

PART A
REQUEST FOR QUOTATIONS (RFQ)

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (SA TOURISM)

RFP NUMBER:	RFQ-36-TGCSA-25	CLOSING DATE:	23 January 2026	CLOSING TIME:	10:00
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DESCRIPTION	MEDIA STRATEGY, PLANNING AND BUYING :SA Tourism's Tourist Experience: TGCSA, Visitor Experience, Brand Experience and Global Trade Always-on Content
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BID RESPONSE DOCUMENTS MAY BE PROVIDED BY THE BELOW METHODS

All proposals must be uploaded using the following link quotes@southafrica.net

NOTE: IT IS THE BIDDER'S RESPONSIBILITY TO ENSURE THE COMPLETED RFQ DOCUMENT WITH APPROPRIATE SUPPORTING DOCUMENTS ARE DELIVERED TO THE CORRECT ADDRESS ON OR BEFORE THE CLOSING DATE AND TIME.

BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO

CONTACT PERSON	Thembelihle Nyide
TELEPHONE NUMBER	0118953000
E-MAIL ADDRESS	quotes@southafrica.net

SUPPLIER INFORMATION

NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER (If applicable)					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA

ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?

☐ Yes

☐ No

[IF YES, PLEASE PROVIDE DETAILS]

QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS

IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?

☐ YES ☐ NO

DOES THE ENTITY HAVE A BRANCH IN THE RSA?

☐ YES ☐ NO

DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?

☐ YES ☐ NO

DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?

☐ YES ☐ NO

IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?

☐ YES ☐ NO

IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.

PART B
TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED DATE AND TIME TO THE CORRECT EMAIL ADDRESS AND OR PLATFORM. NO HAND DELIVERY MAY BE ACCEPTED. ALL COMPLETED DOCUMENTS SHOULD BE SEND TO Quotes@Southafrica.net . BIDDERS FAILURE TO COMPLETE THE REGISTER WILL INVALIDATE THE RFQ. LATE BIDS/RFQ WILL NOT BE CONSIDERED WHEN MAKING A DECISION TO AWARD.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED - OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT. THE STANDARDS BIDDING DOCUMENTS (SBD) FORMS MUST BE COMPLETED, SIGNED AND RETURNED WITH THE RFQ / BID DOCUMENTS.
- 1.3. BIDDER'S ARE NOT ALLOWED TO ALTER THE CONTENT AND SEQUENCE OF INFORMATION IN THE SBD4 FORM.
- 1.4. THE UNDERSIGNED BIDDER DECLARES AND FURTHER AGREES TO HAVE READ 2010 VERSION OF THE GENERAL CONDITIONS OF CONTRACT (GCC) IS AVAILABLE ON THE NATIONAL TREASURY WEBSITE. TO ACCESS THE GCC THE BIDDER SHOULD CLICK THE FOLLOWING LINK <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/> OR DOWNLOAD THE DOCUMENT FROM THE WEBSITE OF NATIONAL TREASURY.
- 1.5. THE 80 / 20 PREFERENTIAL POINT SYSTEM WILL BE APPLIED WHEREIN 80 POINTS IS FOR PRICE AND 20 POINTS IS FOR SPECIFIC GOALS. TENDERS WITH A RAND VALUE OF BETWEEN R 2 000 BUT NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). FIRSTLY, THE SUBMISSION / RFQ WILL BE EVALUATED IN LINE WITH THE SET CRITERIA OR FUNCTIONALITY (IF APPLICABLE) AND THEREAFTER PROPOSAL WILL BE EVALUATED ON POINTS FOR PRICE AND SPECIFIC GOALS.
- 1.6. POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL WILL BE ROUNDED OFF TO THE NEAREST TWO (2) DECIMAL PLACES.
- 1.7. A TENDER OR RFQ MUST BE AWARDED TO THE TENDERER WHO SCORE THE HIGHEST TOTAL NUMBER OF POINTS IN TERMS OF THE PREFERENCE POINT SYSTEM (PRICE AND SPECIFIC GOALS) UNLESS OBJECTIVE CRITERIA IN TERMS OF SECTION 2 (1)(F) OF THE PPPFA JUSTIFY THE AWARD OF THE TENDER TO ANOTHER TENDERER
- 1.8. BIDDERS ARE REQUIRED TO SUBMIT RESPONSIVE BIDS BY COMPLETING ALL PRICING AND ITEM INFORMATION IN LINE WITH THE ENTIRE SCOPE OF WORK/GOODS/SERVICES. SHOULD THE SUPPLIER FAIL TO QUOTE ON THE ENTIRE SCOPE OF WORK AS PER THE RFQ THE SAT MAY NOT AWARD THE CONTRACT TO THE SUPPLIER.
- 1.9. THE SAT RESERVES THE RIGHT TO NEGOTIATE WITH THE BIDDERS PRIOR OR POST AWARD.
- 1.10. THE SAT MAY ALLOCATE ZERO/NIL POINTS FOR SPECIFIC GOALS WHERE PROOF IS NOT SUBMITTED WITH THE RFQ.
- 1.11. THE BID MUST BE VALID FOR A PERIOD OF 45 CALENDAR DAYS FROM THE CLOSING DATE AND TIME

2. TAX COMPLIANCE REQUIREMENTS

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.

Table A: Provide documentation and/or information [South African Tourism (SAT) reserves the right to review and verify submitted documentations on mandatory requirements/information]	Comply	Not Comply NB:(non-compliant on any of the below will result in disqualifications unless SAT indicates as not applicable)
1.1. Proof of National Treasury Central Supplier Database (CSD Summary report - SAT may verify the information as per the CSD) (unless supplier is a foreign supplier)		
1.2. CSD Overall Tax Status must be compliant (Tax Compliant during evaluation and award stage) (unless it's a foreign supplier)		
1.3. Conformance to the Scope of Work/ Terms of Reference (ToR)		

3. LIST OF RETURNABLES

BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS

- a) TICK APPLICABLE BOX
- b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE

ANNEXURES	DOCUMENT DESCRIPTION	YES	NO
PART A & B	IS BID INVITATION FORM , TERMS, AND CONDITIONS FOR BIDDING COMPLETED, SIGNED, AND SUBMITTED?		
SUPPLIER IS REQUIRED TO USE THE PRESCRIBED SEQUENCE IN ATTACHING THE ANNEXURES THAT COMPLETE THE BID OR RFQ DOCUMENT			
ANNEXURE A	IS THE STANDARD BID DOCUMENT (SBD4) FORM BIDDER'S DISCLOSURE COMPLETED, SIGNED AND SUBMITTED?		
ANNEXURE B	IS BIDDER'S SWORN AFFIDAVIT - EXEMPTED MICRO ENTERPRISE (EME) - OR QUALIFYING SMALL ENTERPRISE (QSE) - STILL VALID (FOR A PERIOD OF 12 MONTHS) FROM THE DATE SIGNED BY COMMISSIONER SUBMITTED TO CLAIM POINTS FOR SMME'S?		
ANNEXURE C	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		
ANNEXURE D	IS PROOF OF OWNERSHIP BY BLACK WOMAN ATTACHED IN THE FORM OF (A) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, (B) COPY OF THE ID-DOCUMENT(S) OF THE BLACK WOMAN(E)		
ANNEXURE E	IS PROOF OF OWNERSHIP BY BLACK PERSON (S) IN THE FORM OF, (A) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE BLACK OWNERSHIP IS LISTED, AND (B) COPY OF IDENTITY DOCUMENTS.		
ANNEXURE F	IS PROOF OF OWNERSHIP BY BLACK YOUTH ATTACHED IN THE FORM OF (A)) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED, (B) COPY OF THE ID-DOCUMENT(S) OF THE BLACK YOUTH.		
ANNEXURE G	IS THE LATEST REPORT FROM CENTRAL SUPPLIER DATABASE (CSD) SUBMITTED? THE REPORT WILL BE USED AMONGST OTHERS TO VERIFY TAX COMPLIANT AND BANKING DETAILS. TO FURTHER CONFIRM IF THE SHAREHOLDERS/DIRECTORS OF THE COMPANY ARE BLACK WOMEN, BLACK YOUTH OR BLACK-OWNED. INFORMATION AND DETAILS ON BLACK WOMEN, BLACK YOUTH AND BLACK OWNERSHIP SHOULD BE SIMILAR TO THE INFORMATION SUBMITTED ON ANNEXURES C, D,E AND F ABOVE.		

4. APPLICATION OF PREFERENCE POINT SYSTEM

4.1 DEFINITIONS

HISTORICALLY DISADVANTAGED INDIVIDUALS (HDI) IS DEFINED AS A SOUTH AFRICAN CITIZEN -

- a) WHO, DUE TO THE APARTHEID POLICY THAT WAS IN PLACE, HAD NO VOTING RIGHTS IN THE NATIONAL ELECTIONS PRIOR TO THE INTRODUCTION OF THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1983 (ACT NO. 100 OF 1983) OR THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1993 (ACT NO. 200 OF 1993) (*"THE INTERIM CONSTITUTION"*) AND OR
- b) WHO IS A WOMAN AND/OR
- c) YOUTH

4.2 WITH THE UNDERSTANDING THAT ANY PERSON WHO RECEIVED SOUTH AFRICAN CITIZENSHIP ON OR BEFORE THE INTRODUCTION OF THE INTERIM CONSTITUTION, WILL NOT BE DEEMED TO BE HDI.

4.3 ANY REFERENCE TO WORDS "BID" OR "BIDDER" HEREIN AND/OR IN ANY OTHER DOCUMENTATION SHALL BE CONSTRUED TO HAVE THE SAME MEANING AS THE WORDS "TENDER" OR "TENDERER".

4.4 "A WOMAN" REFERS TO A FEMALE PERSON WHO IS A SOUTH AFRICAN CITIZEN

4.5 "HDI EQUITY OWNERSHIP" REFERS TO THE PERCENTAGE OF A PARTNERSHIP OR BUSINESS THAT IS OWNED BY INDIVIDUALS, OR IN THE CASE OF A COMPANY, THE PERCENTAGE OF SHARES WHICH IS OWNED BY INDIVIDUALS WHO ARE ACTIVELY INVOLVED IN THE MANAGEMENT DECISIONS AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE COMPANY OR BUSINESS AND WHO EXERCISES CONTROL IN THE BUSINESS IN RELATION TO THEIR OWNERSHIP AT THE CLOSE OF TENDER. WHERE INDIVIDUALS ARE NOT ACTIVELY INVOLVED IN THE MANAGEMENT AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE BUSINESS AND WHO DOES NOT EXERCISE CONTROL IN RELATION TO THE PERCENTAGE OF THEIR OWNERSHIP, EQUITY OWNERSHIP POINTS CANNOT BE AWARDED.

4.6 "BLACK PEOPLE" IS A GENERIC TERM WHICH MEANS AFRICANS, COLOURED AND INDIANS WHO ARE CITIZENS OF THE RSA BY BIRTH OR DESCENT OR BY NATURALISATION BEFORE 27 APRIL 1994 OR AFTER.

4.7 "SMALL ENTERPRISE" MEANS A SEPARATE AND DISTINCT BUSINESS ENTITY, TOGETHER WITH ITS BRANCHES OR SUBSIDIARIES, IF ANY, INCLUDING COOPERATIVE ENTERPRISES, MANAGED BY ONE OWNER OR MORE PREDOMINANTLY CARRIED ON IN ANY SECTOR OR SUBSECTOR OF THE ECONOMY.

4.8 "YOUTH" IS A GENERIC TERM WHICH MEANS PERSONS BETWEEN 14 TO 35 YEARS OF AGE. (THE MAXIMUM AGE OF PERSON/DIRECTOR/SHAREHOLDER ETC MUST BE BELOW OR 35 YEARS ON OR BEFORE THE CLOSING DATE AND TIME OF THE RFQ)

4.9 "EXEMPTED MICRO ENTERPRISE (EME)" IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF R 10 MILLION OR LESS.

4.10 "QUALIFYING SMALL ENTERPRISE (QSE)" IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF BETWEEN R 10 MILLION AND R 50 MILLION

4.11 "SPECIFIC GOALS "REFERS TO CONTRACTING WITH PERSONS, OR CATEGORIES OF PERSONS, HISTORICALLY DISADVANTAGED BY UNFAIR DISCRIMINATION ON THE BASIS OF RACE, GENDER OR DISABILITY AND IMPLEMENTING PROGRAMME AS PUBLISHED IN THE GOVERNMENT GAZETTE NO. 16085 DATED 23 NOVEMBER 1994.

4.12 80 / 20 PREFERENCE POINT SYSTEM

TENDERERS WILL BE AWARDED POINTS AS FOLLOWS:

The points must be allocated and awarded as follows:

i.	Total Tendered Price	:	80 points	
ii.	Black Women Ownership	:	04 points	
iii.	Black Ownership	:	10 points	Specific Goals (Maximum points)
iv.	Black Youth	:	02 points	
v.	Small, Medium and Micro Enterprises (SMME's)	:	04 points	
	Total	:	100 points	

4.13 THE POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL MUST BE ROUNDED OFF TO THE NEAREST 2 DECIMAL PLACES

4.14 TENDER PRICE

THE FOLLOWING FORMULA WILL BE USED TO CALCULATE THE POINTS OUT OF 80 FOR PRICE IN RESPECT OF TENDER WITH A RAND VALUE NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). THE LOWEST ACCEPTABLE TENDER MUST SCORE 80 POINTS FOR PRICE, AND OTHER TENDERS WHICH ARE HIGH IN PRICE MUST SCORE FEWER POINTS , ON PRO RATA BASIS.

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

WHERE -

PS = POINTS SCORED (AWARDED) FOR PRICE OF TENDER UNDER CONSIDERATION PT =
PRICE OF TENDER UNDER CONSIDERATION; AND

PMIN = PRICE OF THE LOWEST ACCEPTABLE TENDER

4.15 SPECIFIC GOALS

4.15.1 % OWNED BY PEOPLE WHO ARE BLACK WOMEN (WO)

A MAXIMUM OF FOUR (04) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK WOMAN. EQUITY OWNERSHIP FOR BLACK WOMEN WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBER/S WHO ARE ACTIVELY INVOLVED IN THE DAY-TO-DAY MANAGEMENT OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK WOMEN %

THUS, POINTS AWARDED: $4 \times \frac{\% WO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) COPY OF THE ID-DOCUMENT (S) OF THE BLACK WOMAN(E)
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK WOMAN IS LISTED

4.15.2 % OWNED BY BLACK PEOPLE (BO)

A MAXIMUM OF TEN (10) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK AND DID NOT HAVE VOTING RIGHTS ACCORDING TO THE DEFINITION OF AN HDI. EQUITY OWNERSHIP FOR BLACKS WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY-TO-DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

% OF ENTERPRISE OWNED BY BLACK PERSON(S) WHO DID NOT HAVE VOTING RIGHTS..... %

THUS, POINTS AWARDED: $10 \times \frac{\% BO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) COPY OF ID DOCUMENT.
- b) COPY OF THE FOUNDING DOCUMENTATION ON THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- c) LATEST CSD REPORT WITH BLACKS AS SHAREHOLDERS/DIRECTORS OF THE COMPANY

A MAXIMUM OF FOUR (4) POINTS WILL BE AWARDED TO A TENDERER WHO IS CLASSIFIED AS SMME IS THE COMPANY CLASSIFIED AS EME OR QSE?

PROOF OF DOCUMENTATION MUST BE ATTACHED IN THE FORM OF:

- a) SWORN AFFIDAVID THAT IS VALID FOR A PERIOD OF 12 MONTHS FROM THE DATE SIGNED BY THE COMMISSIONER.

A MAXIMUM OF TWO (2) POINTS WILL BE AWARDED TO A TENDERER WHO IS BLACK YOUTH. EQUITY OWNERSHIP FOR BLACK YOUTH WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY-TO-DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE.

THUS, POINTS AWARDED : $2 \times \frac{\%DO}{100} =$

PROOF OF OWNERSHIP MUST BE ATTACHED IN THE FORM OF:

- a) A COPY OF THE FOUNDING DOCUMENTATION OF THE COMPANY WITH WHICH THE OWNERSHIP IS LISTED I.E. CIPC ETC;
- b) A COPY OF ID DOCUMENT;
- c) LATEST CENTRAL SUPPLIER DATABASE (CSD) REPORT OF WHICH OWNERSHIP OF THE BLACK YOUTH IS LISTED.

TABLE B: OWNERSHIP

NAME AND SURNAME /ENTITY NAME	GENDER (MALE OR FEMALE)	AGE i.e., 32	CITIZENSHIP (RSA, OR SPECIFY OTHER)	ETHNIC GROUP (BLACK, WHITE, ETC.)	NUMBER OF SHARES PER SHAREHOLDER	PERCENTAGE OF OWNERSHIP (%) PER SHAREHOLDER
Total						

(To be completed by bidder)

TABLE- C: SPECIFIC GOALS

OWNERSHIP	TOTAL PERCENTAGE OF OWNERSHIP	SPECIFIC GOALS POINTS CLAIMED
Black Woman ownership		
Black Ownership		
Black Youth Ownership		
Total		

4.16 THE SAT CAN ONLY AWARD POINTS PROVIDED SUFFICIENT INFORMATION AND REQUIRED DOCUMENTS ARE CORRECTLY COMPLETED AND RETURNED WITH THE PROPOSALS IN LINE WITH LIST OF RETURNABLE DOCUMENTS ON PARAGRAPH THREE (3) ABOVE. POINTS OBTAINED FOR PRICE SHOULD BE ADDED TO POINTS OBTAINED FOR SPECIFIC GOALS.

4.17 TENDER MUST BE AWARDED TO THE TENDERER SCORING THE HIGHEST POINTS. HOWEVER, A CONTRACT MAY BE AWARDED TO A TENDERER THAT DID NOT SCORE THE HIGHEST POINTS ONLY IN ACCORDANCE WITH SECTION 2 (1)(F) OF THE PPPFA 05 OF 2000.

5. CRITERIA FOR BREAKING DEADLOCK IN SCORING

- a) IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS;
- b) IF TWO OR MORE TENDERES SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS

6. DELIVERIES

- a. ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED
- b. DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE.THE SATWILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE
- c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS ISSUED

7. POPIA DISCLAIMER

7.1 COMPLIANCE WITH PERSONAL INFORMATION ACT, 4 OF 2013

PERSONAL INFORMATION SHARED WITH THE SAT SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.

7.2 CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION

THE SATMAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE SATMAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE SATMAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.

7.3 FURTHER PROCESSING OF PERSONAL INFORMATION

YOU FURTHER GRANT THE SATEXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.

7.4 DUTY OF CARE

THE SAT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL

INFORMATION.

7.5 EXEMPTION FROM LIABILITY

THE SAT(INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL), AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM

SCOPE OF WORK :

1. What is needed?

- South African Tourism Tourist Experience business unit is looking to appoint a media agency that will
 - Develop and deliver a fully integrated media approach across traditional and digital media channels.
 - Maximise reach, frequency and campaign impact across all paid media touchpoints.
 - Ensure efficient investment, strong performance, and accurate reporting.
 - Support business and marketing goals for January to March 2026 through cohesive media planning and execution.

Scope of Work: Media Strategy, Planning & Buying

Project Period: Mid-January - 31 March 2026
(≈10 Weeks)

2. Deliverables & Activities (Mid-Jan - End-March)

A. Integrated Media Strategy (Weeks 1-2 | Mid-January to Late January 2026)

1. Discovery & Market Insight

- Review brand positioning, audience insights, previous campaign results, and available research.
- Analyse competitor activity, media consumption behaviour, and category trends across all media.
- Define priority audience segments and communication objectives.

2. Channel Strategy: All Media

Identify optimal mix across:

Digital Media Channels

- Meta (Facebook and Instagram)
- Google Search
- Google Display Network
- YouTube
- LinkedIn
- Programmatic Display and Video
- TikTok (if relevant)

Traditional Media Channels (where relevant)

- Radio
- Print (newspapers and magazines)
- Out-of-Home (billboards, digital billboards, street furniture, mall media, transit media)
- Television
- Cinema advertising

Define:

- Channel roles and purpose
- Recommended budget allocation
- Expected performance impact
- Messaging and creative direction
- Cross-channel integration opportunities

3. Measurement & Evaluation Framework

- Develop Key Performance Indicators (KPIs) across awareness, reach, engagement, conversions and impact.
- Establish tracking requirements for digital media and reporting requirements for traditional media suppliers.

Deliverables:

- Integrated Media Strategy Document
- Audience and Media Insight Summary
- Key Performance Indicator Framework

B. Media Planning (Weeks 2-3 | Late January - Early February 2026)

1. Integrated Media Budget

- Prepare a full investment plan allocating spend across digital and traditional channels.
- Include projected:
 - Reach
 - Frequency
 - Gross Rating Points (GRPs) for television and radio
 - Impressions (digital and out-of-home)
 - Cost Per Thousand (CPM)
 - Cost Per Click (CPC)
 - Cost Per Lead (CPL)
 - Expected return and impact

2. Media Schedules & Flighting

Create detailed schedules for:

Radio:

- Stations, time slots (dayparts), durations, and number of spots.

Out-of-Home:

- Site selection, formats, rotations, booking cycles, and estimated audience impressions.

Print:

- Newspapers and magazines, insertion dates and circulations.

Television:

- Channels, programme environments, flighting and Gross Rating Points (if applicable).

Cinema:

- Identification of cinema circuits and screen locations.

Digital Campaign Architecture:

- Campaign structure, audiences, creative formats, bidding strategies and A/B testing roadmap.

3. Tracking & Analytics Setup

- Implement digital tracking tags and pixels.
- Create Uniform Resource Locator (URL) parameters (UTMs) to measure performance.
- Configure Google Analytics 4 (GA4) event tracking.
- Align with traditional media suppliers for post-campaign reports.

Deliverables:

- Full Media Plan (Digital and Traditional)
- Flighting and Placement Schedules
- Tracking and Analytics Implementation Checklist

C. Media Buying & Campaign Management (Weeks 3-10 | Early February - 31 March 2026)

1. Media Buying

- Negotiate and secure placements across all traditional media channels.
- Book and confirm radio spots, print insertions, television airtime, cinema slots and out-of-home placements.
- Deploy digital campaigns across all approved digital platforms.
- Ensure cost efficiencies and delivery accuracy.

2. Campaign Management

Traditional Media:

- Confirm bookings and manage supplier relationships.
- Ensure all creative assets are trafficked and delivered timeously.
- Monitor delivery and resolve any discrepancies.

Digital Media:

- Daily monitoring of budgets, pacing, and performance.
- Optimise targeting, bidding strategies, placements, and creative variations.
- Execute A/B tests for continuous performance improvement.

3. Reporting (Ongoing)

- Provide weekly updates summarising campaign performance across all media channels.
- Deliver a mid-campaign optimisation report with actionable recommendations.

Deliverables:

- Executed Traditional and Digital Media Campaigns
- Weekly Performance Summary Reports
- Mid-Campaign Optimisation Report

D. Reporting & Close-Out (End-March | Week 10)

1. Final Integrated Performance Report

- Consolidated results across digital media and traditional media channels.
- Breakdown of:
 - Reach and frequency (traditional)
 - Impressions, clicks, conversions (digital)
 - Gross Rating Points (television and radio)
 - Creative performance insights
- Incorporation of all supplier post-campaign reports (radio, print, out-of-home, cinema, television).
- Key learnings, strengths, gaps and recommendations.

Deliverables:

- Final Integrated Media Performance Report
- Strategic Recommendations

Please propose a rate card of services for the team dedicated to Tourist Experience for a 3-month term: January to March 2026 ONLY.

TABLED: SCOPEOF WORK- PRICING			
NO	SCOPE OF WORK (DESCRIPTION SERVICES OR GOODS)	QUANTITY	AMOUNT
	TOTAL PRICE EXCLUDING VAT		
	VAT@ 15 % (ONLY IF THE BIDDER/SUPPLIER IS REGISTERED FOR VAT)		
	GRAND TOTAL INCLUDING VAT (TOTAL BID OR RFQ PRICE)		

TABLE E- FUNCTIONALITY CRITERIA

PERFORMANCE INDICATORS (Scores will be allocated according to the evaluation matrix below)	WEIGHT ALLOCATED
1. Creativity and Innovation: Bidders Experience in Through-the-line Media Management Submit a minimum of one case study that showcase the bidder's experience in through-the-line media management environment (Case studies should be within five (5) years counting from the closing date of this RFQ). The case studies need to be accompanied by a reference letters/ portfolio of evidence on the successful implementation. Reference letter must be on company letterhead, with contact details, signed and case studies should be dated. <u>This should demonstrate the bidder's:</u> • Understanding of the client's sector, business challenges and proposed solutions. • Understanding and definition of target audiences and tactics. • Understanding of marketing innovation and creativity. • Innovative and breakthrough ideas across different media platforms. 1 = Submission of one case study demonstrating the above 4 areas and must be within 5 years and as per the scope of work. 2 = Submission of two case studies demonstrating the above 4 areas and must be within 5 years and as per the scope of work. 3 = Submission of three case studies demonstrating the above 4 areas and must be within 5 years and as per the scope of work. Zero rating 0 = Submission of Case study that is not covering the four points, is not relevant to scope of work and outside the 5-years period.	50
2. Methodology -Execution Plan Bidders are required to submit a comprehensive execution plan detailing their approach to delivering the full scope of work and service, from project inception and completion. The Plan must include the following points: • Detailed Project Plan • Timeframes • Methodology Alignment 0 = Submission without covering the three points 1= Submission of Methodology only covering one point 2= Submission of Methodology covering two points 3= Submission of Methodology covering all three points	20

3. Group Account Director: The service provider must provide detailed/comprehensive. CV for the Project Team. CV must indicate qualifications and experience relevant to the Scope of Work and each resource must have a minimum of 3 years' experience in similar projects. 0 = Failure to submit a detailed CV of the above resource and less than three years of experience 1 = Three years of relevant experience and relevant qualification detailed in the CV 2 = Four to Five years of experience and relevant qualification detailed in the CV 3 = Six or more years of experience and relevant qualification detailed in the CV NB: No short bios	10
4. Social Media/Community Manager : The service provider must provide detailed/comprehensive CV for the Project Team. CV must indicate qualifications and experience relevant to the Scope of Work and each resource must have a minimum of 3 years' experience in similar projects. 0 = Failure to submit a detailed CV of the above resource and less than three years of experience 1 = Three years of relevant experience and relevant qualification detailed in the CV 2 = Four to Five years of experience and relevant qualification detailed in the CV 3 = Six or more years of experience and relevant qualification detailed in the CV NB: No short bios	10
5 Snr Designer/ Art Director: The service provider must provide detailed/comprehensive CV for the Project Team. CV must indicate qualifications and experience relevant to the Scope of Work and each resource must have a minimum of 3 years' experience in similar projects. 0= Failure to submit a detailed CV of the above resource and less than three years of experience 1 = Three years of relevant experience and relevant qualification detailed in the CV 2= Four to Five years of experience and relevant qualification detailed in the CV 3= Six or more years of experience and relevant qualification detailed in the CV 3= Six or more years of experience and relevant qualification detailed in the CV NB: No short bios	10

A minimum threshold of 70% has been set for suppliers in order to proceed to evaluation on price and specific goals.	
TOTAL WEIGHT	100

BIDDER'S DISCLOSURE (SBD 4)

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest¹ in the enterprise, employed by the state? YES/NO

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

2.2

Full Name	Identity Number	Name of State institution

Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution?

YES/NO

2.2.1 If so, furnish particulars:

.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract?

YES/NO

2.3.1 If so, furnish particulars:

.....

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

REQUEST FOR QUOTATION

3 DECLARATION

SOUTH AFRICAN TOURISM

I, the undersigned, (name)in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 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 consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 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.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 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.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

NB: FAILURE TO SUBMIT DULY COMPLETED FORMS AND SIGNED AUTHORISATION DECLARATION, WITH THE REQUIRED ANNEXURE(S), IN ACCORDANCE WITH THE ABOVE PROVISIONS MAY INVALIDATE THE BID FOR SUCH GOODS OR SERVICES OFFERED.

SIGNATURE OF BIDDER:.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:.....

(Proof of authority must be submitted e.g. company resolution)

DATE:.....

² 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.

