



international relations  
& cooperation

Department:  
International Relations and Cooperation  
REPUBLIC OF SOUTH AFRICA

## TERMS OF REFERENCE

DIRCO: REQUEST FOR A SERVICE PROVIDER TO ASSIST THE DEPARTMENT IN **BRANDING, MEDIA BUYING FOR THE 5<sup>TH</sup> BRICS SUMMIT** TO BE HELD AT THE INTERNATIONAL CONVENTION CENTRE, DURBAN FROM 25 - 27 MARCH 2013.

**REQUEST FOR A SERVICE PROVIDER TO PROVIDE BRANDING/ADVERTISING/MEDIA BUYING AND EVENTS MANagements FOR THE 5<sup>TH</sup> BRICS SUMMIT AND RELATED EVENTS TAKING PLACE IN DURBAN, SOUTH AFRICA 25-27 MARCH 2013**

**1. PURPOSE**

The Department of International Relations and Cooperation (“the DIRCO”) intends appointing a Service Provider/s that will brand, event manage and provide media buying and advertising for the Brazil, Russia, India, China and South Africa (BRICS) Summit. The Summit is scheduled to be held on 27 March 2013 at the Chief Albert Luthuli International Convention Centre in Durban. In addition to the actual Summit on the 27<sup>th</sup> there will be a number of proceedings taking place in the build-up to the event. As the host country the Republic of South Africa, through DIRCO, has been mandated to facilitate and manage the logistics of the conference.

**2. BACKGROUND**

BRICS summits are convened to seek common ground on areas of importance for these major economies. They represent spheres of political and entrepreneurial coordination, in which member countries have identified several business opportunities, economic complementarities and areas of cooperation. South Africa was endorsed with membership of this economic and political entity in December 2010 and in August 2011, President Jacob Zuma met for the first time with the leaders of the BRIC nations in Beijing, China, thus creating BRICS. South Africa was announced the host of the 5<sup>th</sup> BRICS Summit during the 4<sup>th</sup> Summit held in New Delhi, India on 29 March 2012.

**3. SCOPE OF WORK**

The DIRCO requires the services of a marketing and communications company to oversee the events management, media buying, branding advertising and production for the BRICS Summit to effectively promote the event to our target audience. .

**4. BRANDING**

The DIRCO is tasked with providing the following branding services;

- Banners (pull-up/backdrop/media backdrop);
- Branding of Albert Luthuli (Durban ICC) (wall banners, plenary rooms, signage, and branding just outside the venue) Decals for vehicles transporting BRICS delegates;
- Marketing and promotional material ( i.e. Flash disks, Notepads, Pens, Conference materials; and
- Airport branding (OR Tambo, Waterkloof and King Shaka Airports).

Bidders are required to provide a proposal which outlines production, transportation (designated venues), putting up, putting down and disposal of the branding material. The Service will include printing of all Summit related materials.

**4.1 BRANDING ACTIVITIES**

ITEM/SERVICE	DESCRIPTION	QUANTITY
BRICS SUMMIT CONCEPT AND PROJECT PLAN	- Conceptualisation, procurement, management and post conference disposal of all branding material	X 1

	including; - The Service Level Agreement (SLA) will be signed wherein an implementation date will be agreed)	
<b>ICC BRANDING</b>	- Pull up banners and creative branding of conference venue rooms including directional signage (e.g. Break Away 1)  - Media backdrops  - Stage backdrop  - Wall Banner  Outdoor branding flag banners, pillars, outside venue branding	X 200  X10  X3  X 10  X 80
<b>VEHICLE BRANDING</b>	- Vehicle branding (decals for cars and mini busses)	X 100
<b>CONFERENCE SUMMIT PROMOTIONAL ITEMS</b>	Conference packs consisting of:  - Flash disks, - Notepads, - Pens, - Conference bags - Folders	X 2000 Pax
<b>VIP GIFTS FOR HoS</b>	Procurement and provision of High Level Gifts: Presidential Gifts for BRICS Heads of State, Regional Economic Communities Leads (HoS) and Presidential Infrastructure Championing Initiative (PICI) Members RECs and Heads of Organisations	X 21
<b>AIRPORT BRANDING (OR TAMBO/ KING SHAKA AIRPORTS/ WATERKLOOF)</b>	- Airport branding  - Welcome/ Transportation Desk development for O.R. Tambo and King Shaka  - Floor decals and directional signage.  - Giant Welcome Banner	X 10 (for each Protocol Lounge)  X 2  X100  X2

### 3.2 EVENTS

The DIRCO is tasked with ensuring the success of the following key events;

- Opening Ceremony
- Morning Live Breakfast
- Presidential Gala Dinner

ACTIVITY/EVENT	FORMAT	REQUIREMENTS
<b>LIVETV BROADCAST BREAKFAST</b> <i>250 Pax</i>	Live television/radio breakfast show broadcast from Summit venue	<ul style="list-style-type: none"> <li>• Decor/ Branding</li> <li>• Catering</li> <li>• Sound and stage</li> </ul>
<b>OPENING CEREMONY</b> <i>2000 Pax</i>	Cultural evening to open the Summit including choreographed performances representative of BRICS countries	<ul style="list-style-type: none"> <li>• Decor</li> <li>• Catering</li> <li>• Sound and stage</li> </ul>
<b>GALA DINNER,</b> <i>800 Pax</i>	Presidential Gala Dinner	<ul style="list-style-type: none"> <li>• Decor</li> <li>• Catering</li> <li>• Sound and stage</li> </ul>

### 3.4 ADVERTISING AND MEDIA BUYING

The DIRCO is tasked with promoting the Summit and its related activities through advertising and media buying as follows:

#### Advertising, Production and Media Buying:

- Development of media and placement schedule
- Airport screens
- Print advertising
- Radio advertising

ITEM/SERVICE	DESCRIPTION	QUANTITY
<b>ADVERTISING, PRODUCTION AND MEDIA BUYING</b>	Airport screens (O.R.T and King Shaka)	X 20

	<p><b>Media buying: Print</b></p> <p>*Placement of adverts of national regional and community print media platforms</p> <p><b>*Please see bullet 6.4 under Special Conditions. Ability to provide value add in terms of size of adverts and placement on regional / community publications.</b></p>	<p>11 Week National Media Campaign (15 Jan - 30 March 2013) that must include at minimum the following publications;</p> <p><u>Beeld</u>  <u>Business Day</u>  <u>City Press</u>  <u>Mail &amp; Guardian</u>  <u>The New Age</u>  <u>The Sowetan</u>  <u>Sunday Independent</u>  <u>Sunday Times</u>  <u>Sunday World</u>  Isolezwe  Ilanga  Eastern Cape today  Mercury  Die Burger  Bloem News</p>
	<p><b>Media buying: Radio</b></p> <p>Placement of radio adverts on national, regional and community radio stations</p> <p><b>*Please see bullet 6.4 under Special Conditions. Ability to provide value add in placement on regional/community radio stations. al</b></p>	<p>11 Week National Media Campaign (15 Jan - 30 March 2013)</p> <p><u>Channel Africa,</u>  <u>SAfm</u>  <u>5FM -</u>  <u>Umhlobo Wenene FM</u>  <u>Ukhozi FM</u>  <u>Metro FM-</u>  Lotus fm  <u>Lesedi FM</u>  <u>Motsweding FM</u>  <u>Thobela FM</u>  702  Ligwalagwala  Eastcoast Radio  Jozi fm  Fortehare FM  Capricorn fm  Radio Mafisa</p>

Detailed technical specification will be discussed during the compulsory briefing session.

#### 4 EVALUATION METHODOLOGY

All the bids received will be evaluated in the following phases:

##### 4.1 Phase 1: Responsive Criteria

The minimum requirements that must be satisfied / met by prospective bidders in order to pass to the next stage of the evaluation process are:

- 4.1.1 Valid Tax Clearance Certificate submitted with bid documents;
- 4.1.2 Complete all Standard Bid Documents (SBD). Kindly note that BBBEE certificate must be attached otherwise the bidder will not receive BEE points;
- 4.1.3 Attendance of a compulsory briefing session; and
- 4.1.4 All Proposals should include the proposed resources with their qualifications and experience. Whether the bidder is accredited to a reputable Media Accreditation Agency.

##### 4.2 Phase 2: Functionality Criteria

A panel will evaluate all tenders received on the functionality criteria as reflected. A bidder that scores less than sixty-five (65%) in respect of "functionality" will be regarded as submitting a non-responsive bid and will be disqualified.

For purposes of comparison and in order to ensure a meaningful evaluation, bidders are requested to furnish detailed information in substantiation of compliance to the evaluation criteria.

Criteria	Weight
<b>Technical requirements</b>	
<b>Branding/ Advertising, Media Buying and Events Management</b> -Creative and innovative campaign development that outlines a clear road map of the baseline and the implementation thereof.	<b>15</b>
Branding/ Events and Advertising that take into account the event theme and the targeted audiences.	<b>15</b>
<b>Knowledge and experience</b>	
Creative branding/advertising/media buying and events management experience that show a proven track record of working with government in executing major national and international events with contactable references and credentials <b>including letters of motivation and contactable references from previous clients that have worked with the bidder..</b>	<b>50</b>
Branding/advertising/events/media buying and events management experience in executing major national and international events with a specific focus on government events.	<b>20</b>
An in-depth understanding of the government communications environment and the protocols therein including amongst others; Government logo usage Government CI Government protocol requirements.	<b>20</b>
<b>TOTAL</b>	<b>100</b>

Values: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

#### 5 Points awarded for B-BBEE Status Level of Contribution

In terms of Regulation 5 (2) and 6 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

<b>B-BBEE Status Level of Contributor</b>	<b>Number of points (90/10 system)</b>
1	10
2	9
3	8
4	5
5	4
6	3
7	2
8	1
Non-compliant contributor	0

Bidders who qualify as EMEs in terms of the B-BBEE Act must submit a certificate issued by an Accounting Officer as contemplated in the CCA or a Verification Agency accredited by SANAS or a Registered Auditor. Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates.

Bidders other than EMEs must submit their original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a Registered Auditor approved by IRBA or a Verification Agency accredited by SANAS.

**6. SPECIAL CONDITIONS**

- 6.1 The Government of South Africa reserves the right to seek sponsorship for the said event which may impact the distribution of resources to the successful service provider post award. The amount paid out to the service provider will however not be changed.
- 6.2 The evaluation will also take into account additional value add that will be negotiated with Media Owners for the benefit of this event and this should be encased in the proposal
- 6.3 The Bid must be properly submitted on or before the closing date and time specified on the Invitation, fully completed in ink (as per all standard conditions of tender). The Bid documents must be lodged in the tender box at DIRCO, OR TAMBO BUILDING, 460 Soutpansberg Road, Rietondale, Pretoria.

**7. GENERAL CONDITIONS**

- 7.1 The General Conditions of Contract will be applicable to this bid;

- 7.2 The DIRCO reserves the right to accept sponsorship for various services from one or more service providers without compromising the standard and quality of the service required.
- 7.3 The DIRCO reserves the right to sign a Service Level Agreement with the preferred bidder to supplement the General Conditions of Contract.
- 7.4 The DIRCO further reserves the right to appoint more than one service provider if deemed necessary.
- 7.5 The DIRCO will not be held responsible for any costs incurred by the bidders in the preparation and submission of the proposal.
- 7.6 Please take note that the DIRCO is not obliged to select any of the bidders submitting proposals.
- 7.7 Evaluation on functionality criteria can only be done on the basis of information, which was asked for. The comprehensiveness of the proposal can therefore be decisive in the awarding thereof.

#### **8. FEES AND PAYMENT SCHEDULE (if partly sponsored)**

- 8.1 Fees must be quoted in South African currency;
- 8.2 All prices quoted must include VAT; and
- 8.3 Bidders should take note that the Department will pay within thirty (30) days after the receipt of invoice and the service has been rendered.

#### **9. CONTACT PERSONS AND SUBMISSIONS**

All enquiries can be directed to Supply Chain Management as per fax, 012 329 1267  
Enquiries pertaining to the completion of tender documents can be directed to the Bid Office, tel. 012 301 8538/ 8537/8594/8674

Prospective Service Providers should submit their bonded proposals in a sealed envelope with the details of the specific tender on the outside of the envelope to:

##### **Per hand**

Tender Box, OR Tambo Building  
460 Soutpansberg Street  
Rietondale  
Department of International Relations and Cooperation  
Pretoria  
0001

OR

##### **Post**

Department of International Relations and Cooperation  
Private Bag X 152  
Pretoria  
0001

Submissions should be posted to be received or hand delivered to the mentioned addresses on or before 11:00a.m on the \_\_\_\_\_ / \_\_\_\_\_ / 2012.



Prospective Service Providers/suppliers are encouraged to submit their proposals before the closing time and date, as late submissions will not be accepted.

*E-Mailed or faxed submissions shall not be accepted.*

**A compulsory briefing session will be held at Department of International Relations and Cooperation, 460 Soutspanberg Road, Queenwood, Pretoria on \_\_\_\_\_/\_\_\_\_\_/2012 from 10:00a.m and interested bidders are invited to attend.**

Non compliance with any of the above conditions will result in your bid being disqualified.