



international relations
& cooperation

Department:
International Relations and Cooperation
REPUBLIC OF SOUTH AFRICA

TERMS OF REFERENCE

DIRCO: REQUEST FOR SERVICE PROVIDER TO PROVIDE
BRANDING; ADVERTISING; AND PROMOTIONAL MATERIALS FOR
SOUTH AFRICA'S CELEBRATION OF 20 YEARS OF DEMOCRACY
AND DIPLOMACY

REQUEST FOR SERVICE PROVIDER TO PROVIDE BRANDING; ADVERTISING; AND PROMOTIONAL MATERIALS; FOR SOUTH AFRICA'S CELEBRATION OF 20 YEARS OF DEMOCRACY AND DIPLOMACY

1. PURPOSE

The Department of International Relations and Cooperation ("DIRCO") intends on appointing a service provider that will provide branding; advertising; and promotional materials on behalf the department in celebration of South Africa's twenty years of democracy and diplomacy.

2. BACKGROUND

The 20th anniversary of freedom and democracy in South Africa is a historical occasion that presents an opportunity to reflect on how our freedom and democracy was achieved.

It is an opportunity to look back at the road we have travelled since 1994 to deepen the gains of our freedom and democracy.

It is an opportunity, going forward, to work together to implement the National Development Plan; Vision for 2030 as our nation's long term vision and a basis for collective action and partnerships across society. The Plan has been one of the foremost achievements of the country since 1994.

Joining South Africans in the celebrations will also be the peoples of the world, many of whom supported the struggle for liberation and have helped to sustain freedom and democracy.

DIRCO through Public Diplomacy will take the lead on the international celebrations of this event through its diplomatic and consular missions. Moreover, all activities within and outside the country will kick off on Freedom Day celebrations on 27 April 2014 and run until 27 April 2015.

3. SCOPE OF WORK

DIRCO requires an accredited and reputable service provider to provide public diplomacy with branding; advertising; promotional materials; printing; and events management to ensure the successful execution of this important milestone in South Africa's history.

4. DURATION

The contract will be valid for 10 months from the time of inception.

5. TASK DIRECTIVE

DIRCO will brief the successful bidder on the work required, and the bidder will then be required to present a proposal and project plan on the execution of the campaign at hand.

The agency cost/ fees must be included in each campaign proposal. DIRCO will consider each campaign proposal based on the overall concept and financial implications in accordance with the Public Financial Management Act, 1999 (Act No. 1 of 1999) ("the PFMA").

6. 20 YEAR MISSION CELEBRATION ACTIVATION

The successful bidder will be tasked with providing the following services;

Item	Quantity
Promotional Items Pack <ul style="list-style-type: none"> - Branded t-shirts and caps - Pins - Executive Pens - Folders - Branded 8 G Flash disks to be loaded with 20 years communication toolkit 	200 x 126 Missions
Branding Requirements <ul style="list-style-type: none"> - 1 Media backdrop - 4 pull up banners - 5 Outdoor branding (shark fins etc.) 	x 126 Missions
Advertising Campaign development <ul style="list-style-type: none"> - Radio 1 x 30 second advert - Print adverts x 2 - Translation both radio and print (French; Portuguese; Mandarin; Spanish; and Arabic) 	
Wine and Biltong exhibition SA wine x 20 cases Biltong mini packs X 200	x 126 Missions
SA Entertainers for 15 Missions	1 x 15 Missions

7. EVALUATION METHODOLOGY

All the bids received will be evaluated in the following phases:

7.1 Phase 1: Responsive Criteria

The minimum requirements that must be satisfied / met by prospective bidders in order to pass to the next stage of the evaluation process are:

- 7.1.1 Valid Tax Clearance Certificate submitted with bid documents;
- 7.1.2 Complete all Standard Bid Documents (SBD). Kindly note that a BBBEE certificate must be attached otherwise the bidder will not receive BEE points;
- 7.1.3 Attendance of a compulsory briefing session; and

7.2 Phase 2: Functionality Criteria

- 7.2.1 A panel will evaluate all tenders received on the functionality criteria as reflected. The best proposals are short listed, based on scores allocated with respect to strategy, implementation and functionality. A bidder that scores less than sixty-five (65%) in respect of "functionality" will be regarded as submitting a non-responsive bid and will be disqualified.
- 7.2.2 Bidders scoring above 65% in "functionality criteria" will be required to present to the evaluation panel. The presentation will be based on the brief that will be given to the bidders. The bidders will be given 5 working days to prepare for the presentations.
- 7.2.3 For purposes of comparison and in order to ensure a meaningful evaluation, bidders are requested to furnish detailed information in substantiation of compliance to the evaluation criteria.

Criteria	Weight
Technical requirements	
Branding Media Buying -Creative and innovative campaign concept development that outlines a clear road map of the baseline and the implementation thereof.	15
Branding/ Events and Advertising that take into account the event theme and the targeted audiences.	15
Knowledge and experience	
Creative branding experience that show a proven track record of working with government in executing major national and international campaigns with contactable references and credentials.	10
Creative advertising experience that show a proven track record of working with government in executing major national and international campaigns with contactable references and credentials.	10
Creative media buying experience that show a proven track record of working with government in executing major national and international campaigns with contactable references and credentials.	10
Creative distribution experience that show a proven track record of working with government in executing major national and international campaigns with contactable references and credentials.	10
Understanding of government communications and the environment within which government operates and acknowledgement of the protocols therein.	10
TOTAL	80

7.3 Phase 3: Presentation

During the presentation the service provider will be expected to demonstrate all technical requirements as well as knowledge and experience in line with the functionality criteria.

Criteria	Weight
Demonstrations:	
Advertising	3
Branding	3
Media buying	4
Production of promotional materials	4
Events management	3
Printing (pamphlets, posters, books)	3
Total	20

Values: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

Points awarded for B-BBEE Status Level of Contribution

In terms of Regulation 5 (2) and 6 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (90/10 system)
1	10
2	9
3	8
4	5
5	4
6	3
7	2
8	1
Non-compliant contributor	0

Bidders who qualify as EMEs 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.

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. SPECIAL CONDITIONS

- 8.1 The evaluation will take into account similar projects that have been successfully held with a specific focus on government or public related projects.
- 8.2 At least **three** of the marketing services indicated must be the core business function of the bidder. If the full marketing services are currently not being supplied by the bidder, the bidder must provide detailed information on how other services outside their core business function will be provided in order to meet the requirements of DIRCO. Full company details of the outsourced agency must be provided along with the bidder's proposal. Preference will be given to SMMEs.
- 8.3 The evaluation should take into account whether the bidder is accredited to a reputable Media Accreditation Agency.
- 8.4 The evaluation will also take into account additional values add that will be negotiated with media owners for the benefit of this event.
- 8.5 The Bid must be properly submitted on or before the closing date and time specified on the invitation, fully completed in ink (as per all standard conditions of tender). The Bid documents must be lodged in the tender box at DIRCO, OR TAMBO BUILDING, 460 Soutpansberg Road, Rietondale, Pretoria.
- 8.6 The quotation should be inclusive of packaging, labelling, and weighing of all materials to be distributed.

9. GENERAL CONDITIONS

- 9.1 The General Conditions of Contract will be applicable to this bid;
- 9.2 The DIRCO reserves the right to sign a Service Level Agreement with the preferred bidder to supplement the General Conditions of Contract.
- 9.3 The DIRCO will not be held responsible for any costs incurred by the bidders in the preparation and submission of the proposal.
- 9.4 Please take note that the DIRCO is not obliged to select any of the bidders submitting proposals.
- 9.5 Evaluation on functionality criteria can only be done on the basis of information, which was asked for. The comprehensiveness of the proposal can therefore be decisive in the awarding thereof.

10. FEES AND PAYMENT SCHEDULE

- 10.1 Fees must be quoted in South African currency;
- 10.2 All prices quoted must include VAT; and
- 10.3 Bidders should take note that the Department will pay within thirty (30) days after the receipt of invoice and the service has been rendered.

11. CONTACT PERSONS AND SUBMISSIONS

All enquiries can be directed to Supply Chain Management as per fax, 012 329 1267
Enquiries pertaining to the completion of tender documents can be directed to the Bid Office, tel. 012 301 8538/ 8537/8594/8674

Prospective Service Providers should submit their bonded proposals in a sealed envelope with the details of the specific tender on the outside of the envelope to:

Per hand

Tender Box OR Tambo Building
460 Soutpansberg Street
Rietondale
Department of International Relations and Cooperation
Pretoria
0001

OR

Post

Department of International Relations and Cooperation
Private Bag X 152
Pretoria
0001

Submissions should be posted to be received or hand delivered to the mentioned addresses on or before 11:00a.m on the to / MARCH / 2014.

Prospective Service Providers/suppliers are encouraged to submit their proposals before the closing time and date, as late submissions will not be accepted.

E-Mailed or faxed submissions shall not be accepted.

A compulsory briefing session will be held at Department of International Relations and Cooperation, 460 Soutspanberg Road, Queenwood, Pretoria on 21st / FEBRUARY / 2014 from 10:00a.m and interested bidders are invited to attend.

Non-compliance with any of the above conditions will result in your bid being disqualified.