



## REQUEST FOR QUOTATION – SAE 02/2016

### RE-ADVERTISEMENT

#### DESIGN / ADVERTISING AGENCY SERVICES FOR A PERIOD OF 12 MONTHS

##### **1. Background**

The Durban ICC is one of the world's leading events and meetings venues. In order to maintain the extremely high standards demanded by clients and stakeholders, all marketing collateral needs to be specifically purchased, according to the requirements of our venue.

In terms of the mandate of our shareholder, eThekweni Municipality, the Durban ICC exists as a catalyst to increase economic impact to the City and contribute to the GDP of the country. Hence the need to market, advertise and promote the services of the facility to its stakeholder community.

Given that the design and production capacities to develop the relevant marketing collateral and advertising material do not exist within the organization, it is important for the Durban ICC (the client) to appoint a marketing / advertising agency (the service provider) to capacitate and support its branding and marketing requirements.

##### **2. Purpose of the request for proposal**

The purpose of this project is to identify and appoint a marketing / advertising agency that will provide, as and when required, advertising, graphic design, branding and copywriting support for the Durban ICC, for a period of 12 months.

##### **3. Specifications**

It is the intention of the Durban ICC to enter into a formal Service Level Agreement (SLA) with the successful Service Provider. This agreement will be for a period of 12 months subject to a quarterly review. The Durban ICC will be entitled to withdraw from the SLA subject to the operational requirements of the Durban ICC with one month's written notice to the consultant at any time within the period of contract.

It is essential that the service provider is fully represented in Durban, with account executive capacity, and can demonstrate its ability to service the Durban ICC account from its Durban offices.

The Durban ICC reserves the right to appoint one or more service providers to manage the marketing / advertising and media portfolios or to not make an appointment if the proposals are deemed inadequate or unsuitable in terms of the requirements of the organization from the submissions received.

##### **3.1 Mandatory scope of works**

The following scope of services is required from the service provider:

- The service provider would design the appropriate digital and printed marketing collateral for the Durban ICC in order to support the sales and marketing activities of the organisation.



- The service provider would perform copywriting and script-writing duties for the organisation as and when required.

Examples of the marketing collateral which the service provider would be required to design may include, but will not be limited to:

- Printed sales brochures in various formats detailing the technical specifications of the facility suitable for direct sales interaction with event buyers.
  - Various electronic sales brochures in small file size for ease of download and emailing.
  - Bid Documents presented as part of tenders to attract international and national events.
  - Pull up banners, banner walls and other physical media used for promotions.
  - Design of the company's Annual Report in print and electronic versions.
  - Design of new advertisements in various sizes and layouts targeted at attracting international and national conferences, exhibitions, concerts, meetings, in-door sporting events and functions.
- It is envisaged that the Durban ICC will make use of the services of the service provider during the tenure of the SLA as and when required.
  - The Durban ICC does not contemplate appointing a service provider on a regular retainer and submissions should not make provision for this.
  - All content belonging to the Durban ICC, including all pre-existing logos and trademarks, shall remain the sole property of the client and shall be the sole owner of all rights in connection therewith.
  - The Durban ICC will retain all rights and title to any original artwork commissioned from the service provider, including all rights to display or edit such artwork.
  - The service provider shall provide the Durban ICC with original artwork for all projects in an editable format of the client's choice.
  - Once the successful Service Provider has been appointed, they will still be required to submit quotations for projects in order to monitor and manage the value of the business placed with the service provider.
  - Please note that any additional reverts on projects to correct spelling errors or correct information inaccurately reproduced in the artwork may not be charged for.
  - There will be no contractual obligation extending beyond the 12 month period.

### **3.2 Evaluation**

The evaluation of the proposals will be based on how well the service provider demonstrates their design ability and how this is expressed creatively in examples of previous work produced.



The second round of evaluation will involve the assessment of the respective pricing and design time for each element.

The service provider is required to submit a portfolio of design examples which must include at least one sample of each of the following projects or a similar project which they have designed previously.

Description	Weighting
A4 Full Page Advertisement - Portrait (297 x 210mm)	20
Information Brochure	20
Company Profile	20
Annual Report	40
<b>Total</b>	<b>100</b>

Evaluation Criteria	Score
Example demonstrates a low level of creativity.	0 – 4
Example demonstrates a mediocre level of creativity and design ability.	5 – 9
Example demonstrates a good level of creativity and an acceptable level of design ability.	10 – 14
Example demonstrates excellent creativity and an exceptional level of design ability which generates interest and enthusiasm about the product.	15 – 20

**Please Note:**

- A minimum quality criteria score of 70 must be obtained in order for the bidder to be deemed responsive and evaluated for price.
- A bidder, who does not meet the minimum quality criteria score of 70, will be deemed non-responsive and not further evaluated.



#### 4. Preconditions

**A written proposal/quotation will not be considered unless the service provider who submits the quotation provides the following with their proposal/quotation:**

- 4.1 Full name.
- 4.2 Identification or company or other registration number.
- 4.3 Tax reference number and VAT number, if any.
- 4.4 Valid original Tax Clearance Certificate from the South African Revenue Services which proves that the service provider's tax matters are in order.
- 4.5 Valid BBBEE Certificate.
- 4.6 MBD 4 Declaration of Interest form must be completed.
- 4.7 Statement that the company's water, electricity and rates are up to date or formal payment arrangements have been made.

#### 5. Requirements to submit quotations

- 5.1 All schedules in this document must be populated and will form part of the quotation.
- 5.2 Company's **must** submit a company profile and provide examples and references of similar such works performed.
- 5.3 A completed ICC Durban (Pty) Ltd supplier application form which is available for download from the Durban ICC website ([www.icc.co.za](http://www.icc.co.za)). Alternatively, if the supplier is registered on the Durban ICC database, then the service provider need only submit their supplier number. All the mandatory documents must be included with this application.



**6. Compulsory Pricing Schedule**

Description	Price/ Hour	No. of hours	Total
A4 Full Page Advertisement	R		R
Information Brochure (8 Pages)	R		R
Company Profile (15 Pages)	R		R
Annual Report (50 Pages)	R		R
<b>Total (Excluding VAT)</b>			R
<b>14% VAT</b>			R
<b>Total (Including VAT)</b>			R

I.....being duly authorized thereto by ..... do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Note: Failure of a Service Provider to complete and sign this page will invalidate the quotation

**7. Contact Person**

Scott Langley – Sales and Marketing Manager  
 Tel: 031 360 1315  
 Email: scottl@icc.co.za

**8. Closing Date**

Quotations, the portfolio of examples, together with this document and supplier registration forms are to be placed in a sealed envelope marked for the attention of the Procurement Department and are to be placed in the Tender Box at the Durban ICC security entrance on the ground floor, 45 Bram Fischer Road Durban before **12h00 on 08 December 2015**.



**DURBAN ICC**  
INTERNATIONAL CONVENTION CENTRE  
INBON ALBERT LEHRER - MDC COMPLEX  
SOUTH AFRICA

**9. Request for proposals approved by:**

**Marketing, Sales and Events Director  
Mala Dorasamy**

26/11/2015

**SCM Compliance  
Ritesh Ramkissoon**

26/11/2015

**SCM Compliance Manager  
Thenashree Naidoo**

27/11/15

**Finance Director  
Melanie Rambally**

27/11/15

**Chief Executive Officer  
Lindiwe Rakharebe**



# DURBAN ICC

INTERNATIONAL CENTRAL CENTRE  
TRADEMARKS & SERVICE MARKS  
SOUTH AFRICA

### 10. Past experience in similar assignments

Assignment Description	Key Elements	Date Completed	Contact Person and Telephone Number	Assignment Value

I, .....being duly authorized thereto by .....do hereby confirm that the information contained herein is true and correct and acknowledge that, should it be established that any of the information contained herein is false and incorrect, my company may be disqualified from quoting to the Durban ICC.

Name: (Block Capitals) \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**11. Declaration of Municipals Fees**

I / we do hereby declare that the Municipal fees of the company:-

.....  
(Company Name)

are, as at the date of the quotation closing, fully paid up, or arrangements have been concluded with the Municipality to pay the said fees:

<b>Account</b>	<b>Account Number *</b>
Electricity	
Water	
Rates	

**\* to be completed by Service Provider.**

I / we acknowledge that should it be found that Municipal fees are not up to date, the Council may take such remedial action as is required, including termination of contract and any income due to the Company shall be utilized to offset any monies due to the Council.

In addition to completion of the above – **please attach a copy of your Metro Bill**

**Name:** (Block Capitals) \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(of person authorized to sign on behalf of the Tenderer)



12.3.8 Are you presently in the service of the state?  
If yes, furnish particulars: 

YES	NO
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12.3.9 Have you been in the service of the state for the past twelve months? If yes, furnish particulars: 

YES	NO
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12.3.10 Do you have any relationship (family, friend, other) with persons in the service of the state and who may be involved with the evaluation and/or adjudication of this bid?  
If yes, furnish particulars: 

YES	NO
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12.3.11 Are you aware of any relationship (family, friend, other) between any other bidder and any persons in the service of the state who may be involved with the evaluation and/or adjudication of this bid? If yes, furnish particulars: 

YES	NO
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12.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars: 

YES	NO
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12.3.13 Is any spouse, child or parent of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state? If yes, furnish particulars: 

YES	NO
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12.3.14 Do you or any of the directors, trustees, managers, principal shareholders or stakeholders of this company have any interest in any other company or business whether or not they are bidding for this contract? If yes, furnish particulars: 

YES	NO
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12.4. Full details of directors / trustees / members / shareholders

Full Name	Identity Number	State Employee No.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Capacity**

\_\_\_\_\_  
**Name of Bidder**