low gram & high quantity (5) Alignment to the SABC3 brand (10) 		
Standard of proposal	<ul style="list-style-type: none"> Creative, well thought out & practical proposal that will give SABC 3 presence (10) <ul style="list-style-type: none"> Strongly agree (10) Medium (5) No (0) 	5	10
Staff Compliment/Client Service	<ul style="list-style-type: none"> Enough people to work on the account: - Event / Logistics Manager, Coordinators, Graphic Designers, Sound, etc (10) <ul style="list-style-type: none"> Detailed plan of team working on the project supplied (10) Some details of team supplied (5) No details supplied (0) 	5	10
Timings & Deadline	<ul style="list-style-type: none"> Ability to execute within extremely tight timeline – Execute within 10 to 15 days 	5	10
Total		70	100

6.3 Objective Criteria

6.3.1 SABC further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.

7. ADJUDICATION USING A POINT SYSTEM

- 7.1 The bidder obtaining the highest number of total points will be awarded the contract unless objective criteria justify the award to another bidder
- 7.2 Preference points shall be calculated after process has been brought to a comparative basis taking into account all factors of non-firm prices.
- 7.3 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.
- 7.4 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
- 7.5 Should two or more bids be equal in all respect, the award shall be decided by the drawing of lots.

8. POINTS AWARDED FOR PRICE

The **80/20** preference point system

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

Where:

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

Ps = Points scored for comparative price of bid under Consideration

Pt = Comparative price of bid under consideration

Pmin = 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

- 8.1 Bidders who qualify as EME's in terms of the B-BBEE Act must submit a certificate issued by an accounting officer as contemplated in the CCA or a verification Agency accredited by SANAS or a registered auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates.
- 8.2 Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a registered auditor approved by IRBA or a verification agency accredited by SANAS.
- 8.3 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.
- 8.4 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.
- 8.5 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.
- 8.6 A person 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.

- 8.7 A person 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.

9. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

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

10. 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

11. 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.

12. CONDITIONS TO BE OBSERVED WHEN TENDERING

- 12.1 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.

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

12.3 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

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

12.3.2 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.

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

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

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

12.3.6 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 BBEE & Preference Point system.

13. 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**

- 1.1 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.
- 1.2 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

- 2.1 A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- 2.2 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.
- 2.3 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
- 3.2 If yes, indicate:
- 3.2.1 The percentage of the contract will be sub-contracted%
- 3.2.2 The name of the sub-contractor
- 3.2.3 The B-BBEE status level of the sub-contractor.....
- 3.2.4 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	Project Commence date	Completed date

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	Project Commence date	Completion date