



SCM Division
Radio Park, Henley Road
Auckland Park 2092
Johannesburg
Private Bag X1
Auckland Park 2006
Tel. +11 714-4687
Fax + 11 714-2226
URL <http://www.sabc.co.za>
E-mail nemukulan@sabc.co.za

DATE: 16 March 2020

REQUEST FOR QUOTATION (RFQ)

RFQ	RFQ/TV/2020/26
RFQ ISSUE DATE	16 March 2020
PRESENTATIONS	N/A
RFQ DESCRIPTION	APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE QUARTER 4 OUT OF HOME MEDIA CAMPAIGN FOR SABC 1
CLOSING DATE & TIME	24 April 2020 @ 12h00 PM

Submissions must be delivered to: SABC Radio Park, Reception. Please consult the receptionist before you drop the document so that you ensure that you sign a register.

For queries, please contact **Nyandano Nemukula** at Tel +2711 714-4687 nemukulan@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: _____

1. BACKGROUND



More than TV, we are South African Youth Culture

The SABC 1 audience represents the young fibre of South Africa. They are highly materialistic and are in tune with the latest trends, what's hip and happening what's now! They live in a digital world where the 3rd screen is an extension of their lives, think twelebs, think instafamous, think snap chat heroes but with depth and character. Fashion and entertainment is high on their priority list. They are very opinionated and stand for what they believe in. think #feesmustfall think #Pretoria-GirlsHighProtest They do not believe that old ways are always the best, they are often first to try out new things they are charting their own history

SABC1 DEMOGRAPHIC:

NOW GENERATION & GLOBAL CITIZENS. Youth minded people/ the young at heart. People who resonate with the key aspects of youthfulness: Energetic, Open-minded and questioning and Progressive Age **target 16-30 (Core 24)**

The television landscape has changed drastically over the last few years where there are a number of television channels that compete for audiences. Channels are constantly introducing new programme offerings to stay relevant versus the content that they are known for in the market. The marketing team has to make sure that there is always communication, visibility and awareness around the change in the schedule in an already competitive market.

Quarter 4 campaign is going to be most exciting this fiscal based on the number of brand new shows launching in 2020. This period (Q4 Campaign) is critical as it allows the channel to launch brand new first to air content that requires a thorough OOH Media placement campaign that showcases channel's exciting catalogue.

The channel would like to maximise on its marketing efforts to drive appointment viewing and awareness of our shows.

Primary Objectives:

- Drive awareness and appointment viewing of the key schedule changes in Q4.
- Increase engagement on channel's social media platforms to drive talkability and excitement of first to air shows
- Build Loyalty by continuing to effectively promote all changes with efforts or retaining/increasing AR deliverables per slot.
- Dispel myths about SABC1 being 'King of Ama-Repeats' by aggressively promoting our key properties, brand new shows and signature slots as fresh & compelling.
- Revive and Refresh SABC1's brand image towards strong market presence.

Upcoming programmes:

BRAND NEW SHOWS:

- 18:00: Township Monsters
- 18:00 15 Seconds Of Fame
- 21:00: Rest In Power Trayvon Martin
- 21:00: Surviving R Kelly
- 19:30: Judass Kiss
- 13 Weeks to Finding Mr Right
- 18:00: Father's Love
- 18:00 15 Seconds of Fame
- 21:00 : You Are Commissioned
- 19:30: Isishimane
- 20:00: Uzulu Nomhlaba
- 19:30: Ola De
- 20:00: Bahwebi

BRAND NEW SEASONS:

- 19:00: Thandeka's Diary S3
- 21:00: Stereo Type Drop S2

2. REQUIREMENTS

Services required would be:

1. Media Strategy based on research and analytics
2. Proposed media placement including management of production of creative
3. Client service
4. Report

3. COSTING

- 3.1 The quotation must reflect a detailed cost breakdown, and any indirect costs associated with the delivery of the service. **selection of sites & costs must be submitted with the proposal**

3.2 *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.

4. LOCATION OF SITE

- 4.1 The Contract site and **delivery point** is at **TV Park**.

5. EVALUATION CRITERIA

5.1 **BBBEE and Price**

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

5.2 **Technical Evaluation**

5.2.1 The RFQ submission will be technically evaluated out of a maximum of **100**;

5.2.2 A threshold of 70 out of 100 has been set for paper base evaluation.

5.2.3 All bidders achieving less than the set threshold will be declared non-responsive and not taken to the next phase of evaluation.

5.3 **Objective Criteria**

- 5.3.1 The 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.

6. Technical Criteria

Evaluation Area	Evaluation Criteria	Max Points	Min Points
Previous Work	<ul style="list-style-type: none"> Supply previous work done (20) <ul style="list-style-type: none"> Launching a series of television shows for a broadcaster (10) Other campaigns not related to broadcasting (5) References from clients (5) 	20	20
Proposed execution of the creative concept for print/ooh/digital & on air campaign (Presentation)	<ul style="list-style-type: none"> Strategy/ rationale (20) <ul style="list-style-type: none"> Strategy aligned to brand & campaign objectives (20) Strategy not aligned to brand but meets campaign objectives (10) Strategy aligned to brand but does not meet campaign objectives (10) Proposed OOH elements to support the strategy/ rationale (15) <ul style="list-style-type: none"> List the elements (5) Reach (5) Highlight the region (5) Duration of sites being up in the market (10) <ul style="list-style-type: none"> 2 months (5) 3 months (1 month added value sites for an extra month on all sites) (10) Value add (5 for all) <ul style="list-style-type: none"> Flexible delivery Quick turnaround time Discounted rates 	40	30
Standard of proposal	<ul style="list-style-type: none"> Strategy/ rationale (10) <ul style="list-style-type: none"> High (10) Medium (5) None (0) Proposed OOH elements to support the strategy/ rationale (5) <ul style="list-style-type: none"> Quality/ quantity (5) None (0) Innovative ideas <ul style="list-style-type: none"> Yes (5) No (0) 	20	10
Timing Plan/Production process	<ul style="list-style-type: none"> Current capacity to handle the SABC work that has been tendered for (10) <ul style="list-style-type: none"> Supply in the form of an organogram or a list Timings (project lead time to be included) <ul style="list-style-type: none"> 7 days (10) 14 days (5) 14 days + (0) 	20	10
Total		100	70

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 points, 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:

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

Where:

Ps = Points scored for comparative price of bid under Consideration
 Pt = Comparative price of bid under consideration
 Pmin = Comparative price of lowest acceptable bid

9. 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

- 9.1 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 a verification and issuing EMEs with B-BBEE Status Level Certificates.

- 9.2 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.
- 9.3 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.
- 9.4 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.
- 9.5 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.
- 9.6 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.
- 9.7 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.

10. MANDATORY DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

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

11. REQUIRED DOCUMENTS FOR ALL SOUTH AFRICAN PARTNERS

- Valid Tax Clearance and PIN (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.
- Any EME or QSE is only required to obtain a sworn affidavit on an annual basis, confirming the following:
 - Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE,
 - Level of Black Ownership,

- All EME's and 51% black Owned QSE's are only required to obtain a **sworn affidavit** on an annual basis, confirming the following;
- Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE
- ANY MISREPRESENTATION IN TERMS OF THE ABOVE CONSTITUTES A CRIMINAL OFFENCE as set out in the BBBEE Act as amended.
- Signed Declaration of Interest Form.

12. 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.

13. CONDITIONS TO BE OBSERVED WHEN TENDERING

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.

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

13.2 The Corporation reserves the right to:

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

- 13.1.1 Make a selection solely on the information received in the submissions and
- 13.1.2 Enter into negotiations with any one or more of preferred bidder(s) based on the criteria specified in the evaluation of this tender.
- 13.1.3 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.
- 13.1.4 Award a contract to one or more bidder(s).
- 13.1.5 Accept any tender in part or full at its own discretion.
- 13.1.6 Cancel this RFQ or any part thereof at any time.
- 13.1.7 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.

14. 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