COMPANY NAME:	ONDERSTEPOORT BIOLOGICAL PRODUCTS
TENDER DESCRIPTION:	REQUEST FOR PROPOSAL: Onderstepoort Biological Products Ltd (OBP) invites suitably qualified and competent to provide service for **Marketing, Public relations and Communication: OBP05/26/ISM01** .
COMPULSORY BRIEFING SESSION:	**Date: 2nd November 2026 @11h30** **100 Old Soutpan Road, Onderstepoort, Pretoria** **NB: Must be there before or on time as stipulated on the document and wear PPE clothing before entering the premises.**
CLOSING DATE:	**26 November 2026**
CLOSING TIME:	**13H00**
RESPONSES MUST BE HAND DELIVERED/COURIERED TO:	ONDERSTEPOORT BIOLOGICAL PRODUCTS SOC LTD 100 OLD SOUTPAN ROAD, ONDERSTEPOORT PRETORIA NO FAXED OR E-MAILED BIDS WILL BE CONSIDERED
ATTENTION:	THE SUPPLY CHAIN MANAGER
N.B. ALL TENDERERS MUST ENSURE THAT THEY SIGN THE TENDER SUBMISSION REGISTER THAT WILL BE KEPT AT THE RECEPTION AREA AT OBP UPON SUBMISSION OF THEIR BID **Take Note** **Government Procurement: all quotations, proposal or bids of goods and services are subject to the General conditions of Contract July 2010**	

TENDERING STRUCTURE

Indicate the type of Bidding Structure by marking with an 'X':	
Individual Bidder	
Joint Venture	
Consortium	
Using sub-contractors	
Other	

If individual bidder, indicate the following:	
Name of bidder	
Registration Number	
VAT Registration Number (If applicable)	
Contact Person	
Telephone Number	
Fax Number	
E-mail address	
Postal Address	
Physical Address	

If Joint Venture/Consortium, indicate the following:	
Name of prime contractor	
Registration Number	
VAT Registration Number (If applicable)	
Contact Person	
Telephone Number	
Fax Number	
E-mail address	
Postal Address	
Physical Address	

If Joint Venture/Consortium, indicate the following: (To be completed for each JV/Consortium Member)	
Name of Joint Venture/Consortium	
Registration Number	
VAT Registration Number (If applicable)	
Contact Person	
Telephone Number	
Fax Number	
E-mail address	
Postal Address	
Physical Address	
If using subcontractors, indicate the following:	
Name of prime contractor	
Registration Number	

VAT Registration Number (If applicable)	
Contact Person	
Telephone Number	

ABBREVIATIONS

- BBBEE Broad Based Black Economic Empowerment
- OBP Onderstepoort Biological Products
- RFB Request for Bid
- ID Identification Document
- AO/AA Accounting Officer/ Accounting Authority
- DoA Department of Agriculture
- SARB Service Approval Review Board
- VAT Value Added Tax
- SABS South African Bureau of Standards
- NPA National Prosecuting Authority
- SBD Standard Bidding Document
- SHE Safety Health and Environment
- EMO Environmental Management Office
- OSH Occupational Safety and Health
- NEM National Environment Management
- EMU Engineering Maintenance Unit
- CU Clinical Unit
- UP University of Pretoria Onderstepoort Faculty
- COID Compensation for Occupational Injuries and Diseases
- CSD Central Supplier Data Base (National Treasury)
- ERP Enterprise Resource Planning
- CIDB Construction Industry Development Board
- POD Proof of Delivery
- GIT Goods in Transit
- MIS Management Information Systems
- cGMP Current Good Manufacturing Practice
- GMP Good Manufacturing Practice

Kindly Note that:

1. **Should all of these documents not be included, the bidder will be disqualified on the basis of non-compliance.**
2. **The same documents must be submitted for all other companies that are involved in the tender case of a consortium.**
3. **Traceable customer/ client/ reference should have name of company, contact person, direct phone number, office e-mail, on an official company letter head (not in table format).**

Checklist of <u>compulsory</u> documents to be submitted - Please tick in the relevant block below

YES	NO	Compulsory Documents
		One original and 3 copies of tender documents to be submitted at OBP Tender box.
		South African Companies should provide proof that the service provider is registered with CSD and must be tax compliant. Foreign /International companies must complete SBD1
		Provide detail Company profile
		Proof of experience in marketing,public relation and communications
		Proof of experience in similar projects (minimum 3 projects)
		COID letter of good standing.
		Compulsory Site Briefing.

Signed:

_____ _____

Capacity: **Date:**

_____ _____

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1. CONDITIONS AND UNDERTAKINGS BY TENDERER

1.1 **The Tender forms should not be retyped or redrafted, but photocopies may be prepared and used.** However, only documents with the original signature in black ink shall be accepted.

1.1.1 Black ink should be used when completing Bid documents.

1.1.2 Bidders should check the numbers of the pages to satisfy themselves that none is missing or duplicated. OBP will accept NO liability in regard to anything arising from the fact that the pages are missing or duplicated.

1.2 I/We hereby tender to supply all or any of the supplies and/or to procure all or any of the services described in the attached documents to OBP on the terms and conditions and in accordance with the specifications stipulated in the Tender documents (and which shall be taken as part of, and incorporated into, this Tender) at the prices inserted therein.

1.3 I/We agree that -

1.3.1 The offer herein shall remain binding upon me/us and open for acceptance by OBP during the validity period indicated and calculated from the closing time and date of the Tender.

1.3.2 the laws of the Republic of South Africa shall govern the contract created by the acceptance of my/our Tender and that I/we choose domicilium citandi et executandi in the Republic as indicated below; and

1.4 I/We furthermore confirm that I/we have satisfied myself/ourselves as to the correctness and validity of my/our Tender that the price(s) and rate(s) quoted cover all the work/item(s) specified in the Tender documents and that the price(s) and rate(s) cover all my/our obligations under a resulting contract and that I/we accept that any mistakes regarding price(s) and calculations will be at my/our risk.

1.5 I/We hereby accept full responsibility for the proper execution and fulfillment of all obligations and conditions devolving on me/us under this Tender as the Principal(s) liable for the due fulfillment of this contract.

Signature(s) of Tenderer or assignee(s)	Date
Name of signing person (in block letters)	
Capacity	
Are you duly authorized to sign this Tenderer?	
Name of Tenderer [company name] (in block letters)	

Postal address (in block letters)

Domicilium citandi et executandi in the RSA (full street address of this place) (in block letters)

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Telephone Number: ..... FAX Number.....

Cell Number.……

2. TENDER CONDITIONS

2.1 Tenderers shall provide full and accurate answers to all questions posed in this document and are required to explicitly state either "Comply" or "Not Comply" or "Partial" (with a √)" regarding compliance with the requirements. Where necessary, the tenderer shall substantiate their response to a specific question.

2.2 A **"√"** under "Accept" will be interpreted as full compliance/acceptance to the applicable paragraph. A **"√"** under "Accept" will be interpreted that the tenderer/s has/have read and understood the paragraph, but the tenderer does **not accept** the content of the applicable paragraph.

2.3 The following Tender conditions will govern the contract between the OBP and the successful tenderer:

Requirement	**ACCEPT**	**NOT ACCEPT**
2.3.1 Tenderers are invited to offer the Services/Products in accordance with the attached Specifications and the conditions within this document.		
2.3.2 Fully comprehensive service documentation shall be supplied in English by each Tenderer, which shall explicitly and detail, describe the service/s offered. This documentation should include sufficient detail to clearly give the reader a precise and unambiguous description of the service/s offered. Incomplete or incomprehensive service documentation will result in rejection of the offer.		
2.3.3 Tenderer's name and address should clearly appear on the outside of tender documents and on envelope.		
2.3.4 OBP reserves the right to evaluate and consider any Tenders that do not comply strictly to this RFP.		
2.3.5 Acceptance of any Tenders will only indicate, without any obligations on the part of either OBP and/or a Tenderer, the willingness of such parties to enter into negotiations, which may or may not result in a contract/order as the case may be.		
2.3.6		

OBP reserves the right to make a selection solely on the information received in the Tenders or to negotiate further with one or more Tenderer/s.		
2.3.7 The Tenderer/s selected for further negotiations, if any, will be chosen on the basis of the greatest benefit to OBP and not necessarily on the basis of the lowest price or any other criteria.		
2.3.8 Should OBP consider it necessary, the Tenderer/s shall agree to an inspection of the resources and works of the Tenderer, if so required?		
2.3.9 Should OBP consider it necessary, OBP will visit the Tenderer/s customer sites.		
2.3.10 OBP reserves the right: - to cancel this Request at any time. - not to accept any Tender. - to accept one or more Tenders for further negotiation and. - to contact any Tenderer during the evaluation period, to clarify information only, without informing any other Tenderer.		
2.3.11 The specifications, drawings, designs and all site plans are the intellectual property of OBP.		
2.3.12 The Procuring of the Services shall not take place until OBP has given final approval of all procedures.		

2.3.13 In the event that modifications, clarifications, or additions to the RFP become necessary, all Tenderers will be notified, in writing, addenda to this RFP.		
2.3.14 All costs incurred in the preparation, presentation and demonstration of the response shall be for the account of the Tenderer. All supporting documentation and manuals submitted with RFP will become OBP property unless otherwise stated by the Tenderer/s at the time of submission.		
2.3.15 Any material submitted by the Tenderer/s, which is confidential in nature, must be clearly marked as such.		
2.3.16 OBP will evaluate the bids against the following criteria: • Compliance to the Specifications • Compliance to Functionality • Price • BBBEE • Compliance to Bid Condition		
2.3.17 Payments of services rendered will be done 30 days after receipt of statement(s)		

2.4 REASONS FOR DISQUALIFICATION

2.4.1 OBP reserves the right to disqualify any Tenderer which does any one or more of the following, and such disqualification may take place without prior notice to the offending tenderer, however the tenderer shall be notified in writing of such disqualification:

- Tenderers who are blacklisted.
- Tenderers who are not registered on Central Supplier Database. / Not applicable to international companies
- Tenderers who submitted incomplete information and documentation according to the requirements of this RFP.
- Tenderers who submitted information that is fraudulent, factually untrue, or inaccurate, for example memberships that do not exist, BBBEE credentials, experience, etc.

- Tenderers who received information not available to other vendors through fraudulent means.
- Tenderers who in the past abused OBP's procurement system:
- Tenderers who failed to perform on their previous contracts with OBP or any of their references
- Tenderers that do not have the relevant Qualification will be disqualified.

2.4.2 No Tenders from any Tenderer with offices within the RSA shall be accepted if sent via Fax or e-mail. However, Tenders from international bidders with no office or representation in the RSA shall be accepted if received via the Fax or e-mail before the closing date and time. Such Tenders shall not be made available for evaluation until the original signed documentation is received within three (3) working days after the closing date, otherwise the Bid shall be disqualified. International bidders must submit proof that they do not have any offices or representation in South Africa.

2.5 ENQUIRIES

Enquiries regarding this Request for Bid should be submitted via e-mail to: **Purchasing@obpvaccines.co.za** Such queries must be sent at least **Eleven (11)** working days before the closing date. OBP cannot guarantee that queries received after that date can be answered before the Tender closing date.

3 SPECIFICATIONS:

Introduction

Onderstepoort Biological Products (OBP) is a Schedule 3B Public Entity established in terms of the Onderstepoort Biological Products Incorporation Act 19 of 1999. Its primary objective is to create a favorable environment for the organization to build capacity in manufacturing technologies, infrastructure, and the development of new animal vaccine products to make profits.

As a Schedule 3B public entity, the entity has 2 policy mandate roles, namely

- Public good – To ensure that the government's responsibility in terms of food security and safety is met through the development, security, and availability of critical vaccine reserves; and
- Private good – To ensure the ability of the entity to manufacture, distribute, and sell vaccines for financial gain.

SCOPE OF WORK

1 Marketing:

- **Design a blueprint and or brand identity manual of OBPs brand identity and personality through its look and feel for its marketing material, website and all other branded materials**
- **Refreshing of the brand by conceptualising and formulating a brand personality, brand positioning**
- **Design exhibition stands and source exhibition material to be used at exhibitions, locally and internationally**
- **Come up with marketing initiatives for OBP that are targeting increasing market demand for OBP products**

  Influencer marketing
- **E-marketing and Advertising: Developing and implementing online marketing campaigns.**
- **Creative Services: conceptualization, packaging, point of sales, promotional, social media, outdoor and print, graphic design, animation, copywriting, video production, and website development.**
- **Website development, design, hosting management, content management and maintenance, must have various options of software that provides an efficient website. Training must be given to internal staff in content management.**
- **Buyers portal look and feel design**
- **Internal brand marketing – shape the look and architecture of OBP (structural and human-centered)**
- **Event management internal and external**
- **Launching of products**
- **Launching of initiatives by OBP**
- **Market research to assist with both domestic and international strategies.**
- **Conducting surveys, focus groups, and other research methods to understand target audiences and market trends**
- **SEO Optimisation - Optimising content for search engines to improve online visibility.**

- **Sales Support: Providing sales teams with marketing materials, leads, and other resources.**
- **Radio production**
- **Visual production**
- **Integrating OBPs social media with OBPs advertising, marketing campaigns and public relations**
- **Providing marketing metrics modules that measure the effectiveness of every type of campaign**
- **Translating marketing material into various global languages**

2. **Public Relations Management:**

- **Media relations – Identifying and potential pitching stories**
- **Develop or assist with the development of a comprehensive PR strategy in line with Marketing and Communications**
- **Building new and strengthening journalist and media house relations**
- **Tracking media coverage reports/information received from monitoring company to assess and create content for positive PR efforts.**
- **Developing compelling content – Identifying and creating engaging content (blog posts, articles, social media updates, videos etc.,)**
- **Developing crisis communication plans - Creating strategies to manage potential crises and protect OBP's reputation/brand.**
- **Responding to crises - Developing and implementing strategies to respond to crises effectively and minimise negative publicity.**
- **Community Relations - Building and maintaining relationships with local communities.**

3. **Communication:**

- **Agile and strategic communication plan – a digital-first marketing strategy that will focus on growth and be customer centric.**
- **Unified communication – Integration of platforms and various communication channels into a single interface.**
- **Communication campaigns in conjunction with marketing and sales initiatives**
- **Media services such as media planning, buying TV, radio, print, outdoor, digital, social and media platforms.**

Objectives

The service provider must provide marketing, public relations and communications strategies and activities that will improve OBP brand and reputation and increase market demand for OBP products for three (3) years.

The service provider must be able to provide complete solutions from concept, formulation to final deliverables.

Technical Specifications / Requirements

- **Must have enough human resources to be able to deliver the required services and products, the expected human resources must be a qualified marketer, with a minimum qualification of a minimum NQF level 7, a communications and PR specialist with a minimum NQF level 7,**

Graphic designer as well as to allocate at least one person but not limited to, that will oversee OBPs account and co-ordinate between the company and OBP

- **Sourcing and licensing of graphic work, such as photos, animation, videos**
- **Project management skills**
- **Network of media and social media influencers, being able to source and contract should the need arise.**
- **Budgeting, costing and being able to provide reports on ROI for projects and campaigns**
- **Experience in marketing and promoting companies and their products globally**
- **The service provider must have 5 years' experience in doing marketing, communication and public relations work and must provide traceable (contact numbers and e-mails) reference letters from customer on their company letter heads**
- **All work developed, data, information and all sourced requirements by the company, will belong to OBP**
- **The company will be required to receive projects from other companies/ suppliers and must handover their work to OBP or suppliers appointed by OBP at the end of the contract.**

Requirement	Minimum evidence / description
Human resources	A qualified marketing professional with at least NQF Level 7; a communications/PR specialist with at least NQF Level 7; Graphic designer with at least NQF level &and a nominated account coordinator. Submit CVs, qualifications, role descriptions, organogram and availability.
Relevant sector experience	At least five (5) years' experience delivering marketing, communications and public relations services in any institution with a minimum marketing budget of R3 million per annum, supported by traceable references that state the client, scope, budget and period.
Project management	Demonstrated ability to manage briefing, planning, implementation, approvals, monitoring, budget control, reporting and close-out.
Creative asset rights	Demonstrated process for securing and documenting lawful use/licensing of photographs, graphics, animation, video, music and other third-party assets.
Exhibition Designs	Show evidence of work done in designing exhibition stands, sourcing exhibition stands and or building exhibition stands, that has been approved by referenced customer
Media and influencer capability	Evidence of ability to identify, source, negotiate with and contract relevant media, content creators and influencers when required.
Budget and performance reporting	Ability to prepare budgets and quotations, monitor approved expenditure, report performance and provide ROI or other appropriate outcome measures.

Global marketing	Evidence of experience promoting organisations, brands or products across international or multiple markets, where applicable to the proposed work.
Crisis communications	Evidence of experience developing or implementing PR crisis-management responses, including the issue, approach, response and outcome.
Contract performance	Acceptance of agreed service levels, reporting, approval controls, confidentiality, information security and intellectual-property terms.

Deliverables & Milestones

KPI Area	**Target**
SLA Compliance	**≥95%**
On-Time Delivery	**≥95%**
Budget Adherence	**±5% of approved budget**
Senior Account Management Availability	**100%**
Stakeholder Satisfaction Score	**≥85%**
Corrective Action Implementation	**Within agreed timelines**
Contract Compliance	**100%**

Timeline & Duration

3 years

Evaluation criteria
The request for this service will be evaluated based on the following stages.

Stage 1: Check for compulsory/mandatory documents

All documents indicated on page 5 must be submitted, missing documents will result in automatic disqualification.

Stage 2: Evaluation for functionality

Bidder must obtain a minimum score of 80 of functionality to be eligible for evaluation in stage two. The following will be used as a criterion and the minimum points of each criterion which are indicated in the table below:

Minimum Functionality Threshold for bidder to move to the next criterion: 80/100

No.	Evaluation Criterion	Evidence Required / Basis of Evaluation	Weight	Scoring
1	Human Resources and Dedicated Account Management	Bidder must demonstrate sufficient human resource capacity and nominate at least one suitably qualified and experienced person who will oversee the OBP account and coordinate activities between the service provider and OBP. Submit organogram, CV(s), roles/responsibilities, qualifications and availability of proposed personnel, as per technical requirements stipulated above.	15	Scoring: • No organogram, CVs, qualifications, roles/responsibilities, or proposed personnel submitted. - **0 Points** • Incomplete submission (e.g., account coordinator named, but missing organogram, CVs, qualifications, roles/responsibilities, or availability). – **5 Points** • Account coordinator nominated with detailed CV and organogram, but limited evidence of supporting team capacity, qualifications and or availability – **10 Points** • Comprehensive submission including company organogram, detailed CV(s) and qualifications of key personnel and account coordinator, clearly defined roles/responsibilities, and confirmed availability to manage the OBP account- **15 Points**
2	Exhibition Designs	Show evidence of work done in designing exhibition stands, sourcing exhibition stands and or building exhibition stands, that has been approved by three	10	• No evidence of design, sourcing exhibition stand and material, or building of exhibition stands – **0 Points** • Evidence of either design, or sourcing of exhibition stands, or building of exhibition

		referenced and traceable customers		stands by providing copies of approved work by a traceable customer – **5 Points** • Evidence of design of exhibition stands, sourcing of exhibition stands and building of exhibition stand by providing copies of approved work by a traceable customer – **10 Points**
3	Sourcing and Licensing of Creative/Graphic Content	Demonstrate capability and processes for sourcing and legally licensing photographs, graphics, animations, videos, music and other creative assets. Provide proof of 2 of either copyright license agreement and or license certificate, and or letter of authorisation, and or digital license of previous work/projects. The documents must have the following details; artwork identification, copyright owner, license, permitted use, license period, usage restrictions and payment details	5	• No evidence of copy rights and or licensing approvals – **0 Points** • One document of evidence of copyright and or license approval ie. a copyright license agreement, license certificate or letter of authorisation or digital license - **2 Points** • Two documents of evidence of copyright and or license approval ie a copyright license agreement, license certificate or letter of authorization or digital license -**5 Points**
4	Project Management Skills and Capability	Demonstrate project management capability for marketing, PR and communication projects from briefing and planning through execution, monitoring and close-out. Submit a minimum of two methodology, project plan/workflow and evidence of successfully completed comparable projects, with a letter from a traceable customer	10	• No methodology, no project plan with evidence of successfully completed project from a traceable customer provided -**0 points** • Basic/brief methodology submitted covering limited project phases without clear workflows or evidence from a traceable customer provided – **3 points**

		approving the completing of project		• Structured methodology and workflow covering briefing through close-out, but limited evidence of comparable completed projects from a traceable customer provided - **5 Points** • Comprehensive end-to-end methodology (briefing, planning, execution, monitoring, close-out), clear project plan/workflow, and verifiable evidence of successfully completed comparable marketing/PR projects from a traceable customer provided – **10 points**
5	Media and Social Media Influencer Network	Demonstrate an established network and/or proven ability to identify, source, negotiate and contract relevant media, content creators and social media influencers when required. Provide examples of previous campaigns/engagements and proposed sourcing approach.	5	• No evidence of media/influencer network, sourcing approach and contracting, or previous campaign examples. - **0 points** • Basic evidence of social media or influencer engagements, but lacks clear sourcing, negotiation, or contracting methodology. – **3 points** • Proven network and robust sourcing strategy with clear examples of previous media, content creator, and influencer campaigns, including negotiation and contracting processes -**5 points**

6	Budgeting, Costing, Campaign Measurement and ROI Reporting	Demonstrate capability to prepare budgets and quotations, manage expenditure against approved budgets, conduct campaign performance measurements and provide ROI reports. Submit x3 sample/anonymized budget, campaign report, dashboard or ROI report from a previous project that are signed off by a traceable customer.	10	• No sample budget, campaign report, dashboard or ROI report – **0 points** • Basic campaign report or dashboard provided showing expenditure tracking against budget but lacking comprehensive ROI analysis and signed off by a traceable customer. -**5 points** • Detailed campaign report/dashboard submitted with sample budgets, strict expenditure controls, performance measurements, and robust ROI metrics and signed off by a traceable customer. – **10 points**
7	Global Marketing and Product Promotion Experience	Demonstrate experience in marketing and promoting organisations, brands and/or products locally and internationally. Provide 3 (x1 international client and x2 local client) relevant case studies, from your traceable client references and evidence of campaigns conducted in multiple/international markets.	15	• One (1) or less than one (1) evidence of international marketing experience or case studies submitted. – **0 points** • Two or three (2 or 3) relevant local case study with client reference and multi-market campaign evidence with traceable customer reference. – **10 points** • Three (x1 international and x2 local) or more relevant case studies with client references and clear evidence of successful campaigns across multiple/international markets with traceable customers– **15 points**
8	Experience	Bidder must demonstrate a minimum of five (5) years'	15	• No evidence of contracts, appointment letters,

		relevant experience, providing marketing, communication and public relations for institutions with a minimum marketing budget of R3 million per annum. Evidence should include contracts, appointment letters, signed/stamped completion certificates and verifiable client reference letters indicating scope and duration.		signed/stamped completion certificates with verifiable client reference letters indicating scope and duration - **0 points** • Evidence of contracts, appointment letters, that have less than R3 million signed/stamped completion certificates with verifiable client reference letters indicating scope and duration, within the last three years -**10 points** • Evidence of contracts that are R3 million and above, appointment letters, signed/stamped completion certificates with verifiable client reference letters indicating scope and duration within the last 5 years' - **15 points**
9	Public Relations and Communications Experience	Provide evidence of a PR crisis management strategy through media detailing, the response time to media stories and a successful correction of false publications. Provide a list of at least three (3) crisis management assignments completed in the last three (3) years, the nature of the crisis, the response strategy, the implementation and the final outcome. Provide three (3) reference letters confirming the services delivered and the outcomes achieved.	15	• No evidence of public relations crisis management through the media – **0 points** • Providing a list of less than three (3) public relations crisis management assignment, with less than three (3) traceable reference letters confirming services delivered and the outcomes **– 7 points** • Providing a list of less than three (3) public relations crisis management assignment, with less than three (3) traceable reference

				letters confirming services delivered and the outcomes **– 15 points**
	TOTAL		100	

To move to the next evaluation criteria a bidder needs to score 80/100 points

1. **Human resources and dedicated account management (15)**
    - 0: No organogram, CVs, qualifications, roles/responsibilities, or proposed personnel submitted.
    - 5: Incomplete submission (e.g., account coordinator named, but missing organogram, CVs, qualifications, roles/responsibilities, or availability).
    - 10: Account coordinator nominated with detailed CV and organogram, but limited evidence of supporting team capacity, qualifications and or availability
    - 15: Comprehensive submission including company organogram, detailed CV(s) and qualifications of key personnel and account coordinator, clearly defined roles/responsibilities, and confirmed availability to manage the OBP account

2. **Exhibition Designs (10)**
    - 0: No evidence of design, sourcing exhibition stand and material, or building of exhibition stands
    - 5: Evidence of either design, or sourcing of exhibition stands, or building of exhibition stands by providing copies of approved work by a traceable customer
    - 10: Evidence of design of exhibition stands, sourcing of exhibition stands and building of exhibition stand by providing copies of approved work by a traceable customer

3. **Creative asset sourcing and licensing (5)**

- 0: No evidence of copy rights and or licensing approvals
- 2: One document of evidence of copyright and or license approval ie. a copyright license agreement, license certificate or letter of authorisation or digital license
- 5: Two documents of evidence of copyright and or license approval ie a copyright license agreement, license certificate or letter of authorization or digital license

4. **Project management skills and capability (10)**

- 0: No methodology, project plan/workflow or traceable completion evidence.
- 3: Basic methodology with limited project phases, responsibilities, approvals or evidence.
- 5: Structured workflow from briefing to close-out, with roles, milestones and monitoring; some verifiable evidence of comparable completed projects.

- 10: Comprehensive end-to-end methodology, clear project plan/workflow, approvals and risk controls, and verifiable evidence of successfully completed comparable projects from traceable clients.

5. Media and social media influencer network (5)

- 0: No evidence of relevant network, sourcing approach or campaign examples.
- 3: Basic evidence of relevant media/influencer engagements, but sourcing, negotiation, contracting or suitability assessment is not clearly explained.
- 5: Proven approach for identifying, vetting, negotiating and contracting relevant media/content creators/influencers, supported by examples of previous campaigns.

6. Budgeting, costing, campaign measurement and ROI reporting (10)

- 0: No sample budget, campaign report, dashboard or ROI report
- 5: Basic campaign report or dashboard provided showing expenditure tracking against budget but lacking comprehensive ROI analysis and signed off by a traceable customer.
- 10: Detailed campaign report/dashboard submitted with sample budgets, strict expenditure controls, performance measurements, and robust ROI metrics and signed off by a traceable customer

7. Global marketing and product promotion experience (15)

- 0: One (1) or less than one (1) evidence of international marketing experience or case studies submitted.
- 10: Two or three (2 or 3) relevant local case study with client reference and multi-market campaign evidence with traceable customer reference.
- 15: Three (x1 international and x2 local) or more relevant case studies with client references and clear evidence of successful campaigns across multiple/international.

8. Experience beyond the minimum (15)

- 0: No evidence of contracts, appointment letters, signed/stamped completion certificates with verifiable client reference letters indicating scope and duration
- 10: Evidence of contracts, appointment letters, signed/stamped completion certificates with verifiable client reference letters indicating scope and duration, within the last three years

- 15: Evidence of contracts, appointment letters, signed/stamped completion certificates with verifiable client reference letters indicating scope and duration within the last 5 years'

9. Public relations and crisis communications (15)

- 0: No evidence of public relations crisis management through the media
- 7: Providing a list of less than three (3) public relations crisis management assignment, with less than three (3) traceable reference letters confirming services delivered and the outcomes
- 15: Providing a list of less than three (3) public relations crisis management assignment, with less than three (3) traceable reference letters confirming services delivered and the outcomes

Stage 3: Price and BBBEE

The evaluation for Price and **BBBEE** shall be based on the **80/20** PPPFA principle and the points for evaluation criteria are as follows:

Evaluation of Price and Preference
All Bids will be evaluated on a points system based on weighted average score for Price and Preference as per Preferential Procurement Framework Act of 2000 (Act 5 of 2000).

Preference Point allocation – 80/20	
Price / Preference	**Weighting percentage**
Preference:	**20%**
Price:	**80 %**
Total must equal:	**100%**

Specific Goals / B-BBEE Contributor Level	**Points (80/20 System)** **From R1million up to R50 million**	**Required Evidence**	**Yes/No**
Level 1 Contributor	12 Points	Valid B-BBEE Certificate / Sworn Affidavit	
Level 2 Contributor	8 Points		
Level 3 to 8 Contributor	4 Points		

Entities Owned by Black Women (≥51%)	4 Points	Valid B-BBEE Certificate / Sworn Affidavit	
Enterprise Development Targeted Commodities (Consumables, laboratory PPE, packaging, and non-active chemical blending)	4 Points	CIPC registration showing majority local ownership 51% South African)	
TOTAL GOAL POINTS	**20 Points**		

The evaluation for Price and BBBEE shall be based on the **80/20** PPPFA principle and the points for evaluation criteria are as follows:

Evaluation Criteria		**Points**
1.	Price	80
2.	Specific goals	20
3.	Total	100

4.Validity of Bids

The prospective tenderer is required to confirm that it will hold its Bid valid for 120 Days from the closing date of the submission of Bids. All the Bids must be quoted in South African Rand and remain valid for 120 days after closure of the tender.

5.PRICING SCHEDULE

MARKETING SERVICE PROVIDER BREAK-DOWN	
Marketing Services	
Public Relations Services	
Communication Services	
TOTAL COST	

Signed **Name in Print:**

_____ _____

Capacity:…… **Date:……**

6. DECLARATION OF INTEREST BY TENDERER SBD4

BIDDER'S DISCLOSURE

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.

Full Name	**Identity Number**	**Name of State institution**

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.

2.2 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:
…….

…….

3 DECLARATION

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 aspect.

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.

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.

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.

…… ……

Signature Date

…… ……

Position Name of bidder

7. PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022 SBD 6.1

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

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1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 To be completed by the organ of state

(*delete whichever is not applicable for this tender*).

a) The applicable preference point system for this tender is the 90/10 preference point system.

b) The applicable preference point system for this tender is the 80/20 preference point system.

c) Either the 90/10 or 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

(a) Price; and

(b) Specific Goals.

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	**100**

1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.

1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or

at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. DEFINITIONS

(a) **"tender"** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;

(b) **"price"** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;

(c) **"Rand value"** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;

(d) **"tender for income-generating contracts"** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and

(e) **"The Act"** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 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**

$$Ps = 80\left(1 - \frac{Pt - P\,min}{P\,min}\right) \quad \text{or} \quad Ps = 90\left(1 - \frac{Pt - P\,min}{P\,min}\right)$$

Where:

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

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

80/20 **or** **90/10**

$$Ps = 80\left(1 + \frac{Pt - P\,max}{P\,max}\right) \quad \text{or} \quad Ps = 90\left(1 + \frac{Pt - P\,max}{Pmax}\right)$$

Where:

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:

4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—

(a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or

(b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

***Note to tenderers: The tenderer must indicate how they claim points for each preference point system.*)**

The specific goals allocated points in terms of this tender	**Number of points allocated (90/10 system) (To be completed by the organ of state)**	**Number of points allocated (80/20 system) (To be completed by the organ of state)**	**Number of points claimed (90/10 system) (To be completed by the tenderer)**	**Number of points claimed (80/20 system) (To be completed by the tenderer)**
Level 1 Contributor		12		
Level 2 Contributor		8		
Level 3 to 8 Contributor		4		
Entities own by Black Women (>51%)		4		
Enterprise Development Targeted Commodities (Consumables, laboratory PPE, packaging and non-active chemical blending)		4		
TOTAL GOAL POINTS		**20 POINTS**		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3. Name of company/firm…….

4.4. Company registration number: ……...

4.5. TYPE OF COMPANY/ FIRM

- ϒ Partnership/Joint Venture / Consortium
- ϒ One-person business/sole propriety
- ϒ Close corporation
- ϒ Public Company
- ϒ Personal Liability Company
- ϒ (Pty) Limited
- ϒ Non-Profit Company
- ϒ State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I 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 paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;

iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –

(a) disqualify the person from the tendering 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) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted 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, if deemed necessary.

.....

SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME: .....

DATE: .....

ADDRESS: .....

.....

.....

.....

8. DECLARATION OF INTEREST FOR PAST SUPPLY CHAIN MANAGEMENT PRACTICES SBD 8

1 This Standard Bidding Document must form part of all bids invited.

2 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 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 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 *audi alteram partem* 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 ☐	No ☐
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)? **The 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 ☐	No ☐
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 ☐	No ☐

4.3.1	If so, furnish particulars:		
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 ☐	No ☐
4.4.1	If so, furnish particulars:		

SBD 8

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**

9: CERTIFICATE OF INDEPENDENT BID DETERMINATION SBD 9

1 This Standard Bidding Document (SBD) must form part of all bids[1] invited.

2 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 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. disregards 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. cancels 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 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 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 Bids.

[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 purchasers 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 (SBD 9)

I, the undersigned, in submitting the accompanying bid:

_____

(Bid Number and Description)

in response to the invitation for the bid made by:

_____

(Name of Institution)

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 BBBEE 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 BBBEE 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 consortium[3] will not be construed as collusive bidding.
7. In particular, without limiting the generality of paragraphs 6 above, there has BBBEE 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 BBBEE 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 BBBEE, 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