



SOUTH AFRICAN TOURISM

Tender NO SAT 334/26

LILIZELA AWARDS

Notes for Bid Clarification

QUESTION	ANSWER
➤ Potential dates for the 2026 Lilizela Tourism Awards - will it be held in September (Tourism Month)	➤ No, it is generally held at the end of November or beginning of December.
➤ Will the awarded company be responsible for sending out the call for nominations, collating nominees and inviting guests to the Lilizela Awards?	➤ The entry platform is an online platform owned by SATourism, therefore SAT will own the call & collating of nominations, and the NCB who are supporting us will handle the invitations for the main national Lilizela awards event.
Is the awarded company responsible for the following listed below and will this be paid for through sponsorship raised:	
➤ Marketing and Communication Campaign - A strong campaign effective social media & content creation capabilities to raise the profile of the main national Lilizela Tourism Awards event	➤ SAT will run a social media campaign mostly on our digital channels and will run content creation on our handles with our SAT Marketing BU.
➤ Production including but not limited to - Pre-Roll & Nominees, Wrap, Publishing, Winners Certificates & Trophies and Real-Time content.	➤ This can be part and parcel of the sponsorship opportunities and will be done in collaboration with SAT.
➤ Secure Broadcast Rights - TV, Digital and YouTube including illustrating the ability to manage audience engagement (Buy & Engage)	➤ This can be part of the sponsorship opportunities that can be negotiated.
➤ Media Buying Opportunities - critical to the amplification of the program.	➤ This can be part of the sponsorship opportunities that can be negotiated with an SABC or DTSV etc.

END