



cape town & western cape  
tourism, trade & investment

508 - 2020

**TERMS OF REFERENCE**

**REQUEST FOR PROPOSALS (RFP)**

**BRANDING & MARKETING SERVICES**

**ADVERTISEMENT DATE:**

Released Date: 01 October 2019

**SUBMISSIONS CLOSE:**

Date: 30 October 2019 at 12:00

**COMPULSORY BRIEFING:**

Date: 09 October from 11:00 – 13:00

**VENUE FOR BRIEFING SESSION:**

InvestSA One Stop Shop, 46 St Georges Mall, Cape Sun Corner, Cape Town (CBD)

**REQUIRED BY:**

Wesgro Marketing and Communication

**RESPONSES TO:**

Russel Brueton

Chief Communications Officer

Telephone: (021) 487 8600

[russel@wesgro.co.za](mailto:russel@wesgro.co.za)

**SUBMISSION REQUIREMENTS:**

All responses to be hand delivered. Bid document must be split in two envelopes.

Envelope 1: Functionality, Envelope 2: Budget and Compliance documents

**Delivery address:**

Wesgro Tender Box

Ground Floor (inside entrance right of revolving doors)

South African Reserve Bank Building

60 St Georges Mall

Cape Town, CBD

an inspiring place to do business



YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF

**THE WESTERN CAPE TOURISM, TRADE AND INVESTMENT PROMOTION AGENCY (WESGRO)**

Proposals are invited from service providers to submit a tender for an experienced marketing and advertising service provider to enter into a non-exclusive agreement with the successful bidder for the period of three years from commencement of signed service level agreement. Attached please find the terms of reference (RFP) for this tender.

Submissions must reach this office not later than 12:00 on the closing date of the tender. No late bids will be accepted.

**CHECKLIST OF COMPULSORY RETURNABLE SCHEDULES AND COMPLIANCE DOCUMENTS:**

Please adhere to the following instructions:

- Tick the relevant blocks below, the documents and schedules that form part of your response;
- Ensure that the following documents, which can be found on <http://www.westerncape.gov.za/eng/pubs/forms/P/247691> is completed and signed where applicable; and
- Use the prescribed sequence in attaching the annexures that bidders may be disqualified based on non-compliance / non-responsiveness.

YES NO

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 1 - Invitation of bid;  |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 2 – Tax Clearance Certificate Requirements;   |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 3.1 - Pricing schedule – firm prices;   |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 3.3 - Pricing schedule;   |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 4 - Declaration of interest form;   |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.1 - Preference points claim form in terms of the preferential procurement regulations 2017 and codes of good practice;      |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.2 - Declaration certificate for local production and content for designated sectors;  |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 6.3 - Preference points claim form in terms of the preferential procurement regulations 2001 – promotion of small businesses; |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 7.1 - Contract form – purchase of goods/works/services;   |
| <input type="checkbox"/> | <input type="checkbox"/> | WCBD 7.2 - Contract form – sale of goods/works;  |

Bidders must be registered with National Treasury's Central Supplier Database (CSD). Proof of the status by including a CSD report must accompany the proposal as part of the compliance documents. All bids must be accompanied by the following documents:

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Valid BEE certificate and status including: <ul style="list-style-type: none"><li>○ Percentage share of black ownership;</li><li>○ Percentage share women ownership;</li><li>○ Percentage share disabled; and</li><li>○ Percentage of staff that are disabled.</li></ul> |
| <input type="checkbox"/> | <input type="checkbox"/> | Valid Tax clearance certificate and tax pin number   |
| <input type="checkbox"/> | <input type="checkbox"/> | Bank confirmation letter not older than 3 months   |
| <input type="checkbox"/> | <input type="checkbox"/> | Proof of registration on the Central Supplier Database (CSD)   |



Proof of registration on the Western Cape Supplier Database (Ariba) - Optional

Bidders can be registered with the Western Cape Supplier Database – Ariba (status: Not Suspended), optional but must be registered with the National Treasury's Central Supplier Database (CSD). Proof of the status and the CSD report must be included in the proposal as part of the compliance.

Compulsory briefing session requires that only suppliers attending the scheduled session will be allowed to submit a tender proposal.

## TENDER REQUIREMENTS

1. All Tender conditions must be strictly adhered to, failing which, this tender submission may be declared non-responsive.
2. It is important that bidders must ensure that when they submit their bid proposals the following requirements are adhered to:
  - (a) Bidders must submit their proposals in closed envelopes ensuring that the tender name and number, bidder's details- name and contact details of the contactable person, business address and e-mail address clearly indicated on the proposal (Envelope) submitted;
  - (b) Complete all the forms; and
  - (c) Includes all the required other and/or desirable documents in support of their bids/proposals
3. Any portion of the document not completed may be interpreted as "not applicable" where appropriate.
4. Tenders must be deposited in tender box before the closing time set out above. **No** tenders forwarded by facsimile or email or any mode will be considered.

The tender box situated on:  
Ground Floor (inside entrance right of revolving doors)  
South African Reserve Bank Building  
60 St George's Mall  
Cape Town, CBD

5. Couriered tenders are permitted but must reach Wesgro before the closing time with prior arrangements made with the courier and informing the Wesgro reception accordingly. Please note that the courier company must deposit the tender proposal in the said tender box. No assistance allowed.
6. Wesgro reserves the right to accept the whole tender or part of a tender or any item or part of any item or accept more than one tender (in the event of a number of items being offered)
7. Wesgro further reserves the right not to accept the lowest or any tender
8. Wesgro will not consider tenders received after the closing date and time for such a tender
9. Wesgro will not be held responsible for any expenses incurred by bidders in preparing and submitting tenders
10. Wesgro may, after the closing date, request additional information or clarification of bidders in writing
11. A bidder may request in writing and, after the closing date, that his/her tender be withdrawn and which withdrawal will be permitted or refused at the sole discretion of Wesgro after consideration of the reasons for the withdrawal, which shall be set out by the bidder in the written request for withdrawal.
12. Joint Ventures / Consortiums: In the case of a joint venture/consortium, a copy of the Joint Venture agreement must be submitted with the tender documentation.
13. Validity period: Any tender submitted shall remain valid, irrevocable and open for a written acceptance by Wesgro for a period of ninety (90) days from the closing date.
14. Compliance: Bidders may also be registered with the Western Cape Supplier Database – Ariba (status: Not Suspended) but must be registered on the National Treasury's Central Supplier Database (CSD). Proof of the status and the CSD report must be included in the proposal as part of the compliance.
15. If bidders are not registered on the CSD, they must follow the following link <https://secure.csd.gov.za/Account/Register> in order to register
16. Notification: Information on all proposals received will be published on the Wesgro website when the tender has been concluded; and



17. It is the responsibility of the bidder to ensure that their tax matters with SARS are in order
18. Each party in the Joint Venture /consortium/partnership must comply with all of the above;
  - B-BBEE: Each bidder must submit a certificate by an accredited B-BBEE verification agency or an affidavit, indicating its B-BBEE rating of the relevant B-BBEE scorecard
  - For Joint Venture /consortium/sub-contracting arrangements, the bidder must also submit a combined B-BBEE certificate issued by an accredited B-BBEE verification agency
19. Wesgro reserves the right to conduct a due diligence investigation prior to the final award of the contract or at any time during the contract
20. Inducements, rewards, gifts and other abuses of the supply chain management system is prohibited and:
21. No person who is a provider or prospective provider of goods and services or a recipient or prospective recipient of goods disposed or to be disposed of may directly or indirectly, through a representative or intermediary promise, offer or grant:
  - Any inducement or reward to Wesgro for or in connection with the award of a contract; or
  - Any award, gift, favour or hospitality to any other role player involved in the implementation of the supply chain management policy;
22. No person who is a provider or prospective provider of goods and services or a recipient or prospective recipient of goods disposed or to be disposed of may directly or indirectly influence or interfere with the work of any Wesgro official(s) involved in the tender process in order to inter alia:
  - Influence the process and/or outcome of a bid;
  - Incite breach of confidentiality and/or the offering of bribes;
  - Cause over and/or under invoicing;
  - Influence the choice of procurement method or technical standards; and
  - Influence any Wesgro official in any way which may secure an unfair advantage during or at any stage of the procurement process
23. Abuse of the Wesgro Supply Chain Management System is not permitted and may result in the tender being rejected, the cancellation of the contract the blacklisting of the bidder by Wesgro against participation in any future bid processing and any other remedy permitted by law.
24. Declaration and authorisation: Bidders are requested to complete all declarations and authorisations in the schedules requested above, failing which the tender proposal may be disqualified.  
Evaluation Criteria requirements:
25. Invalid tenders: Tender may be endorsed and may be recorded as potentially invalid in the tender opening record by Wesgro's responsible official in the following instances:
  - If the tender is not sealed;
  - If the tender is not completed in non-erasable ink.
  - Non-responsive Tenders: Valid tender will be declared non-responsive and eliminated from further evaluation if:
    - The bidder has been listed in the Register for Tender Defaulters in terms of Section 29 of the Prevention and Combating of Corrupt Activities Act, 12 of 2004 or has or has been listed on National Treasury's database as a person prohibited from doing business with the public sector;
    - The bidder has failed to complete and/or sign the required declarations and/or authorizations.
26. Disqualified tenders: The tender will be disqualified and eliminated from further evaluation if it fails to adhere to a written request (within the specified period set out in such a request) to:
  - Comply with one or more provisions contained in the instruction to bidders;
  - Comply with any other conditions of the tender documentation after being called upon to do so
27. No tender prices will be read-out at the closing time.



28. **Notes:**

28.1 Tenders submitted must make use of the official attached tender documents/forms and no documents shall be retyped. Photocopies of the documents/forms may however be used. A tender that is submitted in any other manner might invalidate the tender. Tender documents shall be submitted in a sealed envelope with the name and address of the tenderer, the tender number and the closing date indicated on the envelope.

28.2 **NB: ALL TENDER PRICES TO BE INCLUSIVE OF VAT (where applicable)**

28.3 **Proposers must ensure that the tender name and number, their details - name and contact details of the contactable person, business address and e-mail address - clearly indicated on the proposal submitted.**

Gysbert Verwey

Supply Chain Manager

Date: 29/08/2019

Kholeka Zama

Chief Financial Officer

Date: 03/09/2019

**Introduction**



Wesgro is the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, established under provincial law and governed by a Board of Directors.

Our role is to be the champion of economic opportunities in our city and province, and to facilitate conversion of these opportunities to help drive growth and create jobs.

Wesgro holds several important mandates in the Western Cape:

- Investment, trade and film on behalf of the City of Cape Town and the Province of the Western Cape
- Leisure tourism and Convention Bureau on behalf of the Province of the Western Cape

### **Overview of the contract**

The purpose of this RFP is to solicit proposals from experienced marketing and advertising service providers and to enter into a non-exclusive agreement with the successful bidder for the period of three years from commencement of signed service level agreement.

The successful bidder will be requested to provide specific marketing and advertising services for Wesgro and its service offering.

The successful supplier will be based on the following criteria:

### **Status**

- The service provider shall be a public institution, agency, company or NGO with proven experience in effective marketing and advertising campaigns, locally and globally.

### **Experience**

- A comprehensive through-the-line agency service offering, including the latest methods for marketing, such as strategic positioning of destinations, concept and creative development, template designs, digital campaign design, campaign management and strategy and research.
- Previous experience with destination positioning (business and tourism brands) is an advantage

### **Logistical capacity**

- The successful bidder is expected to work off-site, yet provide comprehensive client-service offering, with an office in Cape Town, and be available for regular engagements.
- The successful bidder will provide files compatible with latest systems, including, but not limited to, Microsoft, InDesign, Photoshop, Illustrator, and Acrobat.
- The successful bidder will also provide all open files and finished art to Wesgro, unless otherwise agreed upon.

### **Other**

- Must be on the Western Cape Supplier Database (Status: Not suspended) or have proof that registration is in progress. The contract will only be signed with suppliers with a non-suspended status on the Western Cape Supplier Database at the time of final approval of the preferred supplier.



**NOTE: SHORTLISTED BIDDERS WILL BE INVITED TO A COMPULSORY PRESENTATION WITH SELECTED WESGRO MEMBERS. THESE MEETINGS WILL TAKE PLACE PRIOR TO THE ANNOUNCEMENT OF A SUCCESSFUL CANDIDATE. BIDDERS WILL BE INFORMED WELL IN ADVANCE AND PROVIDED WITH THE REQUIREMENTS.**

### 3. TENDER REQUIREMENTS

Tenders to be submitted in two envelopes. Envelope 1 consists of the **functionality** and Envelope 2 consists of the cost structure and **SCM compliance**.

#### 3.1 Duration

A three year contract from commencement of signed SLA.

#### 3.2 Work scope – key requirements

The successful bidder will be required to perform:

- Strategy, Competitor Analysis, Research and Concept Work linked to the positioning of the Destination
- Extension of a brand into B2B and B2C marketing tool kits
- Content creation (Multimedia capability)
- Above-the-line capabilities, including TV, Print and Radio
- Digital marketing campaigns including SEO (Search Engine Optimization)
- Direct marketing campaigns
- PR and Communications, including events

Each assignment under the contract will be guided by a specific Project Brief, clearly stipulating the nature and scope of the work, detailed list of specific deliverables and required activities. The Table 1 below outlines the standard guideline of the expectations and applicable timelines for each activity.

**Table 1**

<b>PROJECT</b>	<b>EXPECTATION</b>	<b>TIMING</b>
1. Strategy, competitor analysis, research and concept work linked to the positioning of a destination	Show example of 1 case study of an effective place marketing campaign that shifted perception, changed behavior and served to position a destination. <ul style="list-style-type: none"> <li>- Strategy</li> <li>- Concept</li> <li>- Creative (show images/visuals)</li> <li>- Show results visually, including budget</li> </ul>	Agency to supply timelines. All work to be completed by contract completion date.
2. Extension of a brand into B2B and B2C marketing tool kits	Show example of 1 business to business creative campaign. Show 1 x example of business to consumer creative campaign. Examples: <ul style="list-style-type: none"> <li>- B2B: Toolkit: Digital assets, PPT, mailer, brochure, event, trade shows, trade portals</li> <li>- B2C: Toolkit: Digital assets, video, banners, guides or booklets</li> </ul>	Agency to supply timelines. All work to be completed by contract completion date.
3. Content creation (Multimedia capability)	Show a range of content skills within your agency: this could include but is not limited to: video,	Agency to supply timelines.



	<p>PDFs, podcast, audio, design, forms, games, Mp3's, GIFs, chatbots, pop ups, scrolling banners. Maximum 3 examples must be shown.</p> <p>Show:</p> <ul style="list-style-type: none"> <li>- Innovation</li> <li>- Forward thinking</li> <li>- Creativity</li> <li>- An understanding of audience</li> <li>- An understanding of digital channels</li> <li>- An understanding of media consumption</li> </ul>	All work to be completed by contract completion date.
4. Above-the-line capabilities, e.g. TV, Print and Radio	Show example of 1 campaign that had an above the line component, which worked with the Below The Line (BTL) component i.e. a radio ad, a TV spot, a print ad and illustrate how it worked within the user journey.	Agency to supply timelines. All work to be completed by contract completion date.
5. Digital marketing campaigns including SEO (Search Engine Optimization)	Show example of 1 creative campaign or innovative system within the agency that demonstrates that: <ul style="list-style-type: none"> <li>- You are an agency of the future</li> <li>- Your digital work is on par with global best practice</li> <li>- Proven Return on Investment (ROI)</li> </ul>	Agency to supply timelines. All work to be completed by contract completion date.
6. Direct marketing campaigns	Show example of 1 creative campaign that was effective in delivering directly to the public, either via CRM, mail, or other direct marketing strategy.	Agency to supply timelines. All work to be complete by contract completion date.
7. PR and communications, including events	Show 1 example of a PR crisis, and how you responded to it across channels. Show 1 x example of an event that you were part of and how you brought the creative objective to light.	

**Table 2.** Submission of your project cost for the below (Budget proposal):

PROJECT	EXPECTATION
1. Project costing 1	<p>This is for Wesgro to better understand how you cost for a project. The website is just used as an example.</p> <p>See <a href="http://www.investwesterncape.com">www.investwesterncape.com</a> and put together a dummy CE which includes:</p> <ul style="list-style-type: none"> <li>• Website strategy (base this on 20 hours)</li> <li>• Website build</li> <li>• Website hosting for one year</li> <li>• Agency fee</li> </ul>
2. Project costing 2	<p>This is for Wesgro to better understand how you cost for a project. The booklet is just used as an example.</p> <p>See link to booklet here: <a href="http://www.investwesterncape.com/opportunities/investor-fact-book">www.investwesterncape.com/opportunities/investor-fact-book</a> and put together a dummy CE which includes:</p> <ul style="list-style-type: none"> <li>• 5 concept hours</li> <li>• 15 hours of copywriting</li> </ul>





	<ul style="list-style-type: none"> <li>• 20 hours of design</li> <li>• 6 hours of creative direction</li> <li>• Repro</li> </ul>
3. TOTAL	Total cost for all the activities

Wesgro, however, does not guarantee the volume indicated above since it is dependent on internal needs and demands.

**Table 3: Evaluation on Functionality Criteria:**

CRITERIA	DETAILS	WEIGHTING
1. Experience	Provision of company information Provision of seniority levels and key bio's (CVs)	10
2. Extension of a brand into B2Band B2C marketing tool kits	Show example of 1 x business to business creative campaign. Show 1 x example of business to consumer creative campaign. Examples: <ul style="list-style-type: none"> <li>- B2B: Toolkit: Digital assets, PPT, mailer, brochure, event, trade shows, trade portals</li> <li>- B2C: Toolkit: Digital assets, video, banners, guides or booklets</li> </ul>	10
3. Content creation (Multimedia capability)	Show a range of content skills within your agency: this could include but is not limited to: video, PDFs, podcast, audio, design, forms, games, Mp3's, GIFFs, chat-bots, pop ups, scrolling banners. Maximum 3 examples must be shown. Show: <ul style="list-style-type: none"> <li>- Innovation</li> <li>- Forward thinking</li> <li>- Creativity</li> <li>- An understanding of audience</li> <li>- An understanding of digital channels</li> <li>- An understanding of media consumption</li> </ul>	20
4. Above-the-line capabilities, e.g. TV, Print and Radio	Show example of 1 x campaign that had an Above-the-line component, which worked with the Below-the-line (BTL) component i.e. a radio ad, a TV spot, a print ad and illustrate how it worked within the user journey.	10
5. Digital marketing campaigns including SEO (Search Engine Optimization)	Show example of 1 x creative campaign or innovative system within the agency that demonstrates that: <ul style="list-style-type: none"> <li>- You are an agency of the future</li> <li>- Your digital work is on par with global best practice</li> <li>- Proven Return on Investment (ROI)</li> </ul>	20
6. Direct marketing campaigns	Show example of 1 creative campaign that was effective in delivering directly to the public, either via CRM, mail, or other direct marketing strategy.	15
7. PR and communications, Including events	Show 1 example of a PR crisis, and how you responded to it across channels. Show 1 x example of an event that you were part of and how you brought the creative objective to light.	15
8. TOTAL		100
9. Minimum number of Points to be met based on Functionality		70



### 3.4 Reporting requirements

Each project under the agreement shall clearly indicate details about all material that needs to be provided to Wesgro either as status reports or final outcomes. Projects will be placed by the assurance of a purchase order.

### 3.5 Finance and accounting requirements

Based on the agreed rate, the successful bidder and Wesgro will agree upon the cost associated with each individual product at the start of the project assignment.

A detailed invoice with expenditure together with each requested report. Please note that Wesgro works on a 30-day payment policy, from time of acceptance of invoice.

### 3.6 Performance monitoring

There will be a performance measurement system introduced to collect feedback per project. Non-performance will result in termination of the contract.

Performance will be measured on:

- Lead time taken per project
- Overall concept based on the brief
- Quality delivery with regard to design
- Quality delivery in terms of agreed upon targets

## 4. INSTRUCTION TO BIDDERS

Bidder(s) should follow the instructions set forth below in the submissions of their proposal to Wesgro.

Completed bid submissions must contain the following information and be a maximum of 15 pages:

### Envelope 1:

#### Company details

- Company name
- Physical address
- Key contact name
- Key contact email address
- Key contact mobile phone number
- Contact details of two references

#### Executive summary

- Executive summary on why your company best meets the requirements
- Proposed project team
- List of relevant current and past clients

#### Case study

- Agencies to provide two case studies including creative work executed by bidder on other relevant clients: see table for scope of work and direction.

### Envelope 2:

#### Finances

- Hourly rates linked to the proposal project team
  - Client service
  - Creative
  - Production



- Digital
- Other
- Provide a detailed budget breakdown and timing plan based on the work scope provided; and
- Compliance documents

## 5. COST OF PROPOSAL

The bidder shall bear all costs associated with the preparation and submission of the proposal including but not limited to the possible cost to meet with the management team to discuss the proposal. Wesgro will not be liable for any costs associated with the proposal, regardless of outcome.

## 6. ADJUDICATION OF BIDS

Three stage procedure will take place:

- Stage 1: All required SCM compliant documents. Any bidders not compliant with Stage 1, will not progress to Stage 2
- Stage 2: Review of the Functionality Criteria based on a point system  
The top 5 agencies will then be short listed to present to the management team
- Stage 3: Presentation: Suppliers to be notified in time to prepare for a presentation at Wesgro's office in Cape Town (the top 5 identified will be informed along with the criteria to present on).
- Stage 4: Awarding of contract. A three year SLA will be signed with the preferred bidder

## 7. REQUIREMENTS

Bidders will submit their proposals by hand before or on the advertised date and by the advertised time into the Tender Box set up for this purpose in the Wesgro offices. A two envelope system will require that the functionality and the financial proposal with the SCM documents relating to the financial sections be included in the second envelope (as stated under tender requirements) clearly marked as financial information. Both envelopes will be addressed to the Chief Communications Officer with the tender number (508 – 2020), bidder's name, and contact details and addressed clearly. Points for BBBEE will be determined on the 90/10 principle and the minimum points for functionality will be 70/100. No late submissions will be accepted.

**END OF RFP**

