



## REQUEST FOR QUOTATION (RFQ)

(Over R30 000 up to a transaction value of R1 000 000 VAT included)

### APPOINTMENT OF A MEDIA BUYING COMPANY FOR A PERIOD OF SIX (06) MONTHS RFQ NO: LTAQ033-22/23

Kindly furnish us with a written quotation as detailed in the enclosed schedule.

The quotation must be submitted on the letterhead of your business and submitted into the quotation box not later than **03 MARCH 2023 @ 12H00 AT THE LTA'S QUOTATION BOX, AT ERF 92/688 portion 2, EXT 4, N1 MAIN ROAD, SOUTHERN GATEWAY, POLOKWANE, 0699**

**EMAIL SUBMISSIONS WILL NOT BE ACCEPTED**

The following conditions will apply:

- 1) Price(s) quoted must be valid for at least sixty (60) days from date of your offer.
- 2) Price(s) quoted must be firm and inclusive of VAT.
- 3) A firm delivery period must be indicated.
- 4) The bid will be evaluated in terms of administrative compliance, functionality and the 80/20 preference point system as prescribed in the Preferential Procurement Regulations (2022), and for this purpose the enclosed forms SBD 3.1, SBD 4, must be scrutinized, completed and submitted together with your bid.
- 5) The successful bidder will be the one scoring the highest points in terms of the Preferential Procurement Regulations (2022).

<b>ISSUED BY:</b>  THE CHIEF EXECUTIVE OFFICER LIMPOPO TOURISM AGENCY P.O. BOX 2814 POLOKWANE 0700  Tel: (015) 293 3600    Fax: (015) 293 3651	<b>CONTACT PERSON (SPECIFICATION)</b>  MR JERRY MAMABOLO  Tel: 082 350 9544  E-mail: <a href="mailto:jerrym@golimpopo.com">jerrym@golimpopo.com</a>	<b>CONTACT PERSON (BID ADMINISTRATION)</b>  MS SEWELA NYAKA  Tel: 015 293 3600  E-mail: <a href="mailto:sewe1an@golimpopo.com">sewe1an@golimpopo.com</a>
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**Name of Bidder:** \_\_\_\_\_

**BID AMOUNT:** R \_\_\_\_\_



## TERMS OF REFERENCE:

### APPOINTMENT OF A MEDIA BUYING COMPANY FOR A PERIOD OF SIX (06) MONTHS

#### 1. INTRODUCTION & BACKGROUND

Limpopo Tourism Agency is a schedule 3c entity mandated in terms of Limpopo Tourism Act of 2009, as amended, to amongst other things to promote and offer a sustainable and diverse tourism experience through strategic marketing (destination marketing) and support and facilitate tourism development programs, collaborations with stakeholders and sectors transformation.

Limpopo Tourism Agency (LTA) hereby request for proposals from experienced media buying companies to secure space for distribution of various messages for a period of six (06) months. The company or service provider will be utilized as and when there is a project/campaign to be undertaken.

The media buying agent will be required to manage the buying of media space on behalf of LTA as and when required. LTA may specify which media outlet to be used for the specific target audiences through the placement of such media items. This will include sourcing of media space within the following media types:

##### 1.1. Print Newspapers e.g.

- National Weekly newspapers, Regional daily newspapers, Local daily newspapers, Weekly newspapers & Weekend newspapers.

##### 1.2. Magazines e.g.

- Niche magazines, National magazines, Regional magazines & Local magazines

##### 1.3. Community Media e.g.

- Radio, Print, University/College campus Radio Stations & University/College campus newspapers, or cross border print media for promoting tourism in Limpopo.

#### **1.4. Radio (National and Regional) e.g.**

- Free to air radio stations & Commercial radio stations

#### **1.5. Television channels**

- Any television channel at any given time the Agency might need for coverage.

#### **1.6. Social Media Influencers/content creators**

- For purposes of creating more awareness and increasing the Agency's national footprint about its brand there will from time to time be a need for social media influencers/content creators with a good following and to increase its following on various social media platforms, that is, Facebook, Twitter, TikTok and Instagram.

## **2. OBJECTIVE**

- Increase brand visibility and ensure Limpopo remains top of mind during all the campaigns for the duration of appointment.
- Create awareness about Limpopo as a tourism destination.
- Inspire travellers to book their next domestic holiday in Limpopo.
- Stimulate call to action (i.e., drive conversion).

## **3. SCOPE OF WORK**

**LTA requires the media buying services as per specification below:**

- Media planning for seasonal campaigns, editorial production and media reporting in publications.
- Media logging for interviews with all Radio Stations identified in paragraph 1.4 above.
- Placing adverts on print media, commercial, national and community radio stations, as well as television channels.
- Care must be taken to comply with existing protocols regarding the pandemic and its associated regulations [e.g. regulations around inter-provincial travel].

- The company will also be expected to provide proof of previous work done and experience.
- Drafting a close-out report at the end of each campaign.
- Appointing and managing digital media influencers for various activities.

It should be noted that from time to time when a service is required, LTA will provide the necessary content to the appointed company for details.

#### **4. SPECIAL CONDITIONS**

- 4.1. The period of the contract will be for a period of six (06) months.
- 4.2. The Limpopo Tourism Agency reserves the right to reject any proposal/bid that is found to be inadequate or non-complaint to the Terms of Reference.
- 4.3. The successful bidder must sign a Service Level Agreement (SLA) with the Entity.
- 4.4. The bidder may not intend to assign, in whole or in part, any of its obligations to perform in terms of the contract to any third party, unless the Entity has prior to the assignment, consented in writing to the assignment.
- 4.5. The bidder may not intend to cede his/her right to payment in terms of the contract to a third party without the prior written consent of the Entity. A bidder may not by means of cession, cede any obligations to perform in terms of a contract to any third party.

#### **5. COMPETENCE REQUIREMENTS OF MEDIA BUYING COMPANY**

The bidder should meet the following competency requirements:

- a) Media planning experience.
- b) Public relations Experience
- c) Media relations experience
- d) Experienced in using a variety of marketing tools, especially digital marketing and activations.

e) Ability to deliver content within strict deadlines.

## A. EVALUATION METHODOLOGY

In accordance with the Preferential Procurement Regulations, 2022, the bid evaluation process shall be carried out in three Phases namely:

- Phase 1 : Administrative Compliance
- Phase 2 : Evaluation on Functionality
- Phase 3 : Evaluation in terms of Price and Preference Point Systems

**Phase 1 : Administrative Compliance** (Submission of compulsory proposal requirements by bidders and compliance to specification.)

The first phase of evaluation is checking and verification of all mandatory documents to be submitted by the bidders and compliance to specification.

**If any of the following Bid Forms are not completed and signed or handed in with your proposal on closing date and time, your proposal will be immediately disqualified.**

- **SBD 3.1** (Pricing Schedule) Make sure it is completed
- **SBD 4** (Declaration of Interest) Make sure it is signed.
- **PLEASE NOTE:**
  - a) the bidder or any of its directors/shareholders is not listed on the Register of Tender Defaulters in terms of the Prevention and Combating of Corrupt Activities Act of 2004 as a person prohibited from doing business with the public sector;
  - b) the bidder has not:
    - i) abused the Supply Chain Management System; or ii) failed to perform on any previous contract and has been given a written notice to this effect;
  - c) All corrections and scratching are initialled;
  - d) Completion of the bid document using pencil not allowed, **BID DOCUMENT TO BE COMPLETED IN BLACK INK;**
  - e) Scratching are done by putting a straight line through the corrected items;
  - f) **THE USE OF CORRECTION FLUID WILL AUTOMATICALLY INVALIDATE YOUR BID;**
  - g) Alterations to the bid document or **submission of a copy of the original bid document will invalidate the bid;**

## Phase 2: Functionality

The assessment on functionality will be done in terms of the evaluation criteria and minimum threshold as specified. The minimum qualifying score for functionality is **70%** as set out below.

Bidders who fail to achieve the minimum qualifying score on functionality will be disqualified for further evaluation of price and B-BBEE status.

Functionality assessment should be allocated as follows:

FUNCTIONALITY CRITERIA			
COMPONENTS		Weightings	
<b>A</b>	<b>COMPANY'S EXPERIENCE (Detailed company profile must be submitted)</b>		<b>30%</b>
	Number of years the bidder has been operating in communication, PR , marketing and events environment. <ul style="list-style-type: none"> <li>• 05 + Years</li> <li>• 4-3 Years</li> <li>• 2-1 years</li> <li>• Less than 1 Year</li> </ul> <b>portfolio of evidence of work done implementing marketing communication &amp; events campaigns (ATL, BTL and digital activations)</b>	30 20 10 0	
<b>B</b>	<b>PROVEN TRACK RECORD IN SIMILAR PROJECTS</b>		<b>30%</b>
	Signed reference letters on valid letterheads that prove experience of the company. All references will be confirmed. <b>Reference letters must indicate the contract period, value, and contract description.</b> <ul style="list-style-type: none"> <li>• More than Five or more reference letters</li> <li>• Four reference letters</li> <li>• Three reference letters</li> <li>• Two reference letters</li> <li>• Less than two reference letters</li> </ul>	30 20 10 05 02	
<b>C</b>	<b>FINANCIAL ABILITY TO EXECUTE THE PROJECT</b>		<b>20%</b>
	Submission of Bank rating letter (we reserve the right to verify) Bank rating A Bank rating B Bank rating C Bank rating D Banking rating E downwards	20 15 10 05 0	
<b>D</b>	<b>PREVIOUS PROJECTS EXECUTED IN SIMILAR PROJECTS</b>		<b>20%</b>
	<ul style="list-style-type: none"> <li>• R500 000 or more</li> <li>• Between R300 000 - R400 000</li> <li>• Between R299 000 and R100 000</li> <li>• R100 000 - R50 000</li> <li>• Below R50 000</li> </ul> <b>Attach appointment letters/ orders</b>	20 15 10 05 02	

All Bidders who score **Less than 70%** on functionality will not be considered for further evaluation on Price and BBEE.

**Phase 3 : Evaluation in terms of Price and Preference Point Systems**

Only bids that achieve the minimum qualifying score/percentage for functionality will be evaluated further in accordance with the 80/20 preference point system prescribe in Preferential Procurement Regulations, 2022.

The PPPFA prescribes that the lowest acceptable bid will score 80 points for price. Bidders that quoted higher prices will score lower points for price on a pro-rata basis.

**When calculating prices:**

- a) Unconditional discounts will be taken into account for evaluation purposes; and
- b) Conditional discounts will not be taken into account for evaluation purposes but would be implemented when payment is affected.

The formulae to be utilized in calculating points scored for price is as follows:

**80/20 preference point system formula will be used to calculate the points for price of quotations/tenders with the rand value equal to or below R50 million**

$$Ps = 80 \left( \frac{Pt - Pmin}{Pmin} \right)$$

Where:

Ps = Points scored for price of bid under consideration

Pt = Rand value of tender consideration

Pmin = Rand value of lowest acceptable tender

A maximum of **20 points** will be awarded in accordance with the table below, for quotations above R2000 to R1 000 000:

NO	DESIGNATED GROUP	SPECIFIC GOALS (20 POINTS)
1	Black People	4
2	Youth	4
3	Women	4
4	Persons with Disability	4

5	<b>Locality</b>	<b>2</b>
6	<b>Enterprises located in rural areas</b>	<b>2</b>

The points scored by a tenderer in respect of the specific goals above must be added to the points scored for price.

The RFQ will be awarded to the tenderer who scores the highest total points.

Limpopo Tourism Agency reserves the right not to award the RFQ.





SBD 3.1

**PRICING SCHEDULE – FIRM PRICES  
(PURCHASES)**

**PRICING SCHEDULE**

**ONLY FIRM PRICES WILL BE ACCEPTED. NON-FIRM PRICES (INCLUDING PRICES SUBJECT TO RATES OF EXCHANGE VARIATIONS) WILL NOT BE CONSIDERED  
IN CASES WHERE DIFFERENT DELIVERY POINTS INFLUENCE THE PRICING, A SEPARATE PRICING SCHEDULE MUST BE SUBMITTED FOR EACH DELIVERY POINT**

I/We \_\_\_\_\_

(Full name of bidder) the undersigned in my capacity as \_\_\_\_\_

Of the firm \_\_\_\_\_

CSD NO. MAAA \_\_\_\_\_, hereby offer to Limpopo Tourism Agency to render the services as described, in accordance with the specifications and conditions of contract to the entire satisfaction of the Limpopo Tourism Agency and subject to the conditions of tender, for the amounts indicated hereunder:

Description	% (INCL. VAT)
Media buying services (FIXED TRANSACTION FEE PERCENTAGE (%))	



## BIDDER'S DISCLOSURE

### SBD 4 FORM

#### 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 interest<sup>1</sup> 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

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<sup>1</sup> 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 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 consortium<sup>2</sup> 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,

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<sup>2</sup> 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.

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.
- 3.5 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

## PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

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**

### 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

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

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
<b>PRICE</b>	<b>80</b>
<b>SPECIFIC GOALS</b>	<b>20</b>
<b>Total points for Price and SPECIFIC GOALS</b>	<b>100</b>

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:

$$Ps = 80 \left( 1 - \frac{Pt - Pmin}{Pmin} \right) \text{ or } Ps = 90 \left( 1 - \frac{Pt - Pmin}{Pmin} \right)$$

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:

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

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)
Black People		4		
Youth		4		
Women		4		

<b>Persons with Disability</b>		<b>4</b>		
<b>Locality</b>		<b>2</b>		
<b>Enterprises located in rural areas</b>		<b>2</b>		

**DECLARATION WITH REGARD TO COMPANY/FIRM**

4.3. Name of company/firm.....

4.4. Company registration number: .....

4.5. TYPE OF COMPANY/ FIRM

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

.....	
<b>SIGNATURE(S) OF TENDERER(S)</b>	
<b>SURNAME AND NAME:</b>	.....
<b>DATE:</b>	.....
<b>ADDRESS:</b>	.....
	.....
	.....