



SOUTH AFRICAN TOURISM

Tender no: 231/23

Activations Agency

Notes for Bid Clarification

“Please include a signed copy of the Addendum with the Bid submission”

Introduction

This Addendum with clarification notes serves to inform potential Tenderers of changes, amendments, and/or clarifications made to the Bid documentation. The following queries and/or changes have been received from those who have collected documentation.

GENERAL

Item	Description
1.	Question Please advise if we partner with a UK larger agency that can provide financials and if we do a joint venture. Will we still need to submit our financials? Response Joint venture plus financial statements from companies doing Joint venture

2	Question South African Tourism is looking for expertise in conceptualizing and managing a consumer event/activation to promote South Africa as an ideal holiday destination for UK consumers using a budget of GBP70,000 with a 5% increase in years 2 and 3 consecutively. Is this the budget you want us to work with per annum or this is an example? If this is a budget, we need to factor in agency fees for the team, then what about third-party costs, travel, administration, etc Response yes (include everything). The Budget given is for conceptualising and managing consumer events/activation. Agency fees (In house resources + third party)(Charge Management fee %)
3	Question What are the brand guidelines for the two samples - what is the hierarchy for display purposes? Response It is the responsibility of the bidder to research(SAT website) and provide solutions in the form of proposals.
4	Question With reference to product display, can you give more details on the types of products? Response It is the responsibility of the bidder to research(SAT website) and provide solutions in the form of proposals.
5	Question I want to find out whether South African-based service providers can submit their responses for the SAT Tender 231/23 (UK) - Events and Activations Agency for the United Kingdom and Ireland. Response The project will be based in the London Office, and South African Tourism encourages suppliers/bidders with relevant experience to apply.

END

