

REQUEST FOR PROPOSAL (RFP)

RFP NUMBER	CO 257/03/2023
DATE ISSUED	16 March 2023 (Re-advertising)
PROJECT NAME	Public Relations Services
CLOSING DATE AND TIME	05 May 2023 @ 16:30
NAME OF PROPOSER/TENDERER	
CSD SUPPLIER NUMBER (MA NUMBER)	
TELEPHONE NUMBER	
FAX NUMBER	
EMAIL ADDRESS	
PHYSICAL ADDRESS	
B-BBEE STATUS LEVEL OF CONTRIBUTION	
FULL NAME OF BIDDER OR HIS OR HER REPRESENTATIVE	
IDENTITY NUMBER	
POSITION OCCUPIED IN THE COMPANY (DIRECTOR, TRUSTEE, SHAREHOLDER)	
COMPANY REGISTRATION NUMBER	
TAX REFERENCE NUMBER	
VAT REGISTRATION NUMBER	
QUOTE PRICE (INCL VAT)	
SIGNATURE	

Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / Personal Number

A. BIDDER'S DISCLOSURE (SBD 4)

1. PURPOSE OF THE FORM

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

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

2. Bidder's declaration

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

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

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.

Full Name	Identity Number	Name of State institution

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 consortium² will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

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

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

.....
Signature	Date
.....
Position	Name of bidder

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.

B. REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS SERVICES.

1. BACKGROUND TO SANSA

The South African National Space Agency (SANSA) is a Schedule 3A Public Entity that formally came into existence on 03 December 2010 in terms of the Public Finance Management Act (No.1 of 1999 as amended by Act 29 of 1999). According to the South African National Space Agency Act (Act 36 of 2008) the entity was established to:

“...provide for the promotion and use of space and co-operation in space-related activities, foster research in space science, advance scientific engineering through human capital and support the creation of an environment conducive to industrial development in space technologies within the framework of national government policy...”

The SANSA Act (Act No. 36 of 2008) provides the following primary objectives of the entity:

- Promoting the peaceful use of outer space.
- Supporting the creation of an environment conducive to industrial development in space technology.
- Fostering research in space science, communications, navigation, and space physics.
- Advancing scientific, engineering, and technological competencies and capabilities through human capital development outreach programmes and infrastructure development.
- Fostering international cooperation in space related activities.

2. SCOPE OF WORK (TERMS OF REFERENCE)

SANSA requires the skills and expertise of an experienced public relations (PR) agency to fulfill various public relations activities.

- Develop a comprehensive SANSA media and public relations plan for 2023/24 (covering all forms of media: broadcast, digital and print)
- Subscribe on SANSA's behalf to Media List (media database)
- Provide quarterly analysis reports (access to media monitoring platform will be provided)
- Provide media buying services where necessary
- Compile/develop and design any content/documents necessary for effective implementation of PR activities (eg. Media kits, pitches, advertisements (print) etc.)
- Pursue media publicity opportunities on behalf of SANSA (story pitching, cold calling)
- Conceptualise, implement campaigns and draft reports

- Submit evidence of work done (e.g., media clips, concept documents, content, plans etc.)

All content will be subject to approval by SANSA before distribution. Kindly provide an itemised billing for each service required. The duration of the project is estimated to be from 3 to 6 months.

C. EVALUATION CRITERIA

SANSA promotes the concept of “best value” in the award of contracts, as opposed to merely looking for the cheapest price, which does not necessarily provide the best value. Best value incorporates the expertise, experience and technical proposal of the organisation and individuals who will be providing the service and the organisational capacity supporting the project team.

SANSA is committed to achieving Government's transformation objectives in terms of the Preferential Procurement Policy Framework Act.

The value of this bid is estimated not to exceed R1 million (all applicable taxes included) and therefore the **80/20** system shall be applicable.

The procedure for the evaluation of responsive tenders is **price, functionality (quality) and preference** method. The evaluation of the bids will be conducted in the following two stages:

- Firstly, the assessment of quality will be done in terms of the evaluation criteria (Table 3) and the minimum threshold of 80 points explained below. A bid will be disqualified if it fails to meet the minimum threshold for functionality as per the bid invitation
- Thereafter, only the qualifying bids are evaluated in terms of the 80/20 preference points systems, where the 80 points will be used for price and the 20 points will be awarded to a bidder for attaining the B-BBEE status level of contributor in accordance with the Table below

1. Preference

(ORIGINAL/CERTIFIED B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/SWORN AFFIDAVIT MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE)

Calculation of points for B-BBEE status level contributor

Points will be awarded to a bidder for attaining the B-BBEE status level of contributor in accordance with the Table1 below

Table1: B-BBEE level and points

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

2. Eligibility Criteria

To be eligible for the functionality, price and preferencing evaluation, the bidder must submit the following as per table 2 below.

If there is “**No**” on the Table 2 below, the bidder who didn't submit the required document (s) with their bid will be requested in writing to submit them within three (3) working days for inclusion in the Bid Evaluation Committee item, if a bidder fails to submit on the 3rd working day, the relevant bid will be rejected.

Table 2: Eligibility Criteria

Criteria	Attached (Yes/No)	Comments
CSD Registration Summary Report with a compliant tax status on the closing date		
The service provider must be PRCC accredited (attach active/valid membership certificate)		

3. Quality/Functionality:

Scores will be tabulated to 100 points. Respondents must score **70 points** and over to be assessed on their financial offer and preference score.

The allocation of points for the evaluation of quality/functionality is set out in Table 3 below:

Table 3: Quality/Functionality Criteria

Criteria	Maximum Points
Company Experience	20
Portfolio of previous PR consultancy	40
Project Team	40
Total evaluation points for quality	100

Evaluation criteria 1: Company Experience

Description: The company must have the minimum requirements stated below and give references to similar projects executed during the last three (3) years.

The bidder **MUST** present at least 5 valid reference letters (on the client's letterhead) from companies for which they have provided which indicate diverse PR products and services aligned to current trends and tactics. Reference letters **MUST** indicate the periods in which such services were rendered, and the letters will be used to evaluate this criterion.

Please note that SANSA will be contacting the references provided to verify the information. Bidders must ensure they provide the correct contact details of references provided.

	Company Experience
Non Responsive (score 0)	Company failed to provide documents
Poor (score 5)	Company has less than 3 years' experience, with limited experience in projects as mentioned in scope of work.
Good (score 10)	Company has 3 years' experience as per scope of work. Reference letters must indicate two or more PR products and services aligned to current trends and tactics..

Excellent (score 20)	Company has excellent experience (>3 years) as per scope of work. Reference letters must indicate a minimum of three PR products and services aligned to current trends and tactics
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Evaluation criteria 2: Company and Project Team Experience

This section of the proposal must be provided and indicate the experience in public relations initiatives and reporting. The portfolio should contain items developed across diverse material and platforms.

- Diverse examples showcasing technical competence
- Provide digital files/ links
- Portfolio must include media and PR plans

Failure to submit media and PR plans will result in 10 points forfeiture.

	Portfolio of Experience
Non Responsive (score 0)	Service provider has not provided portfolio of experience.
Poor (score 10)	The portfolio provided is poor or is unlikely to satisfy project objectives or requirements. Portfolio does not indicate two or more PR products and services aligned to current trends and tactics. Failure to submit media and PR plans will result in 10 points forfeiture.
Good (score 30)	The portfolio addresses all scope of work objectives and is of good quality. Portfolio indicates two or more PR products and services aligned to current trends and tactics. Failure to submit media and PR plans will result in 10 points forfeiture.
Excellent (score 40)	Besides meeting the "good" rating, the portfolio illustrates excellence and diverse range of experience. Portfolio indicates minimum of three PR products and services aligned to current trends and tactics. Failure to submit media and PR plans will result in 10 points forfeiture.

Evaluation criteria 3: Qualification of Project Team

Description:

The proposed resource/s should have the following but not limited to:

- Project team should consist of an account manager, graphic design, media researcher, digital and social media specialist, PR specialist, media buying specialist and copywriter.
- Resources should have at **least five (5) years previous experience** in similar PR projects.
- Ability to work under pressure, adhere to tight deadlines and work within restricted budgets.
- Good verbal and written communication skills, creative, good interpersonal relations, time management, well organized, flexible and pay attention to details.
- Failure to provide any of the following documents (CV/profiles, proof of qualifications) will result in score reduction of 10 points

	Project Team Experience
Non Responsive (score 0)	Service provider has not provided proof of team CV/profiles, proof of qualifications.
Poor (score 10)	Key Personnel have limited levels of experience (less than 5 years) based on their CV/profiles and proof of qualifications attached.
Good (score 30)	Key Personnel have good levels of experience (5 years) based on their CV/profiles and proof of qualifications attached
Excellent (score 40)	Key Personnel have outstanding levels of experience (more than 5 years) based on their CV/profiles and proof of qualifications attached.

D. PRICING SCHEDULE

Pricing Instructions

1. The Bidder must price all items;
2. Rates are to include all costs with no unspecified cost to allow for a fair evaluation.
3. Payment will be made based on the deliverables (proven progress) for the services rendered/goods received.
4. Payment will only be made on the basis of invoices provided.
5. Offer to be valid for 30 days from the bid closing date.

Service provider to complete both table below and the total contract amount (including vat) is the sum of both table D (1 &2).

Table D -1 (Amount to include agency fee)

Description	Amount
Full page ad in science magazine similar to Quest	
Four full page ad in career magazine similar to SA Career Guide	
Full page ad with accompanying three pages of editorial content in similar to SMOG 2021/22 print	
Full page ad with engineering magazine similar to Engineer IT	
Full page ad with accompanying 2-page article in aviation magazine similar to SA Flyer	
Full page ad in maritime and defence book similar to Denel AMO book	
Front page ad and accompanying 2-page article in a research focused magazine similar to Research News Reporter	
Full page ad in government magazine with accompanying one page article similar to Public Sector magazine	
Full page ad in Civil Engineering magazine similar to SAICE	
DPS article in African Industry publication similar to Pan African Parliament	
Full page ad in science magazine similar to Quest	
Four full page ad in career magazine similar to SA Career Guide	
Full page ad with accompanying three pages of editorial content in similar to SMOG 2021/22 print	
TOTAL	

Table D -2

Description	Quantity	Unit cost	Total Price (Incl Vat)
Media and PR Plan (with budget)	1		
Media List Subscription	1		
Quarterly Analysis Reports	4		
Media Kit (factsheet, voice notes, marketing materials, speeches, videos, gallery)	1		
Social media campaigns for technical products on 3 platforms (for 1 campaign for three months duration)	1		
Traditional media campaigns (1 of three months duration)	1		
Other related costs (specify item)			
TOTAL CONTRACT AMOUNT (INCLUDING VAT)			

E. SPECIAL CONDITIONS

- a) Proposals to be returned to Boitumelo Maredi: bmaredi@sansa.org.za
- b) The service provider shall commit to post support where and when required by SANSA.
- c) Contract will not be awarded unless supplier is registered on the Central Supplier Database. A supplier registration summary with a compliance tax status must be submitted with the proposal. Potential suppliers should contact SANSA should they require assistance in registering on the CSD)
- d) This RFP is part of the Supplier Development Programme (SDP). The recommended bidder will be required to sign a SDP agreement for shorter payment periods for EMEs.
- e) The offices of SANSA are situated at the following address:

**Shop 2 Enterprise Building
Mark Shuttleworth Street
The Innovation Hub
Pretoria, 0087**

F. TIMELINES

The successful service provider must be in the position to provide the service within one (1) week after the purchase order has been issued by SANSA.

G. SUPPORTING DOCUMENTATION AND MINIMUM CRITERIA

In order to demonstrate their capacity and score points with respect to the criteria, tenderers should provide the following supporting documentation.

- a. B-BBEE status level verification certificate/Sworn affidavit must be submitted in order to qualify for preference points for B-BBEE);
- b. Minimum of five (5) references including organisation name, contact person and contact numbers;
- c. Quotation must reflect a cost breakdown, where applicable, prices quoted must be inclusive of VAT
- d. All pages of quotation must be signed by the authorised person
- e. SANSA has the right to withdraw any quotation at any time within the validity of the quotation.
- f. SANSA reserves the right to invite suppliers/companies to present their bid proposals for final decision

H. DECLARATION

The undersigned, who warrants that he / she is duly authorized to do so on behalf of the enterprise:

- i) confirms that neither the name of the enterprise or the name of any partner, manager, director or other person, who wholly or partly exercises, or may exercise, control over the enterprise appears on the Register of Tender Defaulters established in terms of the Prevention and Combating of Corrupt Activities Act of 2004;
- ii) confirms that no partner, member, director or other person, who wholly or partly exercises, or may exercise, control over the enterprise appears, has within the last five years been convicted of fraud or corruption;
- iii) confirms that I / we are not associated, linked or involved with any other tendering entities submitting tender offers and have no other relationship with any of the tenderers or those responsible for compiling the scope of work that could cause or be interpreted as a conflict of interest;
- iv) confirms that the contents of this questionnaire/forms (SBD 4) are within my personal knowledge and are to the best of my belief both true and correct
- v) accept that, in addition to cancellation of a contract, action may be taken against me should the Declaration prove to be false.
- vi) confirms that the bidder has read the General Conditions of Contract (GCC) and agree with the conditions. The GCC can be found on SANSA website (<http://www.treasury.gov.za/divisions/ocpo/sc/generalconditions/>)

Signed

Date

Name

Position

Enterprise
name

BID CONDITIONS

1. Disqualification

Please note that if a bid document is not filled in correctly or completely, or complied with the specification, or is delivered/sent after the bid closing date and time, or the supplier is not registered on the CSD or supplier has a non-compliant tax status, then unfortunately that bidder will be disqualified. Please return this document with the supporting documents.

2. Bid Document Submission

Emailed tender documents will be accepted. However, the onus is on the tenderer to ensure that complete email documents have been received by the SANSA by the due date and time.

Please note that any alterations to the tender document other than filling in the tenderer's details and tender price will automatically disqualify the tenderer.

COMPLIANCE WITH PROTECTION OF PERSONAL INFORMATION ACT, 2013 (ACT NO. 4 OF 2013) ("POPIA")

1. The Constitution guarantees citizens the right to privacy, including the right not to have the privacy of their communications infringed.
2. POPIA aims to promote the protection of privacy through the application of its guiding principles for the processing of personal information in a context-sensitive manner.

Committed to your Privacy

3. SANSA fully comprehends that your personal and company information is valuable to you; your privacy is just important to SANSA. SANSA commits to safeguarding and lawfully processing your personal information.

Purpose for Processing your Personal Information

4. SANSA collects, holds, uses and discloses your personal information mainly to provide you with access to its services. SANSA will only process your personal information for a purpose you would reasonably expect, including:
 - Complying with any legal and regulatory requirements such as contract agreements, etc.
 - Confirming, verifying and updating your details.
 - Invoicing or paying you to ensure payment and tax compliance.

5. SANSAS may collect your personal information which may include your first name and last name, company name and its registration number, identity numbers, email address, physical or postal address, other contact information, banking details, etc.

Consent to Disclose and Share your Personal Information

6. SANSAS may need to share your personal information, with third parties, to provide advice, and/or services. Where SANSAS shares your personal information, it will take all reasonable precautions to ensure that the third party will treat your personal information with the same level of protection as required by SANSAS.

Request and Access to your Personal Information

7. Should you require further information on this or have any concerns about how your personal information is processed or used, you can contact SANSAS's Information Officer: Ms Andiswa Mlisa on popi_paia@sansa.org.za.

8. You can request access to the personal information SANSAS has on you at any time. If you think that SANSAS has outdated information, you may request to update or correct it. You can also opt-out and request the removal of your personal information at any time. If there are any lawful reasons for requiring SANSAS to retain any information, SANSAS will advise so.

9. PLEASE TAKE NOTE that your personal information is securely hosted on infrastructure / system managed by SANSAS. SANSAS assures you that your information will not be shared for any marketing or promotional purposes without your consent.

10. SANSAS will continue to manage, monitor, refine and develop policies, processes and systems. This will ensure that SANSAS takes every practical and reasonable step(s) to ensure data protection, is in line with POPIA.

END