



## **RE-ADVERTISING - REQUEST FOR PROPOSAL – SAE 01/2024**

### **ADVERTISING AGENCY FOR A PERIOD OF 12 MONTHS .**

#### **1. BACKGROUND**

The Durban International Convention Centre (Durban ICC) was built as a catalyst for economic impact and job creation. The Durban ICC was the South Africa's first International Convention Centre and was opened by the former president, Nelson Mandela in 1997. The Complex is known as the Inkosi Albert Luthuli Complex and comprises of the Durban ICC Arena, Convention Centre and Exhibition Centre. This multi-award winning Centre has been voted Africa's Leading Meetings and Conference Centre by World Travel Awards for the 17th time and has been rated amongst the top 15 convention centres by the International Association of Convention Centres (AIPC).

#### **2. PURPOSE OF THE RFP**

The Durban ICC is seeking for an experienced advertising service provider that will be responsible for selling advertising opportunities at the Durban ICC and Durban Exhibition Centre.

The Durban ICC has a massive footprint within the hospitality sector and given the unique traffic that the centre attracts, it is a catalyst for economic growth via advertising, either exterior or interior. The idea is to not rebrand the facility, but to rather leverage on the opportunities that can be identified via the selling of advertising space within the precinct.

#### **2.2 Driving advertising on the existing advertising platforms available at the Durban ICC precinct**

The Durban ICC currently boasts three (03) fixed digital screens, (10) movable vertical digital totems, and various advertising opportunities, positioned within the facility and thereby providing the perfect opportunity for agencies to expand their mediums of advertising for new and existing clients. The successful service provider will also be responsible for the sale and management of existing advertising opportunities.

#### **2.3 Specifications of the existing digital signage screens and static branding opportunities**

- 1 x (4m x 4m digital screen) located inside the Durban ICC main foyer
- 2 x (2m x 2m digital screens) located at the Durban ICC Arena (Interior)
- 10 x 46 inch movable digital totems which can be strategically positioned within the facility
- Various static sites around the Durban ICC precinct (Such as, but not limited to, Escalator branding, boom gates, pillar branding, elevator branding, walls in foyers/ passages etc.)

### 3. MANDATORY SCOPE OF SERVICE

Does the service provider comply with the mandatory requirements listed below? Please acknowledge as illustrated.	No	No
	✓	X
<ul style="list-style-type: none"> <li>Please attach three (03) positive references of previous/current work where they have installed a minimum of 3 digital screens in Durban</li> </ul>		
<ul style="list-style-type: none"> <li>The service provider must have a minimum of 10 years' relevant experience in the indoor/outdoor advertising – to provide company profile with all relevant experience in the indoor/outdoor advertising</li> </ul>		
<ul style="list-style-type: none"> <li>The service providers must have an office in Durban - provide proof of local address with municipal statement</li> </ul>		
<ul style="list-style-type: none"> <li>The service provider should have a dedicated sales team – provide company organogram with CV's for key personnel</li> </ul>		
<ul style="list-style-type: none"> <li>The Service provider should provide proof of Public Liability Insurance of R 5 million or more.</li> </ul>		

### 4. Functionality requirements

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

The second round of evaluation will involve the assessment of the respective pricing for the project.

The service provider is required to submit a portfolio of evidence for evaluation in the various categories listed below. Bidders that do not obtain a minimum score of 70% on functionality criteria will be excluded from further evaluation.

The criteria presented below will be used to assess your submission.

Number	Criteria	Weighting (%)
a)	Company Profile - Capacity and experience with a minimum of 10 years' experience in the outdoor advertising <ul style="list-style-type: none"> <li>(0 – 5 years = 10 points)</li> <li>(6 – 10 years = 20 points)</li> <li>(11 – 20 years = 30 points)</li> </ul>	30
b)	Relevant Company Experience - Attach three (03) positive references ( Each reference letter = 10 points)	30
d)	Dedicated Sales Team <ul style="list-style-type: none"> <li>No organizational structure submitted = 0 points</li> </ul>	40

	<ul style="list-style-type: none"> <li>• The organogram clearly indicates the staff hierarchy, the allocation of roles and responsibilities, and the reporting lines specific to the services to be rendered and minimum experience of two years per designation = 20 points</li> <li>• In addition to meeting the satisfactory requirements the organogram indicates that backup resources with the relevant experience (Call Centre, National Database and staffing etc.) are available to ensure continuity of services = 40 points</li> </ul>	
Total		100

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.

## 5. Preference point allocation

Stage 1: Bid submissions will be evaluated based on compliance with mandatory and functionality requirements detailed above

Stage 2: Price and Preference

The 80/20 preference points system will be applied.

Bidders will score up to 20 preference points for their B-BBEE status level of contribution as per the table below:

<b>BBBEE Status of Contributor</b>	<b>Number of points claimed (80/20 system)</b>	<b>Number of points claimed (90/20 system)</b>
Level One	20	10
Level Two	18	9
Level Three	14	6
Level Four	12	5
Level Five	8	4
Level Six	6	3
Level Seven	4	2
Level Eight	2	1
Non-compliant contributor	0	0

#### 6. PROPOSED SHARE PERCENTAGE

<b>PROPOSED AREAS</b>	<b>Percentage Share (%) to Durban ICC</b>
1. Revenue generated from the utilization of the existing equipment located within the Durban ICC premises	
2. Revenue generated from the new internal advertising mediums located within the Durban ICC	



## **7. Preconditions**

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

- 7.1 Full name.
- 7.2 Identification or company or other registration number.
- 7.3 Tax reference number and VAT number, if any.
- 7.4 Valid original Tax Clearance Certificate from the South African Revenue Services which proves that the service provider's tax matters are in order.
- 7.5 Valid BBBEE Certificate.
- 7.6 MBD 4 Declaration of Interest form must be completed.
- 7.7 Statement that the company's water, electricity and rates are up to date or formal payment arrangements have been made.
- 7.8 The service provider must be registered on the CSD database and EThekweni Vendor Portal. Proof of registration needs to be submitted. Failure to be registered on these databases will adversely affect the awarding process and may result in the service provider being deemed non-responsive.

**CSD registration website:** <https://secure.csd.gov.za>

**EThekweni Vendor Portal registration:** <https://ethekwinivendor.durban.gov.za>

Or contact 031 322 7011 / 7154

[Fatima.milazi@durban.gov.za](mailto:Fatima.milazi@durban.gov.za) / [phumla.mdabe@durban.gov.za](mailto:phumla.mdabe@durban.gov.za)

## **8. Protection of Personal Information**

- 8.1 By responding to this Request for quotation you hereby consent to the Durban ICC processing your personal information as defined in the Protection of Personal Information Act 4 of 2013 ("POPIA").
- 8.2 The Durban ICC shall take reasonable steps in terms of POPIA to protect the personal information supplied as part of this Request for quotation.



**9. Terms and Conditions**

9.1 The Durban ICC is entitled to cancel the Request for Quotation (RFQ) at any time before the issue of the award. The Durban ICC shall, in no way, be liable for any damages whatsoever, including, without limitation, damages for loss of profit, in any way connected with the cancellation of this Request for Quotation (RFQ).

**10. Contact Person**

Sandile Makhanya  
Tel: 031 360 1192  
Email: sandilema@icc.co.za

**11. Closing Date**

Quotations, 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 **12:00 on 2<sup>nd</sup> February 2024.**



**12. 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:** \_\_\_\_\_

**13. Declaration of Municipals Fees**

I, the undersigned, do hereby declare that the Municipal fees of

.....  
 ...

(Full name of Company / Close Corporation / partnership / sole proprietary/Joint Venture)

(hereinafter referred to as the TENDERER) are, as at the date hereunder, fully paid or an Acknowledgement of Debt has been concluded with the Municipality to pay the said charges in instalments.

The following account details relate to property of the said TENDERER:

<u>Account</u>	<u>Account Number:</u> to be completed by tenderer.
Consolidated Account No.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Electricity	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Water	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Rates	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Other	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Other	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

I acknowledge that should the aforesaid Municipal charges fall into arrears, the Municipality may take such remedial action as is required, including termination of any contract, and any payments due to the Service provider by the Municipality shall be first set off against such arrears.

- Where the TENDERER'S place of business or business interests are outside the jurisdiction of eThekweni Municipality, a copy of the accounts/agreements from the relevant municipality must be attached (to the back inside cover of this document).
- Where the tenderer's Municipal Accounts are part of their lease agreement, then a copy of the agreement, or official letter to that effect is to be attached (to the back inside cover of this document).

NAME : ..... (Block Capitals)

SIGNATURE : ..... DATE: .....  
 (of person authorised to sign on behalf of the Tenderer)



**14. MBD4 Declaration of Interest**

- 14.1 No bid will be accepted from persons in the service of the state<sup>1</sup>.
- 14.2 Any person, having a kinship with persons in the service of the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to persons in service of the state, it is required that the bidder or their authorised representative declare their position in relation to the evaluating/adjudicating authority.
- 14.3 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.
- 14.3.1 Full name of bidder or his/her representative .....
- 14.3.2 Identity number: .....
- 14.3.3 Position occupied in the Company (director, trustee, shareholder<sup>2</sup>):  
.....
- 14.3.4 Company Registration Number: .....
- 14.3.5 Tax Reference Number: .....
- 14.3.6 VAT Registration Number: .....
- 14.3.7 The names of all directors / trustees / shareholders members, their individual identity numbers and state employee numbers must be indicated in paragraph 4 below.

*References:*

<sup>1</sup> *MSCM Regulations: "in the service of the state" means to be –*

- (a) *a member of –*
- *any municipal council*
  - *any provincial legislature*
  - *the National Assembly or the National Council of Provinces*
- (b) *a member of the board of directors of any municipal entity;*
- (c) *an official of any municipality or municipal entity;*
- (d) *an employee of any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No.1 of 1999);*
- (e) *a member of the accounting authority of any national or provincial public entity;*
- (f) *an employee of parliament or a provincial legislature.*

<sup>2</sup> *"Shareholder" means a person who owns shares in the company and is actively involved in the management of the company or business and exercises control over the company.*

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

YES	NO
-----	----

---

---

14.3.9 Have you been in the service of the state for the past twelve months?  
If yes, furnish particulars: 

YES	NO
-----	----

---

---

14.3.10 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
-----	----

---

---

14.3.11 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
-----	----

---

---

14.3.12 Are any of the company's directors, trustees, managers, principal shareholders or stakeholders in service of the state?  
If yes, furnish particulars: 

YES	NO
-----	----

---

---

14.3.13 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
-----	----

---

---

14.3.14 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
-----	----

---

---

15. **Full details of directors / trustees / members / shareholders**

<b>Full Name</b>	<b>Identity Number</b>	<b>State Employee No.</b>

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

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

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

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