



SOUTH AFRICAN BROADCASTING SABC SOC LIMITED
("the SABC")

REQUEST FOR PROPOSAL (RFP)

RFP NUMBER: RFP/COM/2021/68

RFP TITLE: THE APPOINTMENT OF A MEDIA BUYING AGENCY TO ASSISTSABC IN AMPLIFYING BRAND CAMPAIGNS FOR A PERIOD A PERIOD OF TWELVE (12) MONTHS.

EXPECTED TIMEFRAME

BID PROCESS	EXPECTED DATES
Bid Advertisement Date	07 December 2021
Bid Documents Available From	National Treasury's tender portal (http://www.etenders.gov.za) SABC Website (http://www.sabc.co.za/sabc/tenders/)
Non-Compulsory briefing session Date & Time <i>See Annexure A (Guideline for Briefing Session) that the bidder needs to take note of</i>	13 December 2021 at 10h00-11h00 AM
Venue / Link for virtual Briefing Session	Join on your computer or mobile app Click here to join the meeting Learn More Meeting options
Bid Closing Date and Time	25 January 2022 at 12h00 PM
Contact details	tenderqueries@sabc.co.za
Preference point system	80/20 or 90/10 preferential point system will be used

The SABC reserves the right to change the timeframe whenever necessary and for whatever reason it deems fit.

During the COVID-19 pandemic, bidders may submit bids in the tender box or electronically until further notice. Refer to Document A for Conditions to be observed when bidding.

BIDS DELIVERY

SABC Auckland Park
SABC's Tender Box
Radio Park
Henley Road; Auckland Park
Johannesburg

OR

ELECTRONIC SUBMISSION

RFPSubmissions@sabc.co.za

NB: It is a bidder's responsibility to ensure that all electronic submission links does not have an expiry date. SABC would not be held liable for any bids links that expires.

Late Bid submissions will not be accepted for consideration by the SABC

1. PREQUALIFICATION CRITERIA

All bidders must submit the following document as prescribed by PPPFA Regulations 2017

THE BIDDER MUST MEET AT LEAST ONE OF THE B-BBEE PRE-QUALIFICATION CRITERIONS LISTED BELOW.

CRITERIA	COMPLY/NOT COMPLY
EME or QSE with B-BBEE Status Level 1 owned by black people	
EME or QSE which is at least 51% owned by black people who are military veterans	
Generic with B-BBEE Status Level 1 (This Generic must be 100% Black Owned)	
Generic with B-BBEE Status Level 2 (This Generic must be 100% black owned)	

NON-COMPLIANCE TO THE PRE-QUALIFICATION CRITERIA WILL RESULT IN AUTOMATIC DISQUALIFICATION. BIDDERS WHO SUBMIT INCOMPLETE OR INVALID SWORN AFFIDAVIT WILL ALSO BE DISQUALIFIED. VERIFICATION OF THE EME OR QSE STATUS WILL BE DONE BASED ON THE BIDDERS FINANCIAL STATEMENTS OR MANAGEMENT ACCOUNTS. ONLY VALID DOCUMENTS WILL BE CONSIDERED. SABC RESERVES THE RIGHT TO DISQUALIFY ANY BIDDERS WHOM THEIR FINANCIAL STATEMENTS PROOFS THAT NO LONGER FALL WITHIN EITHER EME OR QSE B-BBEE STATUS. TO QUALIFY, THE BIDDER MUST MEET GENERIC REQUIREMENTS AS STATED ABOVE

2. SUB-CONTRACTING

Prequalified bidders that are **GENERIC 100% black owned** with B-BBEE Status **Level 1 or 2** in company size must subcontract a minimum of 30% to EME company's which are at least 100% owned by black people, a proof of sub-contractor company size and evidence of commitment to sub-contract a minimum of 30% of the value of the contract (teaming agreement) to certain designated groups as prescribed in the PPPFA guidelines 2017 (as amended) must be submitted.

CRITERIA	COMPLY/NOT COMPLY
Generic company must subcontract 30% of the contract value, and be 100% black owned	
submit evidence of commitment to sub-contract a minimum of 30% of the value of the contract to certain designated groups	

3. REQUIRED DOCUMENTS

- 3.1 SARS “Pin” to validate supplier’s tax matters
- 3.2 Original or Certified copy of Valid BBEE Certificate (from SANAS accredited Verification Agency)
- 3.3 All EME’s and 51% black Owned QSE’s are only required to obtain a **sworn affidavit** on an annual basis, confirming the following;
 - 3.3.1. Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE
 - 3.3.2. Level of Black Ownership

Note 1:

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.

Note 2:

Any misrepresentation in terms of the above constitutes a criminal offence as set out in the B-BBEE act as amended.

- 3.4 Proof of Valid TV License Statement (Company’s, Shareholders and all Directors’), or affidavit proving that company and/or officials are not in possession of TV license. Verification will also be done by the SABC internally.
- 3.5 Certified copy of Company Registration Document that reflect Company Name, Registration number, date of registration and active Directors or Members.
- 3.6 Certified copy of Shareholders’ certificates.
- 3.7 Certified copy of ID documents of the Directors or Members.
- 3.8 Central supplier database registration form
- 3.9 Last three years audited/reviewed financial statements OR the Companies Management Accounts.
- 3.10 Submit proof of Central Supplier Database (CSD) registration (Bidder must be registered with CSD in order to do business with the SABC)

NB: NO CONTRACT WILL BE AWARDED TO ANY BIDDERS WHOM THEIR TAX AND TV LICENCE MATTERS ARE NOT IN ORDER. NO CONTRACT WILL BE AWARDED TO ANY BIDDER WHO IS NOT REGISTERED ON CSD.

C O N T E N T S

DOCUMENT A:	CONDITIONS TO BE OBSERVED WHEN BIDDING
DOCUMENT B:	GENERAL CONDITIONS OF THE BID/PROPOSAL
DOCUMENT C:	QUESTIONNAIRE
DOCUMENT D:	DECLARATION OF INTEREST
DOCUMENT E:	FUNCTIONALITY REQUIREMENTS
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DOCUMENT G:	PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017- SBD 6.1
DOCUMENT H:	DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES - SBD 8
DOCUMENT I:	CERTIFICATE OF INDEPENDENT BID DETERMINATION SBD 9
DOCUMENT J:	ACCEPTANCE OF CONDITIONS OF BID
DOCUMENT K:	VENDOR FORM (SABC SUPPLIER/VENDOR REGISTRATION FORM) - (ATTACHED SEPARATELY) / PLEASE ALSO REGISTER ON CENTRALISED DATA BASE - https://secure.csd.gov.za

DOCUMENT A

CONDITIONS TO BE OBSERVED WHEN BIDDING

1.0 LODGING OF PROPOSALS

- 1.1 Bidders are required to complete and sign the RFP Document and initial all pages (including proposal and brochures).
- 1.2 During the COVID-19 pandemic, bidders may submit bids in the tender box or electronically until further notice as follows:

1.2.1. Tender box submission

Bids submitted in the tender box must adhere to the following:

- Bids must be submitted in one (1) original, two (2) copies of the original and 1 (one) soft copy on a memory stick, by hand and be enclosed in a sealed envelope marked distinctly with the RFP number. All soft copies should be in PDF format and must contain proposal, all completed forms, and attachments. This envelope must indicate the Bid number and the name and delivery address of the Bidder.

1.2.2. Electronic submission:

Bids submitted electronically must adhere to the following:

- The single point of entry is RFPSubmissions@sabc.co.za –the maximum allowable file size is 20MB.
- Electronic submissions must be submitted in a PDF format that is protected from any modifications, deletions, or additions.
- Financial/pricing information must be presented in a **separate** attachment from the Technical/Functional Response information. The onus is on the Bidder to ensure that all mandatory and required documents are included in the electronic submission.
- All electronic submissions must be prominently marked with the full details of the tender in the email subject line namely Bidder's Name, Tender No and Tender Title.
- Bidders are advised to email electronic submissions at least thirty minutes before the bid closing time to cater for any possible delay in transmission

or receipt of the bid. The onus is on bidder to ensure that the bid is submitted on time via email

- Tender submission emails received after submission date and time will be declared late bid submissions and will not be accepted for consideration by SABC.

1.4 The SABC will not be responsible for any failure or delay in the email transmission or receipt of the email including but not limited to:

- Receipt of incomplete bid
- File size
- Delay in transmission or receipt of the bid
- Failure of the Bidder to properly identify the bid
- Illegibility of the bid; or
- Security of the bid data.

1.5 Bidders must ensure that bids are delivered timeously to the correct address. Bids not received in a specified manner, and by the specified time and date as set out in this RFP document will be rejected. The bid box is generally open 24 hours a day, 7 days a week.

2.0 COMPLIANCE WITH CONDITIONS OF PROPOSAL

2.1 No alteration, amendment or variation of the submitted proposal by the closing date of this bid shall be permitted, unless otherwise agreed in writing by both the SABC and the bidder. Should the bidder desire to make any amendments to the conditions of their proposal document, they shall stipulate upfront in their proposal document. The SABC reserves the right to reject such bid document.

3.0 COMPLIANCE WITH TECHNICAL SPECIFICATIONS

3.1 All bidders are required to submit bids in accordance with stipulated technical specification as indicated on this bid document. Failure to comply with the required technical specification will result in disqualification.

4.0 SCHEDULE OF QUANTITIES

4.1 Bidders are required to submit a detailed Schedule of Quantities indicating how the bid amount is composed. This schedule shall contain itemised descriptions, quantities and unit prices.

5.0 BID PRICES

- 5.1 No change in the submitted bid prices shall be accepted and/or approved by the SABC after receipt and before award of this bid.
- 5.2 All prices are to be quoted in the Republic of South African Rand with VAT as a separate item.
- 5.3 All local suppliers quoting in foreign currency must convert the currency to Rands and indicate the exchange rate applicable. The local suppliers must provide reasons with evidence why they are quoting in foreign currency
- 5.4 The prices quoted should be inclusive of all costs needed to perform the specified services, not limited to, all kinds of local guarantee bonds, taxes and duties, customs, customs clearance, inland transportation, storage, unpacking, positioning, installation, integration and testing. The prices quoted should be inclusive of all costs for the duration of the project.
- 5.5 This bid document is not an offer to purchase, order or contract.
- 5.6 Prices must be fixed for the first year and shall, where applicable, be subject to an increase of not more than the applicable CPI.
- 5.7 Bid prices for supplies in respect of which installation/erection/assembly is a requirement, shall include ALL costs on a basis of delivery on site as specified.
- 5.8 Bid prices shall, where necessary, include packaging. If desired, packaging material may be returned to the bidder provided the amount of credit that will be allowed for the returnable packaging is shown against each item concerned.
- 5.9 Any response submitted by a Bidder is subject to negotiation and review by the SABC.

6.0 SOURCE OF SERVICE AND MATERIAL

- 6.1 In the case of equipment/goods, which are partially or completely designed and/or manufactured in the Republic of South Africa, Bidders shall state the local content percentage.
- 6.2 Documentation certifying the local content percentage shall be submitted.

7.0 ACCEPTANCE OF PROPOSALS

- 7.1 The SABC does not bind itself to accept the lowest or any bid/proposal, nor shall it be responsible for or pay any expenses or losses which may be incurred by the Bidders in the preparation and delivery of its/his/her bid/proposal. The SABC reserves the right to accept a separate bid/proposal or separate bids/proposals for any one or more of the sections of a specification. The SABC also reserves the right to withdraw the bid at any stage.
- 7.2 No bid shall be deemed to have been accepted unless and until a formal contract/ letter of award is prepared and signed.
- 7.3 The SABC reserves the right, should it deem it necessary, to monitor every stage of the contract to ensure:
- that the directors who were awarded the bid are in control of the company and/or that changes in directors does not affect delivery of the goods/services/work adversely;
 - that, if there are changes in the control of the company, these should be brought to the attention of the SABC;
 - that in the event that the bid or any part thereof is to be subcontracted to another company or organisation after the bid was awarded, the Bidders must immediately advise the SABC and the SABC shall approve same as it deems fit;
 - successful delivery of the goods/services/works in terms of the contract, or timeous termination of the contract should such action be in the best interest of the SABC;
 - audit the successful Bidder's contract from time to time.
- 7.4 This bid will remain valid 180 (one hundred and eighty) days from the date of bid closing.

8.0 DEFAULT BY BIDDERS

- 8.1 If Bidders purport to withdraw their bid(s)/proposals within the period for which they have agreed that their bid/proposal shall remain open for acceptance, or fails to enter into a written contract when called upon to do so, or fails to accept an order in terms of the bid, the SABC may, without prejudice to any other legal

remedy which it may have, accept their bid(s) notwithstanding the purported withdrawal, or proceed to accept any other less favourable bid or call for bids afresh and may recover from the defaulting Bidders any additional expense it has incurred for the calling for new bids or the acceptance of any less favourable bid.

9.0 AMPLIFICATION OF PROPOSALS

9.1 The SABC may, after the opening of bids, call on the Bidder to amplify in writing any matter which is not clear in the Bidder's submission and such amplification shall form part of the original bid.

9.2 In the event of the Bidders failing to supply such information within the specified timeframe, the bid will be liable to rejection.

9.3 The SABC reserves the right to:

- not evaluate and award bids that do not comply strictly with this bid document;
- make a selection solely on the information received in the bids;
- enter into negotiations with any one or more of preferred Bidder(s) based on the criteria specified in the evaluation of this bid;
- 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 bid shall be sought, offered or permitted;
- award a contract to one or more Bidder(s);
- accept any bid in part or full at its own discretion; and
- cancel this bid or any part thereof at any time.
- Negotiate payment terms with the recommended bidder.

Should Bidder(s) be selected for further negotiations, they will be chosen on the basis of the greatest benefit to the SABC and not necessarily on the basis of the lowest costs.

10.0 IMPORT/EXPORT PERMITS

- 10.1 Bidders are required to include complete information on equipment and/or components requiring export/import permits.

11.0 COST OF BIDDING

- 11.1 The Bidder shall bear all costs and expenses associated with preparation and submission of its bid/proposal, and the SABC 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.

12.0 COMMUNICATION

- 12.1 The SABC has provided a single point of entry for any questions or queries that the Bidder may have. All queries must be submitted in writing and directed to authorised contact person. **Unauthorised communication with any other personnel or member of staff of the SABC, with regard to this bid is strongly discouraged and will result in disqualification of the respective Bidder's bid/proposal submission.**
- 12.2 Should there be a difference of interpretation between the Bidder and SABC; SABC reserves the right to make a final ruling on such interpretation.
- 12.3 The closing time for clarification of queries is 3 (three) days before the deadline for bid/proposal submission. The Bidders should take note that questions together with responses will be sent to all Bidders who attended compulsory Briefing Session.

13.0 AUTHORISED CONTACT PERSONS

- 13.1 All enquiries in respect of this bid must be addressed to:

Tender Office
SCM Division
Radio Park Office Block
Henley Road
Auckland Park
Johannesburg
South Africa

E-mail: tenderqueries@sabc.co.za

14.0 BROAD-BASED ECONOMIC EMPOWERMENT

- 14.1 According to the 2013 B-BBEE Revised Code of Good Practice the Exempted Micro Enterprise (EME) is only required to produce a sworn affidavit signed by the Commissioner of Oaths as per the requirement in the Justice of Peace and Commissioners of Oaths Act, 1963 (Act No. 61 of 1963) or the Companies and Intellectual Property Commission ("CIPC") certificate on an annual basis.
- 14.2 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 Verification Agency accredited by SANAS.
- 14.3 Only South African Accreditation Systems (SANAS) is the authorised body to issue B-BBEE certificates
- 14.4 IRBA and Accounting Officers are **not** allowed to issue B-BBEE affidavit or certificates to EMEs and QSEs as it was under 2007 Codes
- 14.5 EME's and QSE's must submit an affidavit confirming that the entity's turnover is below R10 million and percentage of black ownership to claim B-BBEE points
- 14.6 QSEs have to comply with all elements
- 14.7 Start-up enterprises are verified similar to EMEs, but can opt to be rated using the QSE and Generic Scorecard
- 14.8 QSE with at least 51% black ownership or above are only required to obtain a sworn affidavit on an annual basis with a confirmation of turnover and black ownership
- 14.9 A trust, consortium or joint venture, will qualify for points for their B-BBEE status level as a legal entity, provided that B-BBEE status level certificate under the consortium name is submitted.
- 14.10 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.

- 14.11 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.
- 14.12 A bidder will not be awarded points for B-BBEE status level if it is indicated in the bid documents that such a bidder intends 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 capability and ability to execute the sub-contract.
- 14.13 A bidder awarded a contract may not sub-contract 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 than the person concerned, unless the contract is sub-contracted to an EME that has the capability and ability to execute the sub-contract.

15.0 MISREPRESENTATION AND FRONTING IS PROHIBITED

Fronting means a deliberate circumvention or attempted circumvention of the B-BBEE Act and the Codes. Fronting commonly involves reliance on data or claims of compliance based on misrepresentations of facts, whether made by the party claiming compliance or by any other person.

It is an offence to misrepresent or provide false information regarding a company's information or engaging in a fronting practice. If there is any contravention of some sought, the SABC may open a criminal and/or civil case/s against the bidder and its directors/members in terms of applicable legislation, and ban the bidder & its directors/members from doing business with the SABC for a pre-determined period.

It is important to note that any proposal that does not conform fully to the instructions and requirements in this RFP may be disqualified.

Suppliers might be required to demonstrate their proposed capabilities by means of a presentation, clear and easily verifiable reference documentation and/or a visit to an existing client site where their capabilities may be demonstrated.

Bids, which do not meet the technical requirements, will not be considered for further evaluation.

END OF DOCUMENT A

DOCUMENT B

GENERAL CONDITIONS OF PROPOSAL

1.0 COMPLIANCE WITH COMPLETION OF PROPOSAL

- 1.1 The bid forms should not be retyped or redrafted, but photocopies may be prepared and used.
- 1.2 Bid forms must be signed in the original form; in ink and forms with photocopied signatures or other such reproduction of signature will be rejected.
- 1.3 Should bid forms not be filled in by means of mechanical devices, for example typewriters, ink, preferably black, must be used to fill in bid.
- 1.4 Bidders shall check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability shall be accepted in regard to claims arising from the fact that pages are missing or duplicated. Incomplete bids will result in disqualification.

2.0 COMPLIANCE WITH TECHNICAL SPECIFICATIONS

- 2.1 Unless a departure is clearly stated by the Bidder at the time of bidding, the works shall be taken as complying in detail with the Technical Specifications, and the Bidder shall be held liable on all the terms and conditions of the contract as if this bid contained no departures. Technical specifications contained in any brochures, or any other descriptions submitted shall apply for acceptance test purposes.

3.0 WARRANTY

- 3.1 If there are any defects arising from failure of goods to meet the specifications within the period specified in the contract, the Bidder shall replace the defective items at his expense or shall refund the SABC such costs as the SABC may incur in replacing such defective item. The Bidder shall also bear the cost of transporting replaced/repaired items to the place of destination.

4.0 INSPECTION

- 4.1 The Bidder shall permit and assist the SABC's representatives in carrying out any inspections that are called for in the proposal or specifications.

5.0 PACKAGING

- 5.1 Goods purchased on this bid must be adequately protected and securely packaged during shipment and until delivery at the destination.
- 5.2 Goods must be clearly marked with the Bidder's name, description of contents and the SABC's order number and delivery address.

6.0 RISK

- 6.1 The Bidder will be responsible for losses that SABC incurred due to Bidder's negligence or intention and Bidder must provide Liability Insurance. This will be a condition of contract.

7.0 DELIVERY

- 7.1 Delivery of the professional service will be based on the contractual terms and conditions agreed upon between the service provider and the SABC. Physical delivery will be to the stores of the relevant SABC regional offices, Republic of South Africa based on the contractual terms and conditions agreed upon between the service provider and the SABC

8.0 PAYMENT

- 8.1 Payment, in currency other than South African Rand, will be made by means of an Electronic Funds Transfer (EFT).

The Bidder must provide:

- Name and address of their bank.
- Company account number to be credited.
- Sort/swift code of bank.

- 8.2 The SABC's standard payment terms are **60 days** from date of statement.

9.0 ASSIGNMENT OF CONTRACT

- 9.1 The Bidder shall not have the right to cede any right or delegate any obligation in terms of this contract to any third party unless with the prior written approval of the SABC.

10.0 PROPOSALS ARE CONSIDERED TO BE BINDING ON THE BIDDERS

- 10.1 Representations made in the bid/proposal, including claims made in respect of commitments to dates of delivery, shall be considered binding on the Bidder on acceptance of the bid/proposal by the SABC and same will be form part of the contract to be concluded, unless specifically noted by the Bidder in the bid/proposal that same maybe subject to change;

11.0 COMPLIANCE WITH SABC POLICIES

- 11.1. SABC will not procure any goods, services, works or content from any employee or employee owned business, to ensure that suppliers competing for the SABC's business have confidence in the integrity of SABC's selection process.
- 11.2. SABC will not procure any goods, services, works or content from any SABC Independent Contractor or Independent Contractor-owned business, to ensure that suppliers competing for the SABC's business have confidence in the integrity of SABC's selection process.
- 11.3. No former employees, SABC's Non-Executive members and Independent Contractors will be awarded contracts with the SABC within 24 months after resigning from SABC employment or not being engaged with the SABC.
- 11.4. Should former employees, SABC's Non-Executive members and Independent Contractors resign from the employment of the SABC or not being engaged with the SABC and become directors of other businesses bidding with SABC, such bid will not be considered until the cooling off period of two years has expired.
- 11.5. "The SABC has a zero tolerance to theft, fraud and corruption. Such activities will be investigated and stringent action institutes such as laying of criminal charges or even removal from the SABC database of service providers. Should you suspect or become aware of any suspicious acts of fraud, theft or corruption involving SABC employees or other suppliers rendering services to the SABC, contact the SABC whistle blowers hotline at "0800 372 831"

12.0 FAILURE TO COMPLY WITH THESE CONDITIONS

- 12.1 These conditions form part of the bid and failure to comply therewith may invalidate a bid.

13.0 RFP SCHEDULE

- 13.1 Bidders will be contacted as soon as practicable with a status update. At this time, short-listed Bidders may be asked to meet with SABC representatives. Bidders should provide a list of persons and their contact details who are mandated to negotiate on behalf of their company.

14.0 ADDITIONAL NOTES

- 14.1 All returnable documents as indicated in the bid form must be returned with the response
- 14.2 Changes by the Bidder to his/her submission is not allowed after the closing date.
- 14.3 The person or persons signing the bids must be legally authorized by the Bidder to do so. A list of the person(s) authorized to negotiate on your behalf must be submitted along with the bid.
- 14.4 SABC reserves the right to undertake post-bid negotiations with the preferred Bidder or any number of short-listed Bidders.

FAILURE TO OBSERVE ANY OF THE ABOVE-MENTIONED REQUIREMENTS MAY RESULT IN THE BID BEING OVERLOOKED.

15.0 DISCLAIMERS

- 15.1 Bidders are hereby advised that the SABC is not committed to any course of action as a result of its issuance of this BID and/or its receipt of a bid in response to it. In particular, please note that the SABC may:
 - 15.2 change all services on bid and to have Supplier re-bid on any changes.
 - 15.3 reject any bid which does not conform to instructions and specifications issued herein
 - 15.4 disqualify bids after the stated submission deadline
 - 15.5 not necessarily accept the lowest priced bid
 - 15.6 reject all bids, if it so deems fit
 - 15.7 award a contract in connection with this bid at any time
 - 15.8 award only a portion as a contract
 - 15.9 split the award of the contract to more than one Supplier
 - 15.10 make no award of a contract.

Kindly note that SABC will not reimburse any Bidder for any preparation costs or other work performed in connection with this bid, whether or not the Bidder is awarded a contract.

END OF DOCUMENT B

DOCUMENT C**QUESTIONNAIRE TO BE COMPLETED WHEN BIDDING**

If the information required in respect of each item cannot be inserted in the space provided, additional information may be provided on a separate sheet of paper with a suitable reference to the questionnaire number concerned.

1. Company's Treasury CSD unique registration reference number.	
2. Have your company been issued with a SARS Compliance Status PIN.	
3. If yes, please provide PIN number. The provision of the PIN will be construed as your permission to SABC Procurement to access your tax status on-line.	
4. Are you registered in terms of section 23(1) or 23(3) of the Value-added Tax Act, 1991 (Act 89 of 1991)?	
5. If so, state your VAT registration number and original current tax clearance certificate to be submitted	
6. Are the prices quoted fixed for the full period of contract?	
7. Is the delivery period stated in the bid firm?	
8. What is the address in the Republic of South Africa where an item of the	

type offered by you may be inspected preferably under working conditions? (Where Applicable)	
9. What is the approximate value of stock in the Republic of South Africa for this particular item? (If required).	
10. Where are the stock held?	
11. What facilities exist for servicing the items offered?	
12. Where are these facilities available?	
13. What are the names and addresses of the factories/suppliers where the supplies will be manufactured and may be inspected, if required?	

*

ALSO INDICATE WHICHEVER IS NOT APPLICABLE

END OF DOCUMENT C

DOCUMENT D
SBD-4
DECLARATION OF INTEREST

1.0 Any legal person, including persons employed by the state, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- the bidder is employed by the state; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

2.0 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

2.1 Full Name of bidder or his or her representative:

.....

2.2 Identity Number:

2.3 Position occupied in the Company (director, trustee, shareholder²):

.....

2.4 Company Registration Number:

2.5 Tax Reference Number:

2.6 VAT Registration Number:

2.6.1. The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / personnel numbers must be indicated in paragraph 3 below.

¹“State” means –

- a. any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999)
- b. any municipality or municipal entity;
- c. provincial legislature;
- d. national Assembly or the national Council of provinces; or
- e. Parliament.

²“Shareholder” means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.

2.7 Are you or any person connected with the bidder **YES / NO**
presently employed by the state?

2.7.1 If so, furnish the following particulars:

Name of person / director / trustee / shareholder/ member:

.....

Name of state institution at which you or the person connected to the bidder is employed

.....

Position occupied in the state institution:

.....

Any other particulars:

.....

.....

.....

2.7.2 If you are presently employed by the state, did you obtain **YES/NO**
the appropriate authority to undertake remunerative

work outside employment in the state?

2.7.2.1 If yes, did you attached proof of such authority to the bid **YES / NO**

(Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid).

2.7.2.2 If no, furnish reasons for non-submission of such proof:

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.....

.....

2.8 Did you or your spouse, or any of the company's directors / **YES /NO**
trustees / shareholders / members or their spouses conduct
business with the state in the previous twelve months?

2.8.1 If so, furnish particulars:

.....

.....

.....

.....

2.9 Do you, or any person connected with the bidder, have **YES / NO**
any relationship (family, friend, other) with a person
employed by the state and who may be involved with
the evaluation and or adjudication of this bid?

2.9.1 If so, furnish particulars.

.....

.....

2.10 Are you, or any person connected with the bidder, **YES/NO**
aware of any relationship (family, friend, other) between
any other bidder and any person employed by the state

who may be involved with the evaluation and or adjudication of this bid?

2.10.1 If so, furnish particulars.

.....

.....

.....

2.11 Do you or any of the directors / trustees / shareholders / members of the company have any interest in any other related companies whether or not they are bidding for this contract? **YES/NO**

2.11.1 If so, furnish particulars:

.....

.....

3.0 Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / Pers. Number

4.0 DECLARATION

I, THE UNDERSIGNED (NAME)

.....

CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 2 and 3 ABOVE IS CORRECT. I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 23 OF THE GENERAL CONDITIONS OF CONTRACT SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of bidder

END OF DOCUMENT D

DOCUMENT E TECHNICAL SPECIFICATION

1 INTRODUCTION AND BACKGROUND

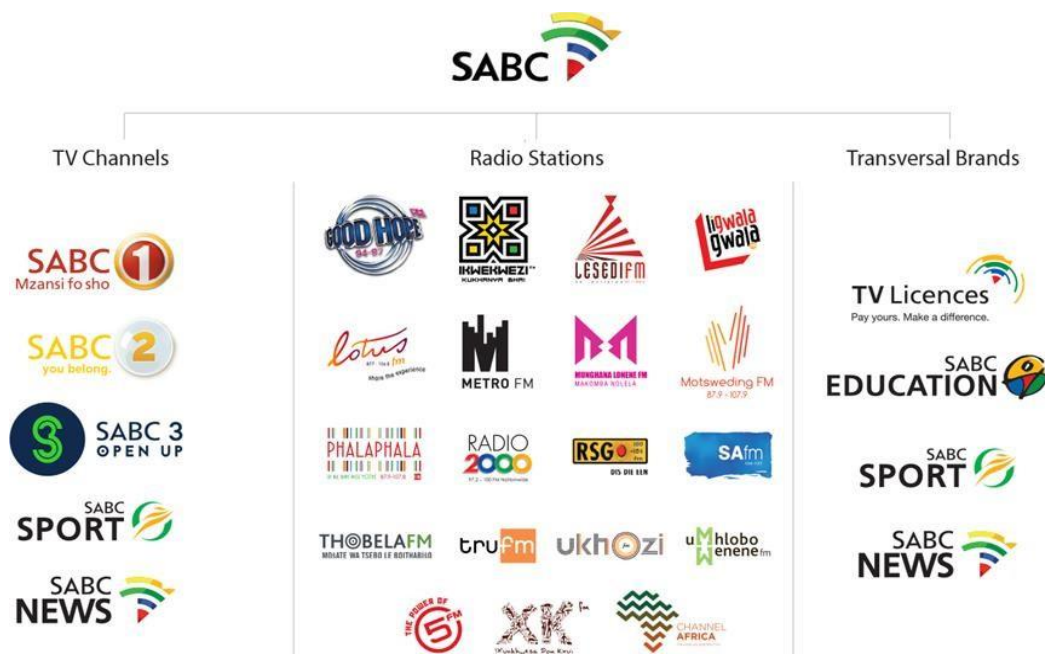
The key to a successful marketing campaign is more than just a catchy slogan put in front of an audience on repeat. To build campaigns that drive marketing Return On Media Investment (ROMI), brands need to have a strong, resonating messaging that can make its way to the targeted audience at the right time and for the right price. Effective media buying goes far beyond the actual transaction of money for ad space.

Media buying teams can create impactful relationships with media owners that result in greater reach with less investment. This enables marketing teams to increase conversions and demonstrate high ROMI to clients and stakeholders. A media buying agency will assist SABC brands in leveraging top media buying strategies and negotiating tactics with media teams that will better optimise spend and strategic reach of SABC portfolio of brands targeted consumer.

SABC PORTFOLIO OF BRANDS

SABC Brand Architecture

The SABC hybrid brand strategy aims to incorporate elements of both the mother brand and sub brands models to empower each individual brand yet still align to the mother brand, depending on context. The sub-brands comprise of both consumer facing and business to business brands such as SABC Sales. The model assists the broadcaster in remaining relevant, widely accessible with services offered reflecting South Africa's demographic landscape. The SABC Radio brands' audience share is currently 73.2% while SABC TV brands' audience share is 30 million per week of the market.



2 OBJECTIVES

Media buying is the process in which marketing agencies implement a project after a media planner completes research and devises a campaign strategy. Media buyers use these insights and plan to find and negotiate the buying of ad space across the proposed media channels. This process can be automated or manual depending on preference, objectives, audience, budget, media channels, and technology culminating in a positive ROMI and reaching the targeted audiences. Campaign placements need to come at an affordable price, be seen by the right people, at the right time, and that's where media buying comes into play

2.1 Brand Awareness

- A drive to create top of mind awareness and brand visibility must be undertaken for consumer and trade markets; (SABC to Consumer and SABC to Business/Trade)
- The brand image and the strategic approach must be refreshed and consistency and in order to reflect audience expectations of the various entertainment platforms

- Initiatives for audience engagement and experience are required to enhance brand reputation.
- Technological Innovation in emerging media

2.2 Regain, retain, and grow audience share

Initiatives targeted at growth of current audience share on performing brands must be undertaken; and

brands that have lost audiences over time must be increased and stabilized.

2.3 Commercialisation of audience

- Initiatives to assist in the commercialisation of SABC audiences including but not limited to various media trading models and commercialisation of key events and/or brand properties (revenue streams)

2.4 Reinforcement of brand relevance

- Reinforcement of public value of the SABC brands.

2.5 Brand innovation and integration

Integrated brand communications campaigns using relevant omni-channel media strategies relevant to target audience as required for:

- Cohesion across all the SABC brands
- leveraging of Media spend and budgets
- Optimise reach and impact
- Demonstrating innovation and use of technology (AI etc)
- Being relevant and in tune with target audience and technology
- Alternative Revenue Stream Generation (SABC Ad-Venture partnerships)
- Creating a tangible customer experience with every engagement of the SABC and its brands
- Embracing digital platforms to cater for communications campaigns and messaging across both SABC owned and other media platforms (PR related).

3 SCOPE OF WORK/WORK REQUIRED

In response to the unique positioning of each brand within the SABC, including its supporting business units, the SABC seeks to appoint a compliant media buying agency to assist with media strategy development and planning, media-buying and implementation services, specialist services as required by the respective SABC brands. The agency needs to have experience in placing ads across different channels such as TV, Radio, Out-Of-Home (OOH), Over-the-top media services (OTT) as well as digital advertising.

3.1 The services required from the agency are as follows:

Service	Short Description	Applicable Brands
Marketing research	Insights on media spend, competitor behavior, Share-Of-Voice(SOV) analysis, advertising policy issues i.e. advertising on competitor platforms	Mother brand and all sub-brands
Media Buying and Implementation	The buying of advertising on mediums such as a television, newspapers, radio, magazines, websites, mobile apps, over-the-top media services, out-of-home advertising and digital.	Mother brand and all sub-brands
Overall Account Management	Provide SABC with Media buying services, support and improvement of opportunities to increase the consumption of SABC product or services and maximize retention, cross-sell and upsell opportunities within the audience base.	Mother brand and all sub-brands
Media strategy development and planning	Combination of media that allows the marketer to communicate the message in the most effective manner to the	Mother brand and all sub-brands.

	largest number of existing and potential target market at the lowest cost.	
Media Training	The appointed agency will give training and insight to develop the brand team expertise, across all latest media channels and channel evolution based on changing consumer habits.	Mother brand and all sub-brands

The successful bidder(s) will be expected to respond to corporate brand briefs as well as sub-brand briefs

4 CASE STUDIES TO BE PRESENTED

The SABC recognises that there are costs associated with pitching strategically and/or creatively and has opted to use the case study model based on the media agencies' previous work that has been recently produced and executed successfully in the past 24 months.

Bidders are therefore required to submit a **total of two case studies** showcasing how they have done work similar in nature to that which is required by the SABC and its brands, as detailed in the objectives and scope of work above (section 5). Case studies are to demonstrate the agency's ability to do the work required, resources, skills and expertise within the agency as well as the agency's approach, methodology and creativity with respect to the following:

- An integrated marketing communication campaign for brand positioning and awareness.
- Measurement of the campaign's effectiveness – audience/market response and return on investment.
- Innovation using technology, mobile and alternative/bespoke media options
- Overall Business Innovation.
- Understanding and interpretation of different market segments within South Africa including reaching target audiences of various demographic profiles as

well as below-the-line and experiential activations across various regions within South Africa.

Media Strategy, creative interpretation of the strategy and achievement of business objectives. No new work or work specific to SABC and/or its brands is required for this tender process. Only credentials and case studies will be used for evaluation of the various bidders.

4.1 Each case study submitted must include the following:

The bidders must demonstrate their experience as a full-service media buying to similar **size** and **scope** organisations (attach three previous **case studies** (including **contact details** for reference) conducted in both public and private sector. The Case study must cover the following

Service Area	Description
Media strategy development and planning	<p>The bidder must provide the case study that will demonstrate the following:</p> <ul style="list-style-type: none"> • An overview of client's business operations, brands, and sub-brands. • Strategy development capabilities demonstrated by agency's approach to brief, alignment to objectives and the strategic solutions offered in presented case study. (Strategy development capability) • A research perspective and insights into the audience's culture, language and geographical location considered. (Research on targeted audience culture and geographical locations)
Media Buying and Implementation	<ul style="list-style-type: none"> • Media mix presented in a case study (Media mix) • A network of service providers and price negotiation skills demonstrated through discounts acquired (Network of service providers)
Overall Account Management	<ul style="list-style-type: none"> • An agency's operating procedures and requirements that are in place in order to address the following (Standard Operating Procedure) <i>not limited to the below:</i> <ul style="list-style-type: none"> - Response to brief (A maximum of 2 weeks) - Query Management (A maximum of 24 hours) - 3rd party suppliers i.e. long lead(2 months) & short lead(a week) for placement/ takedown of advertising material) - Debriefs

	<ul style="list-style-type: none"> - Strategy development • An approach/ plan to integrate with client's communication partners (Client communication) • Regional presence by way of media platforms in all 3 major cities and capacity to execute on those platforms within timelines (Regional presence).
Communications Industry Knowledge	<p>Demonstrate how your media agency utilized its knowledge of the industry by presenting:</p> <ul style="list-style-type: none"> • Analysis of the macro and micro industry, and international benchmarks in terms of broadcasting, media and sales landscape e.g., guaranteed Cost Per Point, Cost Per Thousand etc across major markets i.e., USA, UK and Europe (Macro and Micro Industry analysis) • Produce regular actionable market insights including a trends report limited to 10-pages (Trends report). • The application of market intelligence and insights used through research, media monitoring and interpretation of marketing trends in relation to media buying. (Application of Market intelligence) • A previous application demonstrating an understanding and usage of industry tools (Search Engine Marketing; Accelerated Mobile Pages (AMPS), Telmar, Target Group Index (TGI)- Application of Industry tools • The application of consumer trends for brands with a similar brand architecture to the SABC. (Consumer trends application) • The application of the latest technological advancement in digital and social media landscape (application of emerging media technology) <p>NB: Each submission should be kept brief and limited to a maximum of 2 pages.</p>
The framework of the case study must be inclusive of the elements	<ul style="list-style-type: none"> • An overview of the brief given to the agency stipulating what the objectives and/or business challenges are to be addressed and/or achieved (Campaign brief) • Campaign duration • Overall campaign budget and/or spend against that budget

	<ul style="list-style-type: none">• Campaign tracking and return on investment measurement• Over-all campaign results Achieved (SMART)• Client reference for verification of the information provided in the case study.
--	--

5 TENDER RESPONSE FORMAT

Bidders are requested to respond to the tender in one of the following formats:

5.1 Tender box submission:

Bids submitted in the tender box must adhere to the following:

- Bids must be submitted in one (1) original, two (2) copies of the original and 1 (one) soft copy on a memory stick, by hand and be enclosed in a sealed envelope marked distinctly with the RFP number. All soft copies should be in PDF format and must contain proposal, all completed forms, and attachments. This envelope must indicate the Bid number and the name and delivery address of the Bidder.

5.2 Electronic submission:

Bids submitted electronically must adhere to the following:

- The single point of entry is RFPSubmissions@sabc.co.za - the maximum allowable file size is 20MB.

6 EVALUATION CRITERIA

Bidders should note that only bidders who met the **Prequalification Criteria** of the bid shall be evaluated further for Functionality, Price and B-BBEE.

Responses will be evaluated using a predetermined set of evaluation criteria below. The evaluation criteria is designed to reflect the SABC's requirements in terms of identifying a suitable service provider and ensure the selection process is transparent and afford all the bidders a fair opportunity for evaluation and selection.

6.1 Functionality Evaluation

6.1.1 The evaluation will be based on functionality, which will be evaluated using the following criteria and points:

6.1.1.1 The tender submission will be technically evaluated out of a maximum of 100 points.

6.1.1.2 A qualifying threshold of **76 points out of the 100** points has been set

6.1.1.3 Bidders achieving less than the set qualifying threshold will not be evaluated further and will be deemed non-responsive

6.1.1.4 Functionality Criteria:

The tender responses will be evaluated on **80/20 or 90/10**-preference point system. The functionality will be evaluated based on the criteria below

EVALUATION AREA	EVALUATION CRITERIA	POINTS
EXPERIENCE & EXPERTISE	<p>Bidders should submit a minimum of two (02) client reference letters of their experience in media buying assignments in the following areas: media strategy development and planning, media-buying and implementation services, Marketing research, Media Training concluded with contactable references.</p> <p>Reference letter over last 5 years as of 30 November 2021</p> <ul style="list-style-type: none"> No Letters = (0 points) 2 letters = (5 points) 3 – 4 letters= (10 points) 5+ letters= (15 points) <p>On a client letterhead, indicate project cost, duration of the service offered (start and end dates), description of services performed and extent of bidder's responsibilities, name, title, and telephone contact of clients.</p> <p>(Refer to Annexure B for a reference letter template)</p> <ul style="list-style-type: none"> <2 years in the media buying assignment areas= (0) 2-3 years Similar assignments in the media buying assignment areas conducted with reference letters= (5) 4-5 years Similar assignments conducted with reference letters in the media buying assignment areas = (10) 	30

	<ul style="list-style-type: none"> 6+ Similar assignments conducted with reference letters= (15) 	
QUALIFICATION AND COMPETENCY OF KEY PERSONNEL	<p>Bidders should indicate the company structure, dedicated resources allocated to work on the SABC account (Resources must include the following Key roles: Account Manager, Media Strategist and Media Buyer). The submission should include Accounts Manager's CV and qualifications.</p> <p>Structure:</p> <ul style="list-style-type: none"> No submission of structure=0, Structure Provided = 2 <p>Dedicated Resources:</p> <ul style="list-style-type: none"> No dedicated resources provided =0 Dedicated resources to work on SABC account excluding key roles=2 points Dedicated resources to work on SABC account including key roles=4 <p>Accounts Manager experience:</p> <p>Accounts Manager's experience with <2 years=0 Account Manager's experience with >2-5 years=2 Accounts Managers experience with >5 years=4</p>	10
CASE STUDY SUBMISSION	<p>The bidders must provide a case study that will demonstrate the following:</p> <p>NB: Refer to section (4.1) of the case study for full scope on this RFP document-pg. 32-34</p> <p>Media strategy development and planning = 15 points</p> <ul style="list-style-type: none"> An overview of client's business operations, brands, and sub-brands = 5 Strategy development capabilities = 5 Research on targeted audience culture and geographical locations =5 <p>Non-compliance with any of the above information = 0</p> <p>Media Buying and Implementation = 10 points</p> <ul style="list-style-type: none"> Media mix = 5 Network of service providers =5 <p>No implementation plan indicating the above stated requirements =0</p>	60

	<p>Overall Account Management = 18 points</p> <ul style="list-style-type: none"> Standard Operating Procedure =5 Turnaround time to attend client queries) =5 Client communication plan=5 Geographical presence =3 <p>Non-compliance with any of the above information = 0</p> <p>Communications Industry and Knowledge = 12 points</p> <ul style="list-style-type: none"> Macro and Micro Industry analysis=2 points Trends report=2 points Application of Market intelligence=2 points Application of Industry tools=2 Consumer trends application=2 points Application of media technology=2 points <p>Non-compliance with any of the above information = 0</p> <p>Case Study format= 5 points</p> <ul style="list-style-type: none"> Campaign brief Campaign duration Overall campaign budget and/or spend against that budget Campaign tracking and return on investment measurement Over-all campaign results Achieved (SMART) Client reference for verification of the information provided in the case study. <p>Non-compliance with any of the above information = 0</p>	
Total Maximum Score		100

6.2 BBBEE and Price

The bid responses will be evaluated either on 80/20 or 90/10 preference point system. Bidders are to provide detailed breakdown of all direct and indirect costs associated with the contract, including licence fees if any.

6.3 PROCESS TO BE FOLLOWED FOR THE APPOINTMENT IS

- 6.3.1 The Agency will be appointed based the stipulated evaluation criteria i.e., prequalification, functionality and (standard agency fees/rates) price and BEE.

6.4 FINANCIAL STABILITY

Respondents are required to submit their audited financial statements for the past 3 years with their Proposal/Bid in order to enable the SABC to establish financial stability as follows:-

Area	Assessment Criteria
Financial Due Diligence	Bidders' financial due diligence will be assessed based on submitted audited financial statements using financial ratios, where applicable.

6.5 Objective Criteria

- 6.5.1 SABC will conduct security screening with South African Police Service (SAPS) on the company and respective directors/ members, for criminal record, national Security threats and credit judgements. Negative findings will result in elimination. SABC reverses the right to conduct further vetting with State Security Agency (SSA) at any stage.
- 6.5.2 The SABC reserve the right not to consider proposals from bidders who are currently in litigation with the SABC.
- 6.5.3 The SABC further reserve the right not to award this tender to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.
- 6.5.4 Bidders who are blacklisted or have committed other acts of fraud and misrepresentation of facts e.g. tax compliance, BBBEE, company financials, etc. will be eliminated from the bid process.

END OF DOCUMENT E

ANNEXURES TO DOCUMENT E:

-  **Annexure B-Reference Letters**
-  **Annexure C- Template for summarised CVs of the key team member(s)**

Tender Number: RFP/COM/2021/68

***RFP Title Appointment of Media Buying Agency to assist SABC in amplifying brand
Campaigns for a period of twelve (12) months***



Annexure D-Costing Model

DOCUMENT F

CONFIDENTIALITY

All information related to this bid both during and after completion is to be treated with strict confidence. Should the need however arise to divulge any information gleaned from the service which is either directly or indirectly related to the SABC, written approval to divulge such information will have to be obtained from SABC.

The bidders must ensure that confidential information is: maintained confidential; not disclosed to or used by any unauthorised person; so as to prevent any disclosure or unauthorised use with at least the standard of care that bidders maintain to protect their own confidential information; only used for the purpose of considering and responding to this RFP; and not reproduced in any form except as required for the purpose of considering and responding to this bid. Bidders must ensure that: access to confidential information is only given to those of its partners, officers, employees and advisers who require access for the purpose of considering and responding to this RFP; and those partners, officers, employee and advisers are informed of the confidential information section and keep that information confidential. This bid remains at all times the property of the SABC. No rights other than as provided in this bid and in respect of the confidential information are granted or conveyed to bidder/s

NAME OF BIDDER: _____

PHYSICAL ADDRESS: _____

Bidder's contact person:

Name : _____

Telephone : _____

Mobile : _____

Fax.: _____

E-mail address : _____

END OF DOCUMENT F

DOCUMENT G SBD 6.1

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2017

This preference form must form part of all bids invited. It contains general information and serves as a claim form for preference points for Broad-Based Black Economic Empowerment (B-BBEE) Status Level of Contribution

NB: BEFORE COMPLETING THIS FORM, BIDDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF B-BBEE, AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017.

1.0 GENERAL CONDITIONS

1.1 The following preference point systems are applicable to all bids:

- the **80/20** system for requirements with a Rand value above R30 000 (all applicable taxes included).

1.2 The value of this bid is estimated to exceed R30 000 (all applicable taxes included) and therefore the.....**80/20 or 90/10**system shall be applicable.

1.3 Preference points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contribution.

1.3.1 The maximum points for this bid are allocated as follows:

	POINTS
1.3.1.1 PRICE	80
1.3.1.2 B-BBEE STATUS LEVEL OF CONTRIBUTION	20

Total points for Price and B-BBEE must not exceed

100

- 1.4 Failure on the part of a bidder to fill in and/or to sign this form and submit a B-BBEE Verification Certificate from a Verification Agency accredited by the South African Accreditation System (SANAS) together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.
- 1.5 The SABC reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the SABC.

2.0 DEFINITIONS

- 2.1 **“all applicable taxes”** includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies;
- 2.2 **“B-BBEE”** means broad-based black economic empowerment as defined in section 1 of the Broad -Based Black Economic Empowerment Act;
- 2.3 **“B-BBEE status level of contributor”** means the B-BBEE status received by a measured entity based on its overall performance using the relevant scorecard contained in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;
- 2.4 **“bid”** means a written offer in a prescribed or stipulated form in response to an invitation by an organ of state for the provision of services, works or goods, through price quotations, advertised competitive bidding processes or proposals;
- 2.5 **“Broad-Based Black Economic Empowerment Act”** means the Broad-Based Black Economic Empowerment Act, 2003 (Act No. 53 of 2003);
- 2.6 **“comparative price”** means the price after the factors of a non-firm price and all unconditional discounts that can be utilized have been taken into consideration;

- 2.7 “**consortium or joint venture**” means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract;
- 2.8 “**contract**” means the agreement that results from the acceptance of a bid by an organ of state;
- 2.9 “**EME**” means any enterprise with an annual total revenue of R10 million or less as per the Amended Codes of Good Practice (COGP).
- 2.10 “**Firm price**” means the price that is only subject to adjustments in accordance with the actual increase or decrease resulting from the change, imposition, or abolition of customs or excise duty and any other duty, levy, or tax, which, in terms of the law or regulation, is binding on the contractor and demonstrably has an influence on the price of any supplies, or the rendering costs of any service, for the execution of the contract;
- 2.11 “**functionality**” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder;
- 2.12 “**non-firm prices**” means all prices other than “firm” prices;
- 2.13 “**person**” includes a juristic person;
- 2.14 “**rand value**” means the total estimated value of a contract in South African currency, calculated at the time of bid invitations, and includes all applicable taxes and excise duties;
- 2.15 “**sub-contract**” means the primary contractor’s assigning, leasing, making out work to, or employing, another person to support such primary contractor in the execution of part of a project in terms of the contract;
- 2.16 “**total revenue**” bears the same meaning assigned to this expression in the Codes of Good Practice on Black Economic Empowerment, issued in terms of section 9(1) of the Broad-Based Black Economic Empowerment Act;

- 2.17 “**trust**” means the arrangement through which the property of one person is made over or bequeathed to a trustee to administer such property for the benefit of another person; and
- 2.18 “**trustee**” means any person, including the founder of a trust, to whom property is bequeathed in order for such property to be administered for the benefit of another person.

3.0 ADJUDICATION USING A POINT SYSTEM

- 3.1 The bidder obtaining the highest number of total points will be awarded the contract.
- 3.2 Preference points shall be calculated after prices have been brought to a comparative basis taking into account all factors of non-firm prices and all unconditional discounts;.
- 3.3 Points scored must be rounded off to the nearest 2 decimal places.
- 3.4 In the event that two or more bids have scored equal total points, the successful bid must be the one scoring the highest number of preference points for B-BBEE.
- 3.5 However, when functionality is part of the evaluation process and two or more bids have scored equal points including equal preference points for B-BBEE, the successful bid must be the one scoring the highest score for functionality.
- 3.6 Should two or more bids be equal in all respects, the award shall be decided by the drawing of lots.

4.0 AWARDED FOR PRICE

4.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20 or 90/10

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right) \quad \text{or} \quad P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

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

5.0 Points awarded for B-BBEE Status Level of Contribution

15.1 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)	Number of points (80/20 system)
1	10	20
2	9	18
3	6	14
4	5	12
5	4	8
6	3	6
7	2	4
8	1	2
Non-compliant contributor	0	0

6.0 BID DECLARATION

6.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

7.0 B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.3.1.2 AND 5.1

7.1 B-BBEE Status Level of Contribution:..... =(maximum of 10 or 20 points)

(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 5.1 and must be substantiated by means of a B-BBEE affidavit or certificate issued by a Verification Agency accredited by SANAS.

8.0 SUB-CONTRACTING

8.1 Will any portion of the contract be sub-contracted? YES / NO (delete which is not applicable)

8.1.1 If yes, indicate:

(i) What percentage of the contract will be subcontracted?
..... %

(ii) The name of the sub-contractor?
.....

(iii) The B-BBEE status level of the sub-contractor?
.....

(iv) Whether the sub-contractor is an EME? YES / NO (delete which is not applicable)

9.0 DECLARATION WITH REGARD TO COMPANY/FIRM

9.1 Name of company/firm:
.....

9.2 VAT registration number:
.....

9.3 Company registration number
.....

9.4 Type Of Company/ Firm

- ☐ Partnership/Joint Venture / Consortium
- ☐ One person business/sole propriety
- ☐ Close corporation
- ☐ Company

- ☐ (Pty) Limited
[TICK APPLICABLE BOX]

9.5 Describe Principal Business Activities

.....

.....

.....

.....

9.6 Company Classification

- ☐ Manufacturer
☐ Supplier
☐ Professional service provider
☐ Other service providers, e.g. transporter, etc.
[TICK APPLICABLE BOX]

9.7 Total number of years the company/firm has been in business?

.....

9.8 I/we, the undersigned, who is / are duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the B-BBE status level of contribution indicated in paragraph 7 of the foregoing certificate, qualifies the company/ firm for the preference(s) shown and I / we acknowledge that:

- (i) The information furnished is true and correct;
- (ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form.
- (iii) In the event of a contract being awarded as a result of points claimed as shown in paragraph 7, the contractor may be required to furnish documentary proof to the satisfaction of the SABC that the claims are correct;
- (iv) If the B-BBEE status level of contribution has been claimed or obtained on a fraudulent basis or any of the conditions of contract

have not been fulfilled, the SABC may, in addition to any other remedy it may have;

- (a) disqualify the person from the bidding process;
- (b) recover costs, losses or damages it has incurred or suffered as a result of that person's conduct;
- (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
- (d) restrict the bidder or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, from obtaining business from any organ of state for a period not exceeding 10 years, after the audi alteram partem (hear the other side) rule has been applied; and
- (e) forward the matter for criminal prosecution

WITNESSES:

1.
.....

BIDDER(S)

SIGNATURE(S) OF

2.

DATE:

ADDRESS:

.....
.....

END OF DOCUMENT G

DOCUMENT H
SBD 8

DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

- 1.0** This Standard Bidding Document must form part of all bids invited.
- 2.0** It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.
- 3.0** The bid of any bidder may be disregarded if that bidder, or any of its directors have-
- a. abused the institution's supply chain management system;
 - b. committed fraud or any other improper conduct in relation to such system;
 - or
 - c. failed to perform on any previous contract.
- 4.0** In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's Database of Restricted Suppliers as companies or persons prohibited from doing business with the public sector? (Companies or persons who are listed on this Database were informed in writing of this restriction by the Accounting Officer/Authority of the institution that imposed the restriction after the <i>audi alteram partem</i> rule was applied). The Database of Restricted Suppliers now resides on the National Treasury's website(www.treasury.gov.za) and can be accessed by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.1.1	If so, furnish particulars:		

4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? Register for Tender Defaulters can be accessed on the National Treasury's website (www.treasury.gov.za) by clicking on its link at the bottom of the home page.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
4.4.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (FULL NAME).....
CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM IS TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....
Signature

.....
Date

.....
Position

.....
Name of Bidder

END OF DOCUMENT H

DOCUMENT I

SBD 9

CERTIFICATE OF INDEPENDENT BID DETERMINATION

- 1.0 This Standard Bidding Document (SBD) must form part of all bids¹ invited.
- 2.0 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).² Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.
- 3.0 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
- a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
 - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
- 4.0 This SBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
- 5.0 In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:
- ¹ Includes price quotations, advertised competitive bids, limited bids and proposals.**
- ² Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for SABCs who wish to acquire goods and / or services**

through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

CERTIFICATE OF INDEPENDENT BID DETERMINATION

I, the undersigned, in submitting the accompanying bid:

(RFP Title: **RFP/COM/2021/68** titled: **Appointment of a Media Buying Agency to assist SABC in amplifying brand campaigns for a period of twelve (12) months**

in response to the invitation for the bid made by: **South African Broadcasting Corporation SOC Limited "SABC"**

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of:

that:
(Name of Bidder)

1. I have read and I understand the contents of this Certificate;
2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
5. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) has been requested to submit a bid in response to this bid invitation;
 - (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) provides the same goods and services as the bidder and/or is in the same line of business as the bidder
6. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor.

However communication between partners in a joint venture or consortium³ will not be construed as collusive bidding.

7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation)
 - (c) methods, factors or formulas used to calculate prices;
 - (d) the intention or decision to submit or not to submit, a bid;
 - (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) bidding with the intention not to win the bid.
8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

³ Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

10. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

.....
Signature	Date
.....
Position	Name of Bidder

END OF DOCUMENT I

DOCUMENT J

ACCEPTANCE OF CONDITIONS OF BID

By signing the BID document, the Bidder is deemed to acknowledge and accept that all the conditions governing this BID, including those contained in any printed form stated to form part thereof and SABC Limited will recognize no claim for relief based on an allegation that the Bidder overlooked any such condition or failed properly to take it into account for the purpose of calculating bided prices or otherwise.

SIGNED at _____ this _____ day
of _____ 2016

NAME OF COMPANY _____

NAME OF THE SIGNATORY (IES) _____

CAPACITY: _____

Are you authorised to sign on behalf of the company (YES/NO) _____

WITNESSES:

1. _____

2. _____

BIDDER

END OF DOCUMENT J

END OF THE REQUEST FOR PROPOSAL DOCUMENT

ANNEXURE A: GUIDELINE FOR NON-COMPULSORY-BRIEFING SESSION

- The briefing session meeting will be arranged by means of an online session using the Microsoft TEAMS. Find below the link:-

Join on your computer or mobile app

[Click here to join the meeting](#)

[Learn More](#) | [Meeting options](#)

- Bidders who have do not access to Microsoft Teams or similar enablers are kindly requested to advise of their interest to participate in the online briefing session by sending an email to tenderqueries@sabc.co.za 3 days before the briefing session or they can visit our below stated offices to attend the virtual meeting.

SABC Auckland Park

Entrance 2

Henley Road

Radio Park

Auckland Park

Johannesburg

2006

- On the date and time of the briefing session, bidders will join via Microsoft Teams or similar enablers to attend the online briefing session meeting.
- On joining the meeting, bidders must join as their company names.
- Bidders who are unable to connect via Microsoft TEAMS or similar enablers are requested to submit their queries related to the bid via email. The aforementioned process will follow
- The dates and times of the briefing sessions is advertised on the National Treasury E-Tender Portal and the SABC Website.
- All queries and responses from the various briefings sessions will be consolidated into a schedule of questions and answers and communicated by publishing on the National Treasury E-Tender Portal and the SABC Website.

ANNEXURE B: GUIDELINE TEMPLATE FOR REFERENCE LETTER

The Bidder is recommended to use the attached reference letter template to obtain clear and easily verifiable references in response to the bid requirements. This reference letter format is not to be completed by the bidder, but it is to be completed by the clients of the bidder who is bidding for this project giving reference to their level of the service rendered in either their current or previous project.

IT IS RECOMMENDED THAT THIS LETTER BE COPIED AND PASTED ON THE LETTERHEAD OF THE CLIENT/S OF THE BIDDER and must be completed by the client and NOT by the bidder.

REFERENCE LETTER:

Title: *The appointment of a Media Buying Agency to assist SABC in amplifying brand Campaigns for a period of twelve (12) months*

Bid Number: *RFP/COM/2021/68*

	REFERENCE LETTER FORMAT
	Clients Letterhead
	Clients Legal Name
	Name of the company you are giving reference about
Bid Number (optional)	
Bid Description: (optional)	
Describe the Services above and the duration on the company provided to your organization.	
Dedicated/resource team members provided per company	

Service period (start date)			
Service period (end date)			
Project Cost			
Please rate the above bidder according to the following Criteria by ticking column and providing comments / details: (Optional)			
Criteria (Optional)	Not meet requirements	Meets requirements	Exceeds requirements
1. Client management plan			
2. Resource team fully experienced			
3. Proactively engages in problem resolution within 24 hours turnaround time			
4. Timeous and accurate reporting on the project status and delivery			
5. Active and Accurate reporting (monthly report)			
6. Service levels achieved at 95-100%			
7. Company's understanding of media house and state-owned companies' regulations			
8. Based on the above stated criteria, rate the Overall Satisfaction with bidder			
Comments (optional)			
Completed by:			
Signature:			
Company Name:			
Position:			
Contact Telephone Number:			

Date:	
-------	--

ANNEXURE C: GUIDELINE TEMPLATE FOR SUMMARISED CVS OF THE KEY TEAM MEMBER(S) AS PER THE PRESCRIBED FORMAT, BELOW.

Title: Appointment of Media Buying Agency to assist SABC in amplifying brand Campaigns for a period of twelve (12) years

Bid Number: RFP/COM/2021/68

position of team member	Minimum roles in the project	Qualifications	Years of Experience/skills	Description of similar projects with contactable references

ANNEXURE D

TENDER PRICE SUMMARY

ALL-INCLUSIVE TENDER PRICE

Bidders must provide a detailed cost breakdown to rollout the Media Buying for a period of 12 months that must indicate:

- a) Strategy development- **(once-off fee)**,
- b) Commission fee (%) of the buy
- c) Any other cost relating to the complete delivery of the marketing campaign.

Bidders must additionally provide the total cost to rollout the marketing campaign. Failure to provide this total cost may result in the bid not being accurately evaluated. Pricing must be provided in South African currency, ZAR. The total cost of project MUST be inclusive of VAT @15%. This total cost must be reflected as below:

SUBTOTAL

R

VAT @ 15%

R

GRAND TOTAL

R