

**PART B: SCOPE OF WORK**

SA Tourism Tender Number SAT 345/25 Global Brand Experiential Agency including Planning Management and Production services

Bid Description	
Global Brand Experiential Agency, including Planning, Management and Production services	
Bidder Name:	
CSD MAA number	MAAA
Tender Number:	SA Tourism Tender number SAT 345/25
Issue date:	25 November 2025
Compulsory Briefing Session	03 December 2025 at 10 am Meeting link: Meeting ID: 335 203 414 425 20 Passcode: nH7qS7jh
Closing Date and Time:	23 January 2026 @12:00pm (No late submission will be accepted)
Contact Person	Raymond Mabuela
Bid Submission Link	https://e-procurement.southafrica.net Should bidders encounter any issues, queries must be directed in writing to tenders@southafrica.net Bidders are required to complete all the fields before submitting on the above link before uploading a PDF version of the entire proposal; the details are as follows: Bidder/Company name, bidder's representative, contact details (email and mobile), then a fully completed bid documents, signed and initial page, relevant supporting documents for uploads.

	No tenders transmitted by telegram, hand delivery telex, facsimile, e-mail, or similar apparatus will be considered.
Email Address	Tenders@southafrica.net

ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS - (NOT TO BE RE-TYPED)

THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2022, THE GENERAL CONDITIONS OF CONTRACT (GCC), AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF THE CONTRACT.

1 CLOSING DATE

The closing date for the submission of proposals is **23 January 2026 at 12h00pm.** No late submissions will be accepted.

2. PROCUREMENT TENDER PORTAL AND TENDER DOCUMENTS MARKING

- 2.1 South African Tourism have developed and implemented an on-line e-Procurement Portal which will enable bidders to respond to procurement opportunities as and when they are issued by South African Tourism. The portal is the official portal for South African Tourism, which ensures an open, transparent, and competitive environment for any person participating in the procurement processes.

The portal enables a bidder to register as a supplier on the system and to RSVP to tender briefings and to submit tender responses on the portal. The Portal's URL (<https://e-procurement.southafrica.net>) is compatible with Google Chrome, Microsoft Edge, Internet Explorer, FireFox and Safari. Interested bidders should with immediate effect consider registering and submitting their bid proposals on the portal which has specifically been developed and implemented for this purpose.

The supplier user manual can be viewed and downloaded on South African Tourism's website at <https://www.southafrica.net/gl/en/corporate/page/tenders>. All bidders should therefore take note that the physical drop-offs and courier of bid responses to South African Tourism's physical address is no longer permitted.

Prospective tenderers must periodically review both <http://www.southafrica.net/gl/en/corporate/page/tenders> and <https://e-procurement.southafrica.net> for updated information or amendments with regard to this tender, prior to due dates.

- 2.2 Failure on the part of the tenderer to sign/mark this tender form and thus to acknowledge and accept the conditions in writing or to complete the attached forms, questionnaires and specifications in all respects, may invalidate the tender.
- 2.3 Tenders must be completed in black ink where mechanical devices, e.g. typewriters or printers, are not used.

- 2.4 Tenderers will check the numbers of the pages and satisfy themselves that none are missing or duplicated. No liability will be accepted regarding claims arising from the fact that pages are missing or duplicated.

3 CONTACT AND COMMUNICATION

- 3.1 A nominated official of the bidder(s) can make inquiries, in writing, to the specified person, Raymond Mabuela, via email at Tenders@southafrica.net. Bidder(s) must reduce all telephonic inquiries to writing and send to the above email address.
- 3.2 Bidders are to communicate any technical inquiries through the nominated official in writing by 05 December 2025 at 12h00.

All responses will be published by 09 December 2025 at 12h00 on the following link:

<https://www.southafrica.net/gl/en/corporate/page/tenders>

3.3. VALIDITY PERIOD

The tender proposal must remain valid for at least five (5) months after the tender due date. All contributions/prices indicated in the proposal and other recurrent costs must remain firm for the period of the contract.

4 DURATIONS OF THE CONTRACT

South African Tourism intends to enter into a thirty-six months (36) month contract and service level agreement with the successful bidder(s). Unless the parties agree otherwise, the contract will also be subject to a periodic performance evaluation on agreed terms and conditions.

5 DETAILED SCOPE OF WORK

A. Brand Activation:

Definition of brand activation is a marketing strategy focused on bringing a brand to life and engaging consumers through experiences and interactions to forge a deeper, emotional connection, drive consumer action, enhance brand awareness, strengthen loyalty, and ultimately boost sales

South African Tourism is looking for a Brand Activation & Production Agency that will be responsible for but not limited to the following:

- Developing experiential marketing strategy, big idea conceptualization, creative, **content**, execution, and project management that is based on the strategy that invites, engages, and creates a memorable impact on the target audience to encourage them to promote, sell, and travel to South Africa. The target audience includes consumers, travel trade, and media;
- Global, regional and domestic brand activation concepts for the destination.
- All branding set-up in accordance with the South African Tourism CI The concepts are to be relevant, innovative, and adapted to modern activation trends;
- Undertake detailed planning of all activations ensuring that they comply with all South African Tourism corporate and brand CI;
- Focus on authentic South African attributes when delivering creative concepts;
- Responsible tourism is key, all activations to incorporate this key element, with an emphasis on sustainable practices;

B. Project management and execution of global, regional and domestic exhibitions, consumer and

trade activations including:

- Develop detailed designs and layouts for all activations in accordance with briefs supplied.
- Manage and implement the communications and marketing for the activations in conjunction with South African Tourism and relevant stakeholders
- Develop and implement all activation timeously.
- Budget management
- Manage medical, safety & security and disaster management, in collaboration with Local Organizing Committee (LOC) where applicable.
- Ensure public liability insurance cover in relation to all activation with (OHASA Compliance and certification)
 - Develop specifications for resources, infrastructure, services and other requirements and procure these requirements using procurement methods that are agreed to by South African Tourism;
 - Manage and appoint suppliers based on competitively priced bids for each event;
 - Manage the entertainment at the activations;
 - Manage the implementation and running of the activations as including staffing, cleaning and security;
 - Ensure that all infrastructures where applicable are removed, and where relevant, properly and effectively disposed of;
 - Ensure that the initial report is compiled and distributed within 30 days after the activation.
 - Complete a detailed consolidated close-out report, inclusive of digital and media campaign performance 60 days highlighting ROI and lessons learnt
 - Manage all project communication coordination and workflow-management. These activations should consider: Online and offline platforms; Responsible Tourism; Risk management, Evaluation; Hand-over and use of local supplier depending on the location of the project
 - Ensure that specialised activations equipment and large event modules are considered
- Key activations will include, but will not be limited to:
 - Meetings Africa
 - Lilizela Awards
 - Africa's Travel Indaba
 - Tourism Month
 - Summer Campaign
 - Global brand campaign
 - PR/ Comms
 - Regional, global and domestic trade events
 - Global, regional and domestic roadshows
 - Broader stakeholder events

K. Price Schedule

Share a commercial proposal for a 3-year project-based contract with South African Tourism. South African Tourism will earmark realistic budgetary resources where the preparation of a well-thought-through cost estimate is essential.

A detailed financial proposal needs to be provided in writing, with a cost breakdown (inclusive of VAT and all taxes) based on your proposed solution. It is advisable to provide detailed information in the financial proposal, i.e. once-off costs, Management fee, Resources rate card, and any other opportunities to enhance brand activations

Table below indicates the annual budget estimates per category:

#	Tender Description	Budget approximation for 12 months
1	25 Global Brand Experiential Agency including Planning, Management and Production services	R100 000 000,00

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A detailed pricing schedule should be included in the bid proposal, detailing all aspects to deliver the requirements to South African Tourism as required under this tender (full cost of ownership to South African Tourism).

- **The price schedule should include a project-based resources rate card**
- Using the table below, please summarize the total contract fees, this should include but not be limited to, mark-ups on net procurement value, commissions, CPI, VAT, etc. which link to your detailed financial proposal
- In case where the successful bidder is not able to provide the service through its in-house resources, third party quotations with applicable charge percentage. Where practical, bidders will be required to provide three quotes for review and acceptance.
- South African Tourism reserves the right to review and/or reject the third-party quotes if deemed not cost effective, or market related and may be subjected to audit process.
- Resources and rate card

SUMMARY OF TOTAL PROJECT COST FOR 3 YEARS:

Total Bid Price	ZAR (Inclusive of VAT)	Projected annual escalation Percentage
Year 1		
Year 2		
Year 3		

END