

HOW TO SUBMIT AFP (Advertisers Funded Proposal)

To submit an AFP, please follow the steps outlined below:

1. Register on the ECAS Portal

- Visit [SABC ECAS Portal](#) and complete the registration process.

2. Complete Your Profile

- Fill in all relevant and mandatory fields in your profile.
- Attach all required documentation under the *Ownership* and *Document Library* sections.

3. Prepare Your Proposal

- Complete the necessary submission forms.
- Compile your proposal (concept) into a PDF document, ensuring that the submission forms are on the first page.

4. Submit Your Proposal

- Accept the *Declaration of Interest* and *Submission Agreement* on the portal.
- Submit your completed proposal.

5. Letter of Intent (Optional at Submission Stage)

- A letter of intent from your sponsor(s) is not required at the submission stage.

6. Quality Check and Acknowledgement

- Once submitted, your proposal will undergo a quality check and verification by our Commissioning office.
- You will receive an acknowledgement of receipt and a reference number for your submission.

7. Distribution to Relevant Channels

- After the quality check, your proposal will be distributed to the appropriate Genre, Channel, and Commercial Enterprises.
- You will receive an electronic invitation to pitch your proposal.

8. Pitch and Letter of Interest

- If your pitch aligns with the Channel's positioning, mandate, and strategy, you will be issued a letter of interest.
- Your sponsor(s) should then provide an official letter of intent.

- Contracting will proceed once the letter of intent is received from your sponsor(s) and all internal compliance processes are completed.

9. Unsuccessful Submission

- If your pitch is unsuccessful, you will receive a decline letter.

10. Questions and Clarifications

- If you have any questions or need further clarification, please contact: commissioning@sabc.co.za

YOUR AFP PROPOSAL MUST INCLUDE

- **Company Profile:** Including ownership or stakeholders and BEE profile.
- **Intellectual Property:** Any relevant intellectual property or copyright information related to your proposal.

ECAS Registration Assistance

For any queries related to ECAS registration, please contact:
ecascommissioning@sabc.co.za

AFP PROPOSAL SUBMISSION FORM

AFP:		<i>Genre:</i>		<i>Channel:</i>	
<i>Working Title:</i>					
<i>Company Name:</i>					
<i>Contact Name:</i>		<i>Position:</i>			
<i>Telephone :</i>		<i>Cell:</i>			
<i>e-mail:</i>		<i>Fax:</i>			
<i>Postal Address:</i>					
<i>Street Address:</i>					
PROPOSAL SYNOPSIS:					
<i>No. of Episodes:</i>		<i>Minutes per Episode:</i>		<i>Total Minutes:</i>	
<i>Cost per Episode:</i>			<i>Total Budget:</i>		
<i>Cost per Minute:</i>					
SYNOPSIS OF COMPANY PROFILE:					
(A) Number of Permanent Employees					
(B) Number of Permanent Black (African, Indian, Coloured) Male Employees					
(C) Number of Permanent Black (African, Indian, Coloured) Female Employees					
(D) % of Shareholders Equity owned by Black Males (African, Indian, Coloured)					
(E) % of Shareholders Equity owned by Black Females (African, Indian, Coloured)					
(F) % of Shareholders Equity owned by White Male					
(G) % of Shareholders Equity owned by White Female					
(H) Number of Black Creatives (African, Indian, Coloured)					
(I) Number of disabled employees					
<i>Company Registration Number:</i>					
<i>VAT Registration Number:</i>					
<i>Name:</i>			<i>Date:</i>		
<i>Signature:</i>			<i>Receipt Number:</i>		



Vuka Sizwe!

PROPOSAL SUBMISSION AGREEMENT

1. OWNER OF NEW IDEA

The SABC will only accept submitted material via our ECAS Portal. emailed, couriered, facsimiles, and hard copy submissions will not be accepted or considered. The SABC will review your submission only upon your request and under the condition that you assure us, to the best of your knowledge, that you are the sole originator of the idea and that you possess the legal right to submit it to the SABC for evaluation.

2. CONCEPTION BY SABC

SABC and its employees have many ideas of their own for the development of programs, some of which may be similar to yours. An idea that is new to you may be old to SABC, or similar, or identical ideas may be conceived independently. Accordingly, you hereby waive any claim that SABC misappropriated any ideas or portions of your submission in any activities in which SABC may engage in the future.

3. DISCLOSURE NOT CONFIDENTIAL

You acknowledge that SABC may disclose the idea to its employees, including freelance readers, to determine the value of the idea to the channel. It is understood that no confidential relationship is entered into by any reason of the consideration of your submission to SABC or by reason of any oral discussions between the SABC and yourself. The SABC however undertakes not to share your proposals with other independent producers.

4. MODIFICATION

The foregoing conditions may not be modified or waived except in writing signed by an officer of SABC.

5. LITIGATION

The SABC will not consider proposals from companies or individuals who are litigants against the corporation until those matters are finalized. It will still remain the SABC's right to determine whether or not to do business with such entities in future.

6. TERM

This release shall be valid for a period of five (5) years from the date of signature and shall apply to any further ideas submitted by you to SABC during such Term.

I HAVE READ THE SUBMISSION AGREEMENT, AND I AGREE TO THE CONDITIONS CONTAINED THEREIN:

Print Name

Signature

Date:

IDENTIFICATION LABEL

(TO BE STUCK ON OUTSIDE OF ENVELOPE)

<i>AFP:</i>		<i>Genre:</i>		<i>Channel:</i>	
<i>Receipt no:</i>					
<i>Working title:</i>					
<i>Company name:</i>					
<i>Co-production company</i> <i>(if applicable)</i>					
<i>Contact name:</i>			<i>Position:</i>		
<i>Telephone:</i>			<i>Cell:</i>		
<i>e-mail:</i>			<i>Fax:</i>		
<i>Postal address:</i>					