BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

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MBD 1

PART A

INVITATION TO BID

YOU ARE HEREBY INVITED TO BID FOR [REQUIREMENTS] OF THE CITY OF JOHANNESBURG					
BID NUMBER:	**COJ/JTC04/26-27**	**CLOSING DATE:**	**25 JANUARY 2027**	**CLOSING TIME:**	**10:30AM**
DESCRIPTION	**APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.**				
THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (MBD7).					

BID DOCUMENTS MUST BE DEPOSITED IN THE TENDER BOX SITUATED AT:

4TH FLOOR
SANDTON LIBRARY
NELSON MANDELA SQUARE
SANDTON

COMPULSORY BRIEFING SESSION:

DATE: 07 DECEMBER 2026
TIME: 10:00 AM
VENUE: 4TH FLOOR SANDTON LIBRARY, COUNCIL CHAMBER.

SUPPLIER INFORMATION				
NAME OF BIDDER				
POSTAL ADDRESS				
STREET ADDRESS				
TELEPHONE NUMBER	CODE		NUMBER	
CELLPHONE NUMBER				
EMAIL ADDRESS				
VAT REGISTRATION NUMBER				

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

TAX COMPLIANCE STATUS	TCS PIN:		CSD No:	
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE [TICK APPLICABLE BOX]	☐ Yes ☐ No		B-BBEE STATUS LEVEL SWORN AFFIDAVIT	☐ Yes ☐ No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE / SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED				
ARE YOU THE ACCREDITED REPRESENTATIVE **IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?**	☐Yes ☐No [IF YES ENCLOSE PROOF]		ARE YOU A FOREIGN BASED SUPPLIER FOR **THE GOODS /SERVICES /WORKS OFFERED?**	☐Yes ☐No [IF YES, ANSWER PART B:3]
TOTAL NUMBER OF ITEMS OFFERED			**TOTAL BID PRICE**	**R**
SIGNATURE OF BIDDER			**DATE**	
CAPACITY UNDER WHICH THIS BID IS SIGNED				
BIDDING PROCEDURE ENQUIRIES AND TECHNICAL INFORMATION MAY BE DIRECTED TO:				
DEPARTMENT:	JOBURG TOURISM COMPANY		**CONTACT PERSON:**	LAURA VERCUEIL
EMAIL ADDRESS:	LAURAV@JOBURGTOURISM.COM.			

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

BUSINESS STRUCTURE	
Individual	
Joint Venture	
Company	
Consortium	
Sub – Contractor	
Other	
IF INDIVIDUAL	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business Address [not postal address]	
Telephone	
E-mail address	
COMPANY	
Name of Bidder	
Contact Person	
Registration number	

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

Vat number	
CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If Joint Venture	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If consortium	
Name of Bidder	
Contact Person	
Registration number	

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

Vat number	
Business address [not postal address]	
Telephone	
E–mail address	
If Subcontracting	
Name of Sub-contractor	
Contact Person	
Registration number	
Vat number	
CIDB registration	
CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	
If other	
Name of Bidder	
Contact Person	
Registration number	
Vat number	
CIDB number	

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

CSD registration number	
Business address [not postal address]	
Telephone	
E-mail address	

MUNICIPAL DETAILS	
SUPPLIER NUMBER [if applicable]	

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

JOINT VENTURE CERTIFICATE

We, the undersigned member firms in the Joint Venture _____ [Name of the Joint Venture], hereby authorize Mr./Ms._____ to sign this bid document as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and/or contract for and on behalf of the Joint Venture.

NAME OF THE MEMBER FIRM(S)	REPRESENTATIVE OF THE FIRM	DESIGNATION OF THE REPRESENTATIVE OF THE FIRM	SIGNATURE

NOTE: A copy of the Joint Venture Agreement, Joint Venture Certificate indicating the percentage contribution of each firm to the Joint Venture and the allocation of responsibilities and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

CONSORTIUM CERTIFICATE

We, the undersigned consortium partners, hereby authorize _____ [Name of entity] to act as lead consortium partner and further authorize Mr./Ms._____ to sign this offer as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and / or contract for and on behalf of the consortium.

CONSORTIUM PARTNER	FULL NAME OF CONSORTIUM MEMBER	PARTICIPATION %	SIGNATURE

NOTE: A copy of the Consortium Agreement, Consortium Certificate indicating the allocation of responsibilities of consortium partner to the Consortium and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

SUBCONTRACTING CERTIFICATE

I/We, the undersigned bidder undertake to subcontract _____% of the total bidding value to the below subcontractor/s.

NAME OF SUBCONTRACTOR	***CONTACT MEMBER OF THE SUBCONTRACTOR***	***% TO BE SUBCONTRACTED***	***SIGNATURE***

NOTE: A copy of the Subcontract Agreement indicating the allocation of responsibilities of each subcontractor must be attached. Subcontracting of the work to the bidder's own subsidiaries must be declared.

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

PARTNERSHIP CERTIFICATE

We, the undersigned partners in the business trading as _____ hereby authorize Mr./Ms. _____ to sign this offer as well as any contract resulting from bid number _____ and any other documents and correspondence in connection with this bid and / or contract for and on behalf of the abovementioned partnership.

NAME OF PARTNER	***IDENTITY NO.***	***OWNERSHIP %***	***SIGNATURE***

NOTE: A copy of the Partnership Agreement indicating the allocation of responsibilities of each partner to the Partnership and the resolution authorizing the above-mentioned person to sign all relevant documents must be attached.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 1 – PART B

1. IMPORTANT NOTICE

A bidder is required to take notice of the following in the preparation and submission of this bid. ***THIS IMPORTANT NOTICE APPLIES TO THE BID AS A WHOLE AND MUST BE READ AS PART OF EVERY SECTION AND ANNEXURE TO THIS BID DOCUMENT.***

1.1. The bidder must read this bid document diligently and where possible take advice or refer to the relevant legislation and regulation applicable to procurement.

1.2. The bid document must be completed in black ink and in full, correctly and truthfully. Provided that it's not relevant to the bidder, it must be marked "**N/A**".

1.3. Bid documents must be sealed when submitted. The submission must be delivered at the correct address as it reads from this bid document on or before the closing date and before the closing time. The correct time to be used will be Telkom time. No submission shall be accepted other than in the manner described in this paragraph.

1.4. Information requested must be provided. Such information must be genuine. Should information be a copy of the original, such copy must be certified and commissioned as the true copy of the original in terms of the relevant laws.

1.5. Documents requested [including those under "returnable documents" under specifications / terms of reference] must be attached at the end of that particular annexure requesting such information. Should the information exceed the provided space, an addendum must be attached at the end of that particular annexure requesting such information.

1.6. Any requirement for signature must be signed at the appropriate space provided. It shall be deemed that the signatory is the bidder or a duly authorized person of the bidder.

1.7. The briefing session **must** be attended if compulsory. If not, the municipality highly recommends that the briefing session be attended.

1.8. **Error/s made must be scratched and signed next to the error by the same person who signs the bid document. Therefore, no tipex is allowed. In addition, error/s made and relating to price must be accompanied by a letter [in the bidder's letterhead] pointing out the error made and acknowledging that it is his or her signature and was signed by the bidder for reasons of correcting the error.**

1.9. The bid may be rejected in the event that the bidder:

1.9.1. fails to complete fully this bid document or to provide the information requested, or to sign the bid at the appropriate spaces provided or next to errors, his/her/its bid may be rejected due to non-compliance or being invalid;

1.9.2. is found to be a role player or commits criminal act/s including fraud, price rigging, corruption, collusion, or forgery, the bidder shall be rejected. In the case of an award already made, the award or contract shall be terminated; or

1.9.3. any of its director/s or those of the subcontractor/s or partner/s:

1.9.3.1. owe municipal charges and is in arrears for more than 3 (three) months;

1.9.3.2. had during the last 5 (five) years failed to perform satisfactorily on previous contract with the municipality or municipal entity or organ of the state after written notice was given to perform satisfactorily;

1.9.3.3. abused the supply chain management of the municipality or municipal entity or committed an improper conduct;

1.9.3.4. has been listed in the register of tender defaulters; or

1.9.3.5. if any of the bidder's principals are in the service of the state.

1.10. Any steps taken because the bidder has failed to comply as provided in terms of this important notice or breached terms and conditions of the bid, shall not prevent the

municipality from taking any steps available in law in addition to the remedies taken because of non-compliance or breach.

1.11. **Failure to take note of the advice and recommendations made under this important notice, shall be at the bidder's own risk**.

1.12. This bid will be subject to public adjudication and notice of the date and time of the sitting shall be published on the Municipality's website.

1.13. Bid documents must be collected at the stipulated address, date and time as advertised, or downloaded from the appropriate websites.

1.14. Bid documents will be opened after the closing time and all bidders and their prices will be published on the municipality's website.

1.15. The bid award shall be published in the municipal websites.

1.16. **BID SUBMISSION**:

1.16.1. Bids must be delivered by the stipulated time to the correct address. Late bids will not be accepted for consideration.

1.16.2. This bid is subject to the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, the General Conditions of Contract (GCC) and, if applicable, any other Special Conditions of Contract.

1.16.3. The successful bidder will be required to sign a written service level agreement.

1.17. The City of Johannesburg reserves the right to source information from various sources to verify the information provided by the bidder in this bid and to enable the City to assess the bidder's financial stability and viability, and record of business conduct. The information to be sourced may include information relevant for the verification of all the information submitted by the bidder in this bid and any other information that may reasonably be deemed necessary to enable the City's verification and assessment, including the following:

1. Commercial risk ratings;

2. Whether the bidder honours commitments with suppliers and/or customers;
3. Trade references;
4. Company statutory information;
5. Bidder's current address;
6. Tax information;
7. Bidder certification by international or local standard setting bodies and/or verification agencies;
8. Shareholding (shares and/or financial instruments held in and/or by the bidder);
9. Whether the bidder has relevant capacity (resources, infrastructure etc.) to execute the contract;
10. Annual Financial Statements, or information included therein;
11. Property interests of the bidder and principals;
12. Judgements, and default listings of the bidder and principals, as well as debt review of principals;
13. Business rescue, liquidation of bidder and sequestration of principals;
14. Principals, including their shareholdings and/or business interests in the bidder and other entities as well as current interests.

1.18. The City may source the information directly from the sources, or make use of agents to source the information on its behalf.

1.19. **Consent form in terms of section 11 of the Protection of Personal Information Act, 2013 ("POPIA")**

1.19.1. In order for the City to consider the bidders response, it will be necessary for the City to process certain personal information which the bidder may share with the City for the bid submission, including personal information – which may include special personal information ("personal information"). Personal information will be processed by the City for the purposes of assessing the bidder's submission in relation to the bid. The City may also

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share the bidder's personal information with third parties to carry out verification and background checks, where necessary. In this regard, the bidder acknowledges that the City's authorized verification agent/s and service provider/s will access the personal information.

1.19.2. By ticking yes, and signing below, the bidder agrees and voluntarily consents to the City processing the bidder's personal information for the purpose of evaluating its submission, including to confirm and verify any information provided in the submission and the bidder gives the City permission to do so. The bidder agrees that the personal information may be disclosed by the City to third parties. The bidder understands that it is free to withdraw its consent on written notice to the City, however if consent is not given or is withdrawn, the City may be unable to process the bid submission.

Please tick one:

Yes ☐ **No** ☐

Signature	**Date**
Capacity	**Name of Bidder**

2 CONDITIONS OF BID

2.1. No bid will be accepted from persons in the service of the state as defined in the Municipal Finance Management Act and Regulations.

2.2. The bid terms and conditions remain binding to the bidder throughout the contracting period.

2.3. A consideration of this bid is subject to governing legislation, including those relating to B-BBEE, the City's development goals, Preferential Procurement Policy Framework Act 5 of 2000 and its Regulations as amended.

2.4. That the tender may not necessarily be awarded to the bidder scoring the highest points.

2.5. The bidder is prohibited from participating in any form of price manipulation or bid rigging including those in MBD 9. If found, the bidder will be disqualified, or award be terminated.

2.6. Negotiations will only be conducted with selected bidder/s where necessary.

2.7. An award may be made to more than one bidder.

2.8. If considered necessary, the municipality reserves the right to visit the bidder's place of business and/or its customers.

2.9. The specifications are the copyright of the municipality.

2.10. The municipality reserves the right to cancel the requests for bids at any time or stage before the award or not to accept any bid.

2.11. Should it be found that the bidder has not been truthful and/or dishonest, then municipality shall cancel the award and negotiate with the next acceptable bidder.

2.12. All bids will be treated as confidential to the extent that the Municipality is required by law to publish or make information in the bid available to a third party.

2.13. Any dispute arising out of or relating to the bid must first be referred to the Accounting Officer for resolution.

2.14. Remedies

(1) If an organ of state is of the view that a tenderer submitted false information regarding a specific goal, the City of Johannesburg will —

(a) inform the tenderer accordingly; and

(b) give the tenderer an opportunity to make representations within 14 days as to why the tender may not be disqualified or, if the tender has already been awarded to the tenderer, the contract should not be terminated in whole or in part.

(2) After considering the representations referred to in subparagraph (2.14) (b), the City of Johannesburg may, if it concludes that such information is false—

(a) disqualify the tenderer or terminate the contract in whole or in part; and

(b) if applicable, claim damages from the tenderer.

2.15. The tender may be divisible and be awarded to more than one bidder.

2.16. The City reserves the right to award the bid in full, partially or not at all.

3. TERMS AND CONDITIONS FOR BIDDING [Part B – Tax Compliance Requirements]

3.1. Bidders must ensure compliance with their tax obligations.

3.2. Bidders are required to submit their unique personal identification number (PIN) issued by the South Africa Revenue Services (SARS) to enable the organ of state to view the taxpayer's profile and tax status.

3.3. Application for the tax compliance certificate (TCC) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.

3.4. Foreign suppliers must complete the pre-award questionnaire in 3.7 below.

3.5. Bidders may also submit a printed TCC certificate together with the bid. In bids where consortia / joint ventures / sub-contractors are involved, each party must submit a separate TCC certificate / PIN and CSD number.

3.6. Where no TCC is available but the bidder is registered on the central supplier database (CSD), a CSD number must be provided.

3.7. **If the answer is "no" to all of the below, then it is not a requirement to register for a tax compliance status system pin code from SARS and if not register as per 3.3 above.**

Question	Yes	No
Is the entity a resident of the republic of South Africa (RSA)?		
Does the entity have a branch in the RSA?		
Does the entity have a permanent establishment in the RSA?		
Does the entity have any source of income in the RSA?		
Is the entity liable in the RSA for any form of taxation?		

4. TAX MATTERS

It is a condition of the bid that the taxes of the successful bidder must be in order as at the date of award, or that satisfactory arrangements have been made with SARS to meet the bidder's tax obligations as at the date of award. The annexure must be read in conjunction with the important notice.

4.1. The bidder must submit the tax compliance status PIN / CSD in order to enable the verification of the tax status of the bidder.

4.2. The bidder, upon being called to, must submit a valid Tax Clearance Certificate issued by any SARS branch office in order to determine tax compliance. The Tax Clearance Certificate Requirements are also applicable to foreign bidders / individuals who wish to submit bids.

4.3. The tax affairs of the bidder, as at the date of award, must be tax compliant.

4.4. Provided that the bid has Consortia / Joint Ventures / Sub-contractors involved, the conditions in 4.2 and 4.3 above equally apply to each member of the Consortia / Joint Ventures / Sub-contractor.

Signature	**Date**
Capacity	**Name of Bidder**

Initial

5. GENERAL TERMS AND CONDITIONS OF THE CONTRACT

a) In this document words in the singular also refer to the plural and *vice versa* and words in the masculine also mean in the feminine and neuter.

b) The General Conditions of Contract (GCC) will form part of all bid documents and may not be amended.

c) Special Conditions of Contract (SCC) relevant to a specific bid, should be compiled separately for every bid (if applicable) and will supplement the GCC. Whenever there is a conflict, the provisions in the SCC shall prevail.

d) Wherever the following words appear, they will have interchangeable meaning: "purchaser" refers to the "municipality" and "supplier" refers to the "bidder".

Definitions

1. The following terms shall be interpreted as indicated:

1.1 "Closing time" means the date and hour specified in the bidding documents for the receipt of bids.

1.2 "Contract" means the written agreement entered into between the purchaser and the supplier, as recorded in the contract form signed by the parties, including all attachments and appendices thereto and all documents incorporated by reference therein.

1.3 "Contract price" means the price payable to the supplier under the contract for the full and proper performance of his contractual obligations.

1.4 "Corrupt practice" means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

1.5 "Countervailing duties" are imposed in cases where an enterprise abroad is subsidized by its government and encouraged to market its products internationally.

1.6 “Country of origin” means the place where the goods were mined, grown or produced or from which the services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembly of components, a commercially recognized new product results that is substantially different in basic characteristics or in purpose or utility from its components.

1.7 “Day” means calendar day.

1.8 “Delivery” means delivery in compliance of the conditions of the contract or order.

1.9 “Delivery *ex stock*” means immediate delivery directly from stock actually on hand.

1.10 “Delivery into consignees store or to his site” means delivered and unloaded in the specified store or depot or on the specified site in compliance with the conditions of the contract or order, the supplier bearing all risks and charges involved until the supplies are so delivered and a valid receipt is obtained.

1.11 "Dumping" occurs when a private enterprise abroad markets its goods on own initiative in the RSA at lower prices than that of the country of origin and which have the potential to harm the local industries in the RSA.

1.12 “*Force majeure*” means an event beyond the control of the supplier and not involving the supplier’s fault or negligence and not foreseeable. Such events may include, but is not restricted to, acts of the purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

1.13 “Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of any bidder, and includes collusive practice among bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the bidder of the benefits of free and open competition.

1.14 “GCC” means the General Conditions of Contract.

1.15 "Goods" means all of the equipment, machinery, and/or other materials that the supplier is required to supply to the purchaser under the contract.

1.16 "Imported content" means that portion of the bidding price represented by the cost of components, parts or materials which have been or are still to be imported (whether by the supplier or his subcontractors) and which costs are inclusive of the costs abroad, plus freight and other direct importation costs such as landing costs, dock dues, import duty, sales duty or other similar tax or duty at the South African place of entry as well as transportation and handling charges to the factory in the Republic where the supplies covered by the bid will be manufactured.

1.17 "Local content" means that portion of the bidding price which is not included in the imported content provided that local manufacture does take place.

1.18 "Manufacture" means the production of products in a factory using labour, materials, components and machinery and includes other related value-adding activities.

1.19 "Order" means an official written order issued for the supply of goods or works or the rendering of a service.

1.20 "Project site," where applicable, means the place indicated in bidding documents.

1.21 "Purchaser" means the organization purchasing the goods.

1.22 "Republic" means the Republic of South Africa.

1.23 "SCC" means the Special Conditions of Contract.

1.24 "Services" means those functional services ancillary to the supply of the goods, such as transportation and any other incidental services, such as installation, commissioning, provision of technical assistance, training, catering, gardening, security, maintenance and other such obligations of the supplier covered under the contract.

1.25 "Written" or "in writing" means handwritten in ink or any form of electronic or mechanical writing.

2. *Application*

2.1. These general conditions are applicable to all bids, contracts and orders including bids for functional and professional services, sales, hiring, letting and the granting or acquiring of rights, but excluding immovable property, unless otherwise indicated in the bidding documents.

2.2. Where applicable, special conditions of contract are also laid down to cover specific supplies, services or works.

2.3. Where such special conditions of contract are in conflict with these general conditions, the special conditions shall apply.

3. *General*

3.1. Unless otherwise indicated in the bidding documents, the purchaser shall not be liable for any expense incurred in the preparation and submission of a bid. Where applicable a non-refundable fee for documents may be charged.

3.2. Invitations to bid are, in addition to the purchaser's website and/or newspapers, are published in the Government Tender Bulletin. The Government Tender Bulletin may be obtained directly from the Government Printer, Private Bag X85, Pretoria 0001, or accessed electronically from www.treasury.gov.za.

4. *Standards*

4.1. The goods supplied shall conform to the standards mentioned in the bidding documents and specifications.

5. *Use of contract documents and information; inspection*

5.1. The supplier shall not, without the purchaser's prior written consent, disclose the contract, or any provision thereof, or any specification, plan, drawing, pattern, sample,

or information furnished by or on behalf of the purchaser in connection therewith, to any person other than a person employed by the supplier in the performance of the contract. Disclosure to any such employed person shall be made in confidence and shall extend only so far as may be necessary for purposes of such performance.

5.2. The supplier shall not, without the purchaser's prior written consent, make use of any document or information mentioned in GCC clause 5.1 except for purposes of performing the contract.

5.3. Any document, other than the contract itself mentioned in GCC clause 5.1 shall remain the property of the purchaser and shall be returned (all copies) to the purchaser on completion of the supplier's performance under the contract if so required by the purchaser.

5.4. The supplier shall permit the purchaser to inspect the supplier's records relating to the performance of the supplier and to have them audited by auditors appointed by the purchaser, if so required by the purchaser.

6. *Patent rights*

6.1. The supplier shall indemnify the purchaser against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the goods or any part thereof by the purchaser.

7. *Performance security*

7.1. Within 30 (thirty) days of receipt of the notification of contract award, the successful bidder shall furnish to the purchaser the performance security of the amount specified in SCC.

7.2. The proceeds of the performance security shall be payable to the purchaser as compensation for any loss resulting from the supplier's failure to complete his obligations under the contract.

7.3. The performance security shall be denominated in the currency of the contract, or in a freely convertible currency acceptable to the purchaser and shall be in one of the following forms:

(a) a bank guarantee or an irrevocable letter of credit issued by a reputable bank located in the purchaser's country or abroad, acceptable to the purchaser, in the form provided in the bidding documents or another form acceptable to the purchaser; or

(b) a cashier's or certified cheque

7.4. The performance security will be discharged by the purchaser and returned to the supplier not later than 30 (thirty) days following the date of completion of the supplier's performance obligations under the contract, including any warranty obligations, unless otherwise specified in SCC.

8. *Inspections, tests and analysis*

8.1. All pre-bidding testing will be for the account of the bidder.

8.2. If it is a bid condition that supplies to be produced or services to be rendered should at any stage during production or execution or on completion be subject to inspection, the premises of the bidder or contractor shall be open, at all reasonable hours, for inspection by a representative of the purchaser or an organization acting on behalf of the purchaser.

8.3. If there are no inspection requirements indicated in the bidding documents and no mention is made in the contract, but during the contract period it is decided that inspections shall be carried out, the purchaser shall itself make the necessary arrangements, including payment arrangements with the testing authority concerned.

8.4. If the inspections, tests and analyses referred to in clauses 8.2 and 8.3 show the supplies to be in accordance with the contract requirements, the cost of the inspections, tests and analyses shall be defrayed by the purchaser.

8.5. Where the supplies or services referred to in clauses 8.2 and 8.3 do not comply with the contract requirements, irrespective of whether such supplies or services are accepted or not, the cost in connection with these inspections, tests or analyses shall be defrayed by the supplier.

8.6. Supplies and services which are referred to in clauses 8.2 and 8.3 and which do not comply with the contract requirements may be rejected.

8.7. Any contract supplies may on or after delivery be inspected, tested or analyzed and may be rejected if found not to comply with the requirements of the contract. Such rejected supplies shall be held at the cost and risk of the supplier who shall, when called upon, remove them immediately at his own cost and forthwith substitute them with supplies which do comply with the requirements of the contract. Failing such removal the rejected supplies shall be returned at the suppliers cost and risk. Should the supplier fail to provide the substitute supplies forthwith, the purchaser may, without giving the supplier further opportunity to substitute the rejected supplies, purchase such supplies as may be necessary at the expense of the supplier.

8.8. The provisions of clauses 8.4 to 8.7 shall not prejudice the right of the purchaser to cancel the contract on account of a breach of the conditions thereof, or to act in terms of Clause 23 of GCC.

9. *Packing*

9.1. The supplier shall provide such packing of the goods as is required to prevent their damage or deterioration during transit to their final destination, as indicated in the contract. The packing shall be sufficient to withstand, without limitation, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit, and open storage. Packing, case size and weights shall take into consideration, where appropriate, the remoteness of the goods' final destination and the absence of heavy handling facilities at all points in transit.

9.2. The packing, marking, and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the contract, including additional requirements, if any, specified in SCC, and in any subsequent instructions ordered by the purchaser.

10. *Delivery and documents*

10.1. Delivery of the goods shall be made by the supplier in accordance with the terms specified in the contract. The details of shipping and/or other documents to be furnished by the supplier are specified in SCC.

10.2. Documents to be submitted by the supplier are specified in SCC.

11. *Insurance*

11.1. The goods supplied under the contract shall be fully insured in a freely convertible currency against loss or damage incidental to manufacture or acquisition, transportation, storage and delivery in the manner specified in the SCC.

12. *Transportation*

12.1. Should a price other than an all-inclusive delivered price be required, this shall be specified in the SCC.

13. *Incidental services*

13.1. The supplier may be required to provide any or all of the following services, including additional services, if any, specified in SCC:

(a) Performance or supervision of on-site assembly and/or commissioning of the supplied goods;

(b) Furnishing of tools required for assembly and/or maintenance of the supplied goods;

(c) Furnishing of a detailed operations and maintenance manual for each appropriate unit of the supplied goods;

(d) Performance or supervision or maintenance and/or repair of the supplied goods, for a period of time agreed by the parties, provided that this service shall not relieve the supplier of any warranty obligations under this contract; and

(e) Training of the purchaser's personnel, at the supplier's plant and/or on-site, in assembly, start-up, operation, maintenance, and/or repair of the supplier goods.

13.2. Prices charged by the supplier for incidental services, if not included in the contract price for the goods, shall be agreed upon in advance by the parties and shall not exceed the prevailing rates charged to other parties by the supplier for similar services.

14. *Spare parts*

14.1. As specified in SCC, the supplier may be required to provide any or all of the following materials, notifications, and information pertaining to spare parts manufactured or distributed by the supplier:

(a) such spare parts as the purchaser may elect to purchase from the supplier, provided that this election shall not relieve the supplier of any warranty obligations under the contract; and

(b) in the event of termination of production of the spare parts:

(i) Advance notification to the purchaser of the pending termination, in sufficient time to permit the purchaser to procure needed requirements; and

(ii) following such termination, furnishing at no cost to the purchaser, the blueprints, drawings, and specifications of the spare parts, if requested.

15. *Warranty*

15.1. The supplier warrants that the goods supplied under the contract are new, unused, of the most recent or current models, and that they incorporate all recent improvements in design and materials unless provided otherwise in the contract.

15.2. The supplier further warrants that all goods supplied under this contract shall have no defect, arising from design, materials, or workmanship (except when the design and/or material is required by the purchaser's specifications) or from any act or omission of the supplier, that may develop under normal use of the supplied goods in the conditions prevailing in the country of final destination.

15.3. This warranty shall remain valid for 12 (twelve) months after the goods, or any portion thereof as the case may be, have been delivered to and accepted at the final destination indicated in the contract, or for 18 (eighteen) months after the date of shipment from the port or place of loading in the source country, whichever period concludes earlier, unless specified otherwise in SCC.

15.4. The purchaser shall promptly notify the supplier in writing of any claims arising under this warranty.

15.5. Upon receipt of such notice, the supplier shall, within the period specified in SCC and with all reasonable speed, repair or replace the defective goods or parts thereof, without costs to the purchaser.

15.6. If the supplier, having been notified, fails to remedy the defect(s) within the period specified in SCC, the purchaser may proceed to take such remedial action as may be necessary, at the supplier's risk and expense and without prejudice to any other rights which the purchaser may have against the supplier under the contract.

16. *Payment*

16.1. The method and conditions of payment to be made to the supplier under this contract shall be specified in SCC.

16.2. The supplier shall furnish the purchaser with an invoice accompanied by a copy of the delivery note and upon fulfilment of other obligations stipulated in the contract.

16.3. Payments shall be made promptly by the purchaser, but in no case later than 30 (thirty) days after submission of an invoice or claim by the supplier.

16.4. Payment will be made in Rand unless otherwise stipulated in SCC.

17. *Prices*

17.1. Prices charged by the supplier for goods delivered and services performed under the contract shall not vary from the prices quoted by the supplier in his bid, with the exception of any price adjustments authorized in SCC or in the purchaser's request for bid validity extension, as the case may be.

18. *Contract amendments*

18.1. No variation in or modification of the terms of the contract shall be made except by written amendment signed by the parties concerned.

19. *Assignment*

19.1. The supplier shall not assign, in whole or in part, its obligations to perform under the contract, except with the purchaser's prior written consent.

20. *Subcontracts*

20.1. The supplier shall notify the purchaser in writing of all subcontracts awarded under this contract if not already specified in the bid. Such notification, in the original bid or later, shall not relieve the supplier from any liability or obligation under the contract.

21. *Delays in the supplier's performance*

21.1. Delivery of the goods and performance of services shall be made by the supplier in accordance with the time schedule prescribed by the purchaser in the contract.

21.2. If at any time during performance of the contract, the supplier or its subcontractor(s) should encounter conditions impeding timely delivery of the goods and performance of services, the supplier shall promptly notify the purchaser in writing of the fact of the delay, its likely duration and its cause(s).

21.3. As soon as practicable after receipt of the supplier's notice, the purchaser shall evaluate the situation and may at his discretion extend the supplier's time for performance, with or without the imposition of penalties, in which case the extension shall be ratified by the parties by amendment of contract.

21.4. No provision in a contract shall be deemed to prohibit the obtaining of supplies or services from a national department, provincial department, or a local authority.

21.5. The right is reserved to procure outside of the contract small quantities or to have minor essential services executed if an emergency arises, the supplier's point of supply is not situated at or near the place where the supplies are required, or the supplier's services are not readily available.

21.6. Except as provided under GCC Clause 25, a delay by the supplier in the performance of its delivery obligations shall render the supplier liable to the imposition of penalties, pursuant to GCC Clause 22, unless an extension of time is agreed upon pursuant to GCC Clause 21.2 without the application of penalties.

21.7. Upon any delay beyond the delivery period in the case of a supplies contract, the purchaser shall, without cancelling the contract, be entitled to purchase supplies of a similar quality and up to the same quantity in substitution of the goods not supplied in conformity with the contract and to return any goods delivered later at the supplier's expense and risk, or to cancel the contract and buy such goods as may be required to complete the contract and without prejudice to his other rights, be entitled to claim damages from the supplier.

22. *Penalties*

22.1. Subject to GCC Clause 25, if the supplier fails to deliver any or all of the goods or to perform the services within the period(s) specified in the contract, the purchaser shall, without prejudice to its other remedies under the contract, deduct from the contract price, as a penalty, a sum calculated on the delivered price of the delayed goods or unperformed services using the current prime interest rate calculated for each day of the delay until actual delivery or performance. The purchaser may also consider termination of the contract pursuant to GCC Clause 23.

23. *Termination for default*

23.1. The purchaser, without prejudice to any other remedy for breach of contract, by written notice of default sent to the supplier, may terminate this contract in whole or in part:

(a) if the supplier fails to deliver any or all of the goods within the period(s) specified in the contract, or within any extension thereof granted by the purchaser pursuant to GCC Clause 21.2;

(b) if the supplier fails to perform any other obligation(s) under the contract; if the supplier, in the judgment of the purchaser, has engaged in corrupt or fraudulent practices in competing for or in executing the contract.

23.2. In the event the purchaser terminates the contract in whole or in part, the purchaser may procure, upon such terms and in such manner as it deems appropriate, goods, works or services similar to those undelivered, and the supplier shall be liable to the purchaser for any excess costs for such similar goods, works or services. However, the supplier shall continue performance of the contract to the extent not terminated.

23.3. Where the purchaser terminates the contract in whole or in part, the purchaser may decide to impose a restriction penalty on the supplier by prohibiting such supplier from doing business with the public sector for a period not exceeding 10 (ten) years.

23.4. If a purchaser intends imposing a restriction on a supplier or any person associated with the supplier, the supplier will be allowed a time period of not more than 14 (fourteen) days to provide reasons why the envisaged restriction should not be imposed. Should the supplier fail to respond within the stipulated 14 (fourteen) days the purchaser may regard the intended penalty as not objected against and may impose it on the supplier.

23.5. Any restriction imposed on any person by the Accounting Officer / Authority will, at the discretion of the Accounting Officer / Authority, also be applicable to any other enterprise or any partner, manager, director or other person who wholly or partly exercises or exercised or may exercise control over the enterprise of the first-mentioned person, and with which enterprise or person the first-mentioned person, is or was in the opinion of the Accounting Officer / Authority actively associated.

23.6. If a restriction is imposed, the purchaser must, within 5 (five) working days of such imposition, furnish the National Treasury, with the following information:

(i) the name and address of the supplier and / or person restricted by the purchaser;

(ii) the date of commencement of the restriction

(iii) the period of restriction; and

(iv) the reasons for the restriction.

These details will be loaded in the National Treasury's central database of suppliers or persons prohibited from doing business with the public sector.

23.7. If a court of law convicts a person of an offence as contemplated in sections 12 or 13 of the Prevention and Combating of Corrupt Activities Act, No. 12 of 2004, the court may also rule that such person's name be endorsed on the Register for Tender Defaulters. When a person's name has been endorsed on the Register, the person will be prohibited from doing business with the public sector for a period not less than 5 (five) years and not more than 10 (ten) years. The National Treasury is empowered to determine the period of restriction and each case will be dealt with on its own

merits. According to section 32 of the Act the Register must be open to the public. The Register can be perused on the National Treasury website.

24. *Anti-dumping and countervailing duties and rights*

24.1. When, after the date of bid, provisional payments are required, or antidumping or countervailing duties are imposed, or the amount of a provisional payment or anti-dumping or countervailing right is increased in respect of any dumped or subsidized import, the State is not liable for any amount so required or imposed, or for the amount of any such increase.

24.2. When, after the said date, such a provisional payment is no longer required or any such anti-dumping or countervailing right is abolished, or where the amount of such provisional payment or any such right is reduced, any such favourable difference shall on demand be paid forthwith by the contractor to the State or the State may deduct such amounts from moneys (if any) which may otherwise be due to the contractor in regard to supplies or services which he delivered or rendered, or is to deliver or render in terms of the contract or any other contract or any other amount which may be due to him.

25. *Force Majeure*

25.1. Notwithstanding the provisions of GCC Clauses 22 and 23, the supplier shall not be liable for forfeiture of its performance security, damages, or termination for default if and to the extent that his delay in performance or other failure to perform his obligations under the contract is the result of an event of a *force majeure*.

25.2. If a *force majeure* situation arises, the supplier shall promptly notify the purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the purchaser in writing, the supplier shall continue to perform its obligations under the

contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the *force majeure* event.

26. *Termination for insolvency*

26.1. The purchaser may at any time terminate the contract by giving written notice to the supplier if the supplier becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the supplier, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the purchaser.

27. Settlement of Disputes

27.1. If any dispute or difference of any kind whatsoever arises between the purchaser and the supplier in connection with or arising out of the contract, the parties shall make every effort to resolve amicably such dispute or difference by mutual consultation.

27.2. If, after 30 (thirty) days, the parties have failed to resolve their dispute or difference by such mutual consultation, then either the purchaser or the supplier may give notice to the other party of his intention to commence with mediation. No mediation in respect of this matter may be commenced unless such notice is given to the other party.

27.3. Should it not be possible to settle a dispute by means of mediation, it may be settled in a South African court of law.

27.4. Mediation proceedings shall be conducted in accordance with the rules of procedure specified in the SCC.

27.5. Notwithstanding any reference to mediation and/or court proceedings herein:

(a) the parties shall continue to perform their respective obligations under the contract unless they otherwise agree; and

(b) the purchaser shall pay the supplier any monies due the supplier.

Initial

27.6. Except in cases of criminal negligence or willful misconduct, and in the case of infringement pursuant to Clause 6;

(a) the supplier shall not be liable to the purchaser, whether in contract, tort, or otherwise, for any indirect or consequential loss or damage, loss of use, loss of production, or loss of profits or interest costs, provided that this exclusion shall not apply to any obligation of the supplier to pay penalties and/or damages to the purchaser; and

(b) the aggregate liability of the supplier to the purchaser, whether under the contract, in tort or otherwise, shall not exceed the total contract price, provided that this limitation shall not apply to the cost of repairing or replacing defective equipment.

28. Governing language

28.1. The contract shall be written in English. All correspondence and other documents pertaining to the contract that is exchanged by the parties shall also be written in English.

29. Applicable law

29.1. The contract shall be interpreted in accordance with South African laws, unless otherwise specified in SCC.

30. *Notices*

30.1. Every written acceptance of a bid shall be posted to the supplier concerned by registered or certified mail and any other notice to him shall be posted by ordinary mail to the address furnished in his bid or to the address notified later by him in writing and such posting shall be deemed to be proper service of such notice.

30.2. The time mentioned in the contract documents for performing any act after such aforesaid notice has been given, shall be reckoned from the date of posting of such notice.

31. Taxes and duties

31.1. A foreign supplier shall be entirely responsible for all taxes, stamp duties, license fees, and other such levies imposed outside the purchaser's country.

31.2. A local supplier shall be entirely responsible for all taxes, duties, license fees, etc., incurred until delivery of the contracted goods to the purchaser.

31.3. No contract shall be awarded to any bidder whose tax matters are not in order. A tax clearance certificate must be submitted and if a copy, such must be certified as the true copy of the original. Revenue Services.

32. National Industrial Participation (NIP) Programme

32.1. The NIP Programme administered by the Department of Trade and Industry shall be applicable to all contracts that are subject to the NIP obligation.

33. Prohibition of Restrictive practices

33.1. In terms of section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, an agreement between, or concerted practice by, firms, or a decision by an association of firms, is prohibited if it is between parties in a horizontal relationship and if a bidder (s) is / are or a contractor(s) was / were involved in collusive bidding (or bid rigging).

33.2. If a bidder(s) or contractor(s), based on reasonable grounds or evidence obtained by the purchaser, has / have engaged in the restrictive practice referred to above, the purchaser may refer the matter to the Competition Commission for investigation and

possible imposition of administrative penalties as contemplated in the Competition Act No. 89 of 1998.

33.3. If a bidder(s) or contractor(s), has / have been found guilty by the Competition Commission of the restrictive practice referred to above, the purchaser may, in addition and without prejudice to any other remedy provided for, invalidate the bid(s)for such item(s) offered, and / or terminate the contract in whole or part, and / or restrict the bidder(s) or contractor(s) from conducting business with the public sector for a period not exceeding ten (10) years and / or claim damages from the bidder(s) or contractor(s) concerned.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

SECTION 1

1.1	**CONDITIONS OF AWARD** **Notwithstanding the suppliers' proposal being recommended for award, an award shall not be made to a supplier whose:**
1.1.1	Tax matters are not in order, as confirmed in terms of the National Treasury's Centralized Supplier Database (CSD) and/or SARS.
1.1.2	Municipal Rates and Taxes of the bidder and that of its Directors is in arrears for more than 3 (three) months and there are no arrangements made with the relevant Municipality.
1.1.3	Directors and Principal members are in the Service of the State as defined in Regulation 1, of the Municipal Supply Chain Management Regulations.
1.1.4	Name of the bidder or that of its directors appear on the National Treasury's database of Restricted Suppliers.

SECTION 2

TERMS OF REFERENCE
PLEASE REFER TO APPENDIX "A"
AT THE BACK OF THE DOCUMENT.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

FORM OF BID

NB. ERROR/S OR ALTERATION/S MADE MUST BE SCRATCHED AND SIGNED NEXT TO THE ERROR OR ALTERATION BY THE SAME PERSON WHO SIGNS THE BID DOCUMENT. THEREFORE, NO TIPEX IS ALLOWED. IN ADDITION, ERROR/S OR ALTERATION/S MADE RELATING TO PRICE MUST BE ACCOMPANIED BY A LETTER [IN THE BIDDER'S LETTERHEAD] POINTING OUT THE ERROR ALTERATION MADE AND ACKNOWLEDGING THAT IT IS THE DELEGATED SIGNATORY AND WAS SIGNED BY THE BIDDER FOR REASONS OF CORRECTING THE ERROR.

IN THE EVENT THAT THE BIDDER FAILS TO FULLY COMPLETE THIS FORM OF BID OR TO PROVIDE THE INFORMATION REQUESTED, OR TO SIGN THE BID AT THE APPROPRIATE SPACES PROVIDED OR NEXT TO ERRORS, THE BID WILL BE REJECTED AS NON-RESPONSIVE.

BIDDERS TO FILL IN THE FOLLOWING TABLE

ITEM	DESCRIPTION	TOTAL AMOUNT EXCLUDING VAT.	TOTAL AMOUNT INCLUDING VAT.
1.	**APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.**	**R**	**R**

Prices include Value Added Tax

Rate of Value Added Tax Ø_____%

Ø To be inserted by the Proposer

Name of Proposer (in full): _____

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

PROPOSAL PRICE ADJUSTMENT

Is this a firm price proposal? _____

The answer to the above question must either be YES/NO

NB: If neither Yes or No is inserted the Bid price will be taken to be firm and no adjustment will be allowed, notwithstanding anything to the contrary elsewhere contained.

If the answer to the above question is **NO**, Proposers are to provide a detailed Annexure specifying components and percentages of the pricing elements that will fluctuate. An indication should be given of the escalation across the Bid period stipulating base rates that the Bid is premised upon and changes in the subsequent year. Failure to provide details in this regard will invalidate your claim for a Bid price adjustment.

Name of bidder (in full) : _____

Company Registration Number : _____

VAT Registration Number : _____

Business address : _____

_____

_____

Postal address : _____

_____

_____

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

Telephone number : _____

E-mail address : _____

Name of person authorized to sign this Bid : _____

(BLOCK LETTERS)

Signature of person authorized to sign this Bid _____

Date : _____ 2026.

As witness : _____

NB: THE RESOLUTION AUTHORIZING THE ABOVE-MENTIONED PERSON TO SIGN ALL RELEVANT DOCUMENTS MUST BE ATTACHED.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

SECTION 3

MBD 3.2

PRICE ADJUSTMENTS

A NON-FIRM PRICES SUBJECT TO ESCALATION

NAME OF BIDDER: ……..BID NUMBER: COJ/JTC04/26-27

CLOSING TIME: 10:30AM **CLOSING DATE: 25 JANUARY 2027**

OFFER TO BE VALID FOR 12 (TWELVE) MONTHS FROM THE CLOSING DATE OF BID

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1. *IN CASES OF PERIOD CONTRACTS, NON-FIRM PRICES WILL BE ADJUSTED (LOADED) WITH THE ASSESSED CONTRACT PRICE ADJUSTMENTS IMPLICIT IN NON-FIRM PRICES WHEN CALCULATING THE COMPARATIVE PRICES*

2. *IN THIS CATEGORY PRICE ESCALATIONS WILL ONLY BE CONSIDERED IN TERMS OF THE FOLLOWING FORMULA:*

$$Pa = (1 - V)Pt\left(D1\frac{R1t}{R1o} + D2\frac{R2t}{R2o} + D3\frac{R3t}{R3o} + D4\frac{R4t}{R4o} \right) + VPt$$

Where:

Pa	=	The new escalated price to be calculated.
(1-V) Pt	=	85% of the original bid price. **Note that Pt must always be the original bid price and not an escalated price.**
D1, D2..	=	Each factor of the bid price eg. labour, transport, clothing, footwear, etc. The total of the various factors D1,D2…etc. must add up to 100%.
R1t, R2t……	=	Index figure obtained from new index (depends on the number of factors used).

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

R1o, R2o = Index figure at time of bidding.
VPt = 15% of the original bid price. This portion of the bid price remains firm i.e. it is not subject to any price escalations.

3. The following index/indices must be used to calculate your bid price:

Index……. Dated……. Index……. Dated……. Index……. Dated…….

Index……. Dated……. Index……. Dated……. Index……. Dated…….

4. FURNISH A BREAKDOWN OF YOUR PRICE IN TERMS OF ABOVE-MENTIONED FORMULA. THE TOTAL OF THE VARIOUS FACTORS MUST ADD UP TO 100%.

FACTOR (D1, D2 etc. eg. Labour, transport etc.)	*PERCENTAGE OF BID PRICE*

PRICES SUBJECT TO RATE OF EXCHANGE VARIATIONS

1. *Please furnish full particulars of your financial institution, state the currencies used in the conversion of the prices of the items to South African currency, which portion of the price is subject to rate of exchange variations and the amounts remitted abroad.*

PARTICULARS OF FINANCIAL INSTITUTION	*ITEM NO*	*PRICE*	*CURRENCY*	*RATE*	*PORTION OF PRICE SUBJECT TO ROE*	*AMOUNT IN FOREIGN CURRENCY REMITTED ABROAD*
				ZAR=		
				ZAR=		
				ZAR=		
				ZAR=		
				ZAR=		

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

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2. *Adjustments for rate of exchange variations during the contract period will be calculated by using the average monthly exchange rates as issued by your commercial bank for the periods indicated hereunder: (Proof from bank required)*

AVERAGE MONTHLY EXCHANGE RATES FOR THE PERIOD:	*DATE DOCUMENTATION MUST BE SUBMITTED TO THIS OFFICE*	*DATE FROM WHICH NEW CALCULATED PRICES WILL BECOME EFFECTIVE*	*DATE UNTIL WHICH NEW CALCULATED PRICE WILL BE EFFECTIVE*

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 3.3

PRICING SCHEDULE (Professional Services)

NAME OF BIDDER: ……BID NUMBER: COJ/JTC04/26-27

CLOSING TIME: 10:30AM CLOSING DATE: 25 JANUARY 2027

OFFER TO BE VALID FOR 12 (TWELVE) MONTHS FROM THE CLOSING DATE OF BID.

1. The accompanying information must be used for the formulation of proposals.
2. Bidders are required to indicate a ceiling price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project. R……..……
3. PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

4. PERSON AND POSITION	HOURLY RATE	DAILY RATE
----------	R----------	----------
----------	R----------	----------
----------	R----------	----------
----------	R----------	----------
----------	R----------	----------

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

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5. PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT

---------- R---------- ------ days

---------- R---------- ------ days

---------- R---------- ------ days

---------- R---------- ------- days

5.1 Travel expenses (specify, for example rate/km and total km, class of air travel, etc.). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATEQUANTITY	AMOUNT
----------	……..……..	R……..
----------	…….....	R……..
----------	……..……..	R……..
----------	…….....	R……..

**"all applicable taxes" includes value-added taxes, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies.

5.2 Other expenses, for example accommodation (specify, e.g. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE/QUANTITY	AMOUNT
----------	…….……..	R……..
----------	…….....	R……..
----------	…….……..	R……..
----------	…….....	R……..

TOTAL:…….....

6. Period required for commencement with project after acceptance of bid……

7. Estimated man-days for completion of project ……

8. Are the rates quoted firm for the full period of contract? ……*YES/ NO.

9. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index ……
……

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BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 4

DECLARATION OF INTEREST

1. No bid will be accepted from persons in the service of the state[1].

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.

3. **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

   3.1. Full Name of bidder or his or her representative: ……..

   3.2. Identity Number: …….

   3.3. Position occupied in the Company (director, trustee, shareholder[2]): ……..……

[1] **MSCM Regulations**: "in the service of the state" means to be –

(a) a member of –
   (i) any municipal council;
   (ii) any provincial legislature; or
   (iii) the national Assembly or the national Council of provinces;

(b) [2] 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; or

(f) An employee of Parliament or a provincial legislature.

[2] **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.

Initial

3.4. Company Registration Number: ……..

3.5. Tax Reference Number: ……

3.6. VAT Registration Number: ……

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.

3.8. Are you presently in the service of the state? **YES / NO**

3.8.1 If yes, furnish particulars……..
……...

3.9. Have you been in the service of the state for the past twelve months? **YES / NO**

3.9.1 If yes, furnish particulars……

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? **YES / NO**

3.10.1 If yes, furnish particulars……

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? **YES / NO**

3.11.1 If yes, furnish particulars…….…….....

3.12. Are any of the company's directors, trustees, managers, principle shareholders

or stakeholders in service of the state? **YES/NO**

3.12.1 If yes, furnish particulars……

3.13. Are any spouse, child or parent of the company's directors, trustees, managers, Principle Shareholders or stakeholders in service of the state? **YES/NO**

3.13.1 If yes, furnish particulars……..

3.14. Do you or any of the directors, trustees, managers, principle shareholders, or stakeholders of this company have any interest in any other related companies or business whether or not they are bidding for this contract? **YES / NO**

3.14.1 If yes, furnish particulars: ……

4. Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	State Employee Number

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

Signature **Date**

Capacity **Name of Bidder**

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

DECLARATION OF INTEREST

In order to give effect to the declaration of interest [MBD 4], the following questionnaire must be completed. The bidder is required to respond by yes or no to the declarations and furnish information in the format provided in the event that the response is YES. By appending signature at the end, the bidder confirms the declarations to be true and correct. The declaration must be read in conjunction with the important notice.

1. Have you been in the service of the state for the past twelve months?

YES / NO

2. Are any of the bidder's directors, trustees, managers, principle shareholders or stakeholders in service of the state?

YES / NO

3. Is any spouse, child or parent of the bidder's directors, trustees, managers, major shareholder/s or stakeholder/s in service of the state?

YES / NO

4. Do you or any of the director/s, trustee/s, manager/s, major shareholder/s, or stakeholder/s of the bidder have any interest in any other related companies or business whether or not they are bidding for this contract?

YES / NO

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

---

5. If yes in any or all of the above, furnish particular in the format below.

	Full Name	***Identity number***	***State employee number***	***Status*** *[currently or past employed]*	***Relationship to bidder***
1.					
2.					
3.					
4.					

6. **To ensure compliance with question 3.14 on the MBD 4 form, bidders are required to disclose information regarding all companies in which any director(s), trustee(s), manager(s), major shareholder(s), or stakeholder(s) of the bidder hold an interest. This includes interests in any related companies or businesses, regardless of whether those entities are participating in this bidding process or not.**

ITEM	COMPANY NAME	COMPANY REGISTRATION NUMBER
1.		
2.		
3.		
4.		
5.		
6.		

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APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		
16.		
17.		
18.		

* **Bidders are advised that, in instances where the space provided is insufficient to list all relevant companies, a separate list detailing all companies must be attached to the submission.**

Signature **Date**

Capacity **Name of Bidder**

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 6.1

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

1.2 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.

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1.4 The maximum points for this tender are allocated as follows:

	POINTS
PRICE	**80**
SPECIFIC GOALS	**20**
Total points for Price and SPECIFIC GOALS	**100**

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

6.1. POINTS AWARDED FOR PRICE

6.1.1. THE 80/20 PREFERENCE POINT SYSTEMS

A maximum of 80 points is allocated for price on the following basis:

80/20

$$Ps = 80\left(1 - \frac{Pt - P\,min}{P\,min}\right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

6.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

6.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 points is allocated for price on the following basis:

80/20

$$Ps = 80\left(1 + \frac{Pt - P\,max}{P\,max}\right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

Initial

7. POINTS AWARDED FOR SPECIFIC GOALS

7.1. 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:

7.2. 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.

The specific goals allocated points in terms of this tender	Means of verification	Number of points allocated (80/20 system	Number of points claimed (80/20 system) (To be completed by the tenderer)
Business owned by 51% or more – Black People	B-BBEE certificate and/or CSD	4	

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Business owned by 51% or more – Women	B-BBEE certificate and/or CSD	3	
Business owned by 51% or more – Youth	B-BBEE certificate and/or CSD	3	
Enterprises located within the jurisdiction of the City of Johannesburg Metropolitan Municipality	CSD and Municipal accounts/Lease Agreement/Letter from local ward councillor confirming business address	5	
SMME (a EME or QSE)	CSD and BBBEE Certificate/Affidavit sworn under Oath	5	

DECLARATION WITH REGARD TO COMPANY/FIRM

7.3. Name of company / firm …….

7.4. Company registration number: ……...

7.5. 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]

7.6. 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,

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qualifies the company / firm for the preference(s) shown and I acknowledge that:

a) The information furnished is true and correct;

b) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;

c) 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;

d) 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 –

   (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.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

……

SIGNATURE(S) OF TENDERER(S)

SURNAME AND NAME: ……

DATE: ……

ADDRESS: ……

……

……

……

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 8

DECLARATION OF BIDDER'S PAST SUPPLY CHAIN MANAGEMENT PRACTICES

1 This Municipal Bidding Document must form part of all bids invited.

2 It serves as a declaration to be used by municipalities and municipal entities in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system.

3 The bid of any bidder may be rejected if that bidder, or any of its directors have:

a. abused the municipality's / municipal entity's supply chain management system or committed any improper conduct in relation to such system;
b. been convicted for fraud or corruption during the past five years;
c. willfully neglected, reneged on or failed to comply with any government, municipal or other public sector contract during the past five years; or
d. Been listed in the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004).

4 **In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.**

Item	Question	Yes	No
4.1	Is the bidder or any of its directors listed on the National Treasury's database as a company or person prohibited from doing business with the public sector? **(Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the *audi alteram partem* rule was applied).**	Yes ☐	No ☐
4.1.1	If so, furnish particulars:		

Initial

4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)? **(To access this Register enter the National Treasury's website, www.treasury.gov.za, click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445).**	Yes ☐	No ☐
4.2.1	If so, furnish particulars:		
4.3	Was the bidder or any of its directors convicted by a court of law (including a court of law outside the Republic of South Africa) for fraud or corruption during the past five years?	Yes ☐	No ☐
4.3.1	If so, furnish particulars:		
4.4	Does the bidder or any of its directors owe any municipal rates and taxes or municipal charges to the municipality / municipal entity, or to any other municipality / municipal entity, that is in arrears for more than three months?	Yes ☐	No ☐
4.4.1	If so, furnish particulars:		

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

4.5	Was any contract between the bidder and the municipality / municipal entity or any other organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes ☐	No ☐
4.5.1	If so, furnish particulars:		

CERTIFICATION

I, THE UNDERSIGNED (FULL NAME) ……CERTIFY THAT THE INFORMATION FURNISHED ON THIS DECLARATION FORM TRUE AND CORRECT.

I ACCEPT THAT, IN ADDITION TO CANCELLATION OF A CONTRACT, ACTION MAY BE TAKEN AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

Signature	**Date**
Capacity	**Name of Bidder**

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

MBD 9

CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. This Municipal Bidding Document (MBD) must form part of all bids[3] invited.

2. Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).[4]Collusive bidding is a *pe se* prohibition meaning that it cannot be justified under any grounds.

3. Municipal Supply Regulation 38 (1) prescribes that a supply chain management policy must provide measures for the combating of abuse of the supply chain management system, and must enable the accounting officer, among others, to:

   a. take all reasonable steps to prevent such abuse;
   b. reject the bid of any bidder if that bidder or any of its directors has abused the supply chain management system of the municipality or municipal entity or has committed any improper conduct in relation to such system; and
   c. cancel a contract awarded to a person if the person committed any corrupt or fraudulent act during the bidding process or the execution of the contract.

4. This MBD serves as a certificate of declaration that would be used by institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.

[3] Includes price quotations, advertised competitive bids, limited bids and BIDs.
[4] Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

5. In order to give effect to the above, the attached Certificate of Bid Determination (MBD 9) must be completed and submitted with the bid:

I, the undersigned, in submitting the accompanying bid:

_____

(Bid Number and Description)

In response to the invitation for the bid made by:

_____

(Name of Municipality / Municipal Entity)

Do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: _____that:

(Name of Bidder)

CERTIFICATE OF INDEPENDENT BID DETERMINATION

1. I have read and I understand the contents of this Certificate;

2. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;

3. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;

4. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign, the bid, on behalf of the bidder;

5. For the purposes of this Certificate and the accompanying bid, I understand that the word “competitor” shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:

   (a) has been requested to submit a bid in response to this bid invitation;
   (b) could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
   (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder.

6. 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[5] will not be construed as collusive bidding.

7. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
   (a) prices;
   (b) geographical area where product or service will be rendered (market allocation)
   (c) methods, factors or formulas used to calculate prices;
   (d) the intention or decision to submit or not to submit, a bid;
   (e) the submission of a bid which does not meet the specifications and conditions of the bid; or
   (f) Bidding with the intention not to win the bid.

[5] 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.

8. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
9. 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.
10. 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.

Signature	**Date**
Capacity	**Name of Bidder**

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

DECLARATION ON STATE OF MUNICIPAL ACCOUNTS

A Any bid may be rejected if:

- Any municipal rates and taxes or municipal service charges owed by the bidder and any of the directors to the municipality or a municipal entity, or to any other municipality or municipal entity, are in arrears for more than 3 (three) months.

- In the case of International companies having South African Agencies and that business premises are leased, proof of lease agreements and / or monthly rental statements must be submitted.

- The above will also be applicable for directors of the bidder/s who are leasing residential premises. Where the directors of the bidder/s reside outside the country, this requirement is not applicable.

B Bid Information

i. Name of bidder

……..……

ii. Registration Number

……..……

iii. Municipality where business is situated

……..……

iv. Municipal account number for rates

……..……

Initial

v. Municipal account number for water and electricity

……

vi. Names of all directors, their ID numbers and municipal account number.

a. ……

b. ……

c. ……

d. ……

e. ……

C Documents to be attached.

i. A copy of municipal account mentioned in B (iv) & (v) (Not older than 3 (three) months)

ii. A copy of municipal accounts of all directors mentioned in B (vi) (Not older than 3 (three) months)

iii. Proof of directors

I/We declare that the abovementioned information is true and correct and that the following documents are attached to this form:

……

……

……

Signature **Date**

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

SUBMISSION OF PROOF OF MUNICIPAL ACCOUNTS OR LEASE AGREEMENTS

1. Municipal Accounts / Rates / Taxes:

1.2. A Bidder is required to provide municipal accounts for the firm and for each director / shareholder / partner to prove that the bidder or any of its directors / shareholders / partners is not in arrears with their municipal account for more than 3 (three) months, or that the necessary arrangements have been made with the Municipality.

1.3. If the bidder or any of its directors / shareholders / partners is unable to provide municipal accounts for the firm and/or for each director / shareholder / partner as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths, which outlines the facts which make it not to be able to accede to the request for municipal accounts.

1.1. Further to the affidavit, the bidder is to provide a confirmation letter from the relevant municipality confirming the following: -

1.1.1. The name(s) of the owner(s) of the account(s)

1.1.2. The relevant account(s) number(s); and

1.1.3. That the municipal accounts above, are not in arrears for more than 3 (three) months; or

Initial

1.1.4. that an acceptable arrangement has been concluded and exists.

1.1.4.1. Lease Agreement:

1.1. If the bidder does not own the property from where it carries on business, or if any or any of director / shareholder / partner does not own a property in the Republic, the bidder is required to provide a copy of the Lease Agreement for the premises where it carries on business or where the director / shareholder / partner resides.

1.2. If the bidder is unable to provide a copy of the Lease Agreement as is required, then the bidder is to provide an affidavit, which is signed before a commissioner of oaths which outlines the facts which make it not to be able to produce and provide lease agreement in respect of the property it carries on business or in which its director / shareholder / partner resides.

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

SECTION 4

Technical data, omissions, variations

1. Bank Details

Name of Bankers: _____

Address of Bankers: _____

Branch of Bank: _____

Bank Account Number: _____

2. **Details of Similar Work Recently Carried Out**

DESCRIPTION OF WORK	COMPLETION DATE	CLIENT NAME AND CONTACT DETAILS	VALUE (R)

Initial

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

3. **Qualifications by Bidder**

Should the bidder desire to make any departures from or modifications to the General Conditions of Contract, Specification, Drawings, or in any other way to qualify this bid, he must set out his BIDs clearly hereunder, or alternatively state them in a covering letter attached to this bid and referred to hereunder, failing which the bid will be deemed to be unqualified.

If no departures or modifications are desired, the schedule hereunder is to be marked NIL and signed by the bidder.

PAGE	CLAUSE OR ITEM

4 **Work to be done by others**

Full details must be provided here of any work required from the Council or others to provide complete execution of the work to the satisfaction of the Council.

DESCRIPTION OF WORK	TO BE EXECUTED BY

Initial

5 **Sub-Contractors**

Full details must be provided here of any work regarding sub-contractors which may be used for installation, maintenance, repair, supply of accessories and supply of parts.

DESCRIPTION OR WORK/EQUIPMENT	TO BE EXECUTED

6 **Plant, Transport and Staff Available**

Bidders must list all equipment available for use on the contract, and must fully describe the equipment and/or plant and must further state whether owned or leased.

DESCRIPTION OF EQUIPMENT/PLANT	QUANTITY	OWNED/LEASED

BID NO: COJ/JTC04/26-27

APPOINTMENT OF SERVICE PROVIDER/S FOR THE BELOW- AND THROUGH-THE-LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS.

7 **Omissions and Variations from the Council's Specification**

Bids will be held to be entirely in accordance with the Council's specification except in the respects stated hereunder and the goods and/or services will be subject to rejection if it is found on delivery that they do not/it does not comply with the Council's specification on additional points which have not been approved in writing:

_____

_____

_____

_____

If the bid is in accordance with the Council's specification in all respects, the bidder must state so here:

_____

_____

_____

8. **Indemnity Clause**

I/We the undersigned, do hereby indemnify and hold harmless the Council in respect of all loss, cost, damage or injury that may be caused to any premises or to any person or animal by reason of the performance of this contract.

I/We, further indemnify the Council in respect of all legal and other expenses that may be incurred by the Council in examining, resisting or settling any damage, injury or loss that may in any way be occasioned by work necessary in terms of the contract.

Signature	**Date**
Capacity	**Name of Bidder**

Initial

APPENDIX A

Initial

VISIT • WORK • PLAY

JOBURG

TOURISM

TERMS OF REFERENCE FOR BELOW- AND THROUGH-THE-LINE MARKETING TO POSITION AND PROMOTE DESTINATION JOHANNESBURG: CONCEPTUALISATION, CREATIVE DEVELOPMENT AND IMPLEMENTATION OF AN EFFECTIVE BTL AND TTL TOURISM MARKETING & COMMUNICATION EFFORT FOR A PERIOD OF THREE (3) YEARS

1. INTRODUCTION

As Johannesburg strives to be a leading all-year-round, value-for-money tourist destination, the City of Johannesburg has to respond to very specific and demanding tourist services initiatives, all of which have a very significant reputational impact in showcasing and promoting the city. Continued efforts in improving visitor services, ensuring provision of information and standardisation of services according to international standards and industry requirements are the underlying factors that need to be addressed in responding to tourist demands.

The Johannesburg Tourism Company is a destination management organisation (DMO), owned and funded City of Johannesburg, and mainly tasked with promoting tourism, by marketing Johannesburg as a business and lifestyle tourist destination both internationally, regionally and domestically.

2. REQUIREMENTS

Joburg Tourism seeks proposals from interested, qualified service providers (integrated marketing and communication agencies) to conceptualise, develop creative and content and implement a tourism marketing effort to position and promote Johannesburg, below- and through-the-line, for a period of three (3) years from date of appointment.

The aim of appointing the service provider is to reposition the destination locally, regionally and globally and reignite the destination brand to remain globally competitive and appealing to visitors.

3. OBJECTIVES

Through the implementation of the marketing effort, Joburg Tourism seeks to achieve the following objectives:

- Alignment with international, regional, national and provincial tourism priorities of the UNWTO (United Nations World Tourism Organisation), SAT (South African Tourism) and GTA (Gauteng Tourism Association), respectively.
- Enhancement of the destination brand image.
- Increased average tourism spend per visitor.

- Increased visitor arrivals from domestic, regional and international source markets.
- Position Johannesburg as an all-year-round travel destination.
- Stimulate interest in visiting diverse local tourism offerings.
- Promote Johannesburg as a leading business destination.

4. SCOPE OF WORK

Joburg Tourism seeks proposals from credible, qualified service providers (integrated marketing and communication agencies) for below- and through-the-line marketing services: to develop and execute digital campaigns, including creative artwork development and production, and implementation of integrated tourism marketing efforts to promote Johannesburg below- and through-the-line to domestic, regional and international markets. This includes the implementation of tourism marketing and communication activities for a period of three (3) years.

5. DELIVERABLES (KEY ACTIVITIES TO BE COSTED)

5.1 MARKETING AND COMMUNICATION OPERATIONAL PLAN

In line with the Joburg Tourism Company business plan, the development of a three-year operational plan, to be reviewed annually, for the implementation of integrated marketing and communication activities must be proposed.

This exercise should include a review of the following elements, once appointed:

a) Destination brand and marketing strategy.

b) Defined target and niche markets, market size or estimated target market reach.

c) Marketing and creative digital concepts, linked to niche target markets.

d) Implementation of marketing and communication activities to achieve the destination's marketing objectives, through, but not limited to the following:

    - Marketing collateral, linked to market needs and at par with other destination promotion entities.

- Managing participation at physical and digital travel trade platforms: i.e. B2B trade shows, B2C consumer shows, B2B road shows, B2B conferences and B2B congresses domestically, regionally and internationally.
- Local, domestic, regional and international marketing activations to improve brand awareness, brand reputation and conversion.
- Digital marketing activities on Joburg Tourism digital channels such as social media (Facebook, Instagram, Twitter, YouTube, TikTok and LinkedIn) and the Joburg Tourism website to inform and engage with digital audiences.
- Public relations activities to build a positive reputation of the destination.
- Joint marketing collaborations to drive brand awareness, brand visibility as well as improve both brand reputation and conversion.

5.2 PUBLIC RELATIONS

a) Once-off PR strategy development and implementation plan.
b) Monthly media relations to support all core functions of the entity including drafting and dissemination of press releases/statements, pitching stories to target media and soliciting interviews, and facilitating responses to media enquiries.
c) Monthly electronic stakeholder newsletters: template design and layout, refresh supplied content, database management and distribution.
d) Quarterly content development of factsheets, messages, and speeches.
e) Propose, write and place thought leadership and opinion pieces quarterly.
f) Annual media briefings on tourism related news.
g) Through existing relationships with leading news editors and key opinion leaders, negotiate free PR publicity every quarter for the duration of the contract.
h) Online media contact database to be shared with Joburg Tourism and updated at least once monthly.

5.3 DIGITAL MEDIA/MARKETING

Joburg Tourism requires the following digital media/marketing services for the duration of the contract:

5.3.1 Google ads

a) Produce, book and place destination adverts in video or graphic format on Google and partner sites YouTube and Google Maps.

5.3.2 Social Media (Facebook, Instagram, X, YouTube, LinkedIn & TikTok)

a) Social media content scheduling and management platform (to be shared with Joburg Tourism digital media team) and monthly analytics reports.
b) Social media campaign strategy in line with the destination campaign.
c) Social media content calendar/plan.
d) Creative development (graphics and video) and execute social media campaign activities i.e: post on Facebook, Instagram, X, TikTok and LinkedIn once a week for the duration of the contract.
e) Produce, book and place social media adverts in video or graphic format for Facebook, Instagram, X, TikTok and LinkedIn for new followers and increased engagement monthly for the duration of the contract.
f) Facilitate verifications on all Joburg Tourism social media pages.

Note: Refer to video advert spec below:

Specification	Google	YouTube	Facebook	X	Instagram	TikTok	LinkedIn
Resolution	Full HD	Full HD	Full HD	Full HD	Full HD	Full HD	Full HD
Aspect ratio	16:9 (horizontal) 9:16 (vertical) 1:1 (square)	9: 16 (vertical) 16:9 (horizontal)	1:1 (square) 4:5 (vertical) 9:16 (vertical)	9:16 (vertical) 16:9 (horizontal) 1:1 (square)	1:1 (square) 4:5 (portrait) 9:16 (portrait)	1:1 (square) 9:16 (vertical) 16:9 (horizontal)	9: 16 (vertical) 16:9 (horizontal)
Format	MP4	MP4	MP4	MP4	MP4	MP4	MP4
Video size	≤256 GB	≤256 GB	≤10 GB	512 MB	4 GB max	500MB max	75 KB (min) - 500 MB (max)
Frame size	14 – 30 FPS	24, 25, 29.97, and 30 FPS	30 FPS	29.97 FPS or 30 FPS	30 FPS	30 / 60 FPS	30 FPS
Duration	15 sec	30 sec	30 sec	30 sec	30 sec	30 sec	30 sec

5.4 MARKETING & CORPORATE COLLATERAL

Collateral	Quantity	Size	Text	Stock/Mass	Cover/finish	Pages
a) A3 to DL Fold up Joburg City tourist attractions map	15 000	DL leaflet folded into 12 panels - A3, foldable to ultimate post card size	Printed full colour throughout	135 - 150gsm power art matt white	Printed in full colour, 50% spot matt finish	Double-sided
b) A5 Accommodation booklet	2 000	A5 booklet	Printed full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 100 content pages
c) Joburg Routes booklet	4 000	A5 booklet	Printed full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 50 content pages
d) Generic A5 tourism brochure	10 000	A5 booklet	Printed full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 100 content pages
e) Meetings planner guide	100	240 mm x 235 mm	Printed full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 100-page meetings planner guide
f) Joburg film booklet	200	A5	Full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with	4 cover pages and 16 inside pages

Collateral	Quantity	Size	Text	Stock/Mass	Cover/finish	Pages
					embossed front cover	
g) Joburg Investment Prospectus	500	A4	Full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 100 inside pages
h) Joburg Coffee Table Book	200	240 mm x 235 mm	Full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4 cover pages and 100 inside pages
i) Business plan	20 x 3 batches (2027/28, 2028/29, and 2029/30)	A4	Full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4-page cover and 200 inside pages
j) Annual report	20 x 3 batches (2025/26, 2026/27 and 2027/28)	A4	Full colour throughout	150gsm power art matt white	Printed in full colour, 50% spot U Varnish with embossed front cover	4-page cover and 200 inside pages
k) Printed business cards including unique QR Code	30 different names / contacts, 300 each printed (as and when required)	90mm x 50mm (round edges)	Full colour throughout	Power Matt, White, 300gsm	Virtual: scan QR code to access contacts & save to phonebook Print: A4 10 Up and cut to	Double-sided

Collateral	Quantity	Size	Text	Stock/Mass	Cover/finish	Pages
					90x50 (round edges)	
l) Posters: Corporate communication related messaging i.e. vision, mission, values, fraud and risk management designed into posters	Five (5) of each size (once-off)	A1, A2 and A3	Full colour throughout	100 – 135 gsm gloss	n/a	Single-sided
m) Postcards (campaign specific)	500 x 12 batches	A6 (148 x 105 mm)	Full colour throughout	300-350gsm	U Varnish single-sided	Double sided postcard
n) Floor decals (campaign specific)	30 x 3 batches	A2 (420 mm x 594 mm)	Full colour single-sided	300-350gsm	U Varnish single-sided	Single-sided
o) Table decals (campaign specific)	30 x 3 batches	A4 (210 mm x 297 mm)	Full colour single-sided	300-350gsm	U Varnish single-sided	Single-sided

Note:

- All produced collateral must be available in digital format and accessible by QR code and downloadable via the Tourism website and visitor mobile app as PDFs with a flipbook functionality.
- The collateral services required by Joburg Tourism entail editing supplied content, design and layout and printing.
- Print proofs must be supplied before the production of each batch.
- While all quantities are stated in good faith, they are subject to amendment during the contract period.

5.5 DESTINATION CAMPAIGNS

A. Produce and implement a destination brand campaign to position Joburg as an **all-year-round, value for money destination** for both local, domestic and international markets for the duration of the contract. The campaign should have a two-pronged approach, focusing on both consumers and trade, and reviewed annually and refreshed where necessary.

The campaign(s) must include the following:

a) Campaign goal and clear call to action.
b) Campaign messaging aligned to the new marketing strategy.
c) Redefined consumer insights in line with campaign.
d) Manifesto
e) Creative
f) Content plan which covers the following:
    - Social media rollout on six platforms
    - Influencer campaign with personalities from different tourism niches i.e. sport, lifestyle, gastronomy etc. and followership ranging from 100 000 – 250 000 and above per platform, with an equal split between female and male influencers
    - Defined opportunity for user generated destination content, to stimulate interest in visiting diverse local tourism offerings and improve geographical spread
g) Destination video content: 60 seconds destination brand campaign experiential video
h) Launch of the campaign: virtual and physical launch of the campaign in Johannesburg

B. Produce and implement **seasonal campaigns** to enhance Joburg Tourism's joint marketing collaborations for campaign activations comprising the following:
    a) Seasonal campaign creative concept
    b) Seasonal campaign content plan and implementation
    c) Seasonal campaign 60-second video: pre, production & post-production
    d) Seasonal campaign launch (virtual)

C. Produce and implement **destination citizenry campaign**
    a) Campaign concept to with a clear value proposition for corporate and individual citizens

b) Campaign elements incl. identification of potential collaborative partners and stakeholder management/engagement
c) Implement plan incl. virtual launch
d) Campaign 60-second video: pre, production & post-production

Note:

- The campaign(s) must also include external and internal stakeholders, i.e. City of Johannesburg employees across all entities, departments and regions using the Joburg Tourism website and CoJ intranet.
- Pricing for quarterly website and intranet creative and content decks must be included for the duration of the contract in line with destination marketing campaign/s for both business and leisure.

5.6 DESTINATION MARKETING PHYSICAL ACTIVATIONS

a) Conceptualisation, coordination and implementation of brand and destination activations comprising competitions, 360-degree photobooth and trade engagements targeting the consumer and travel trade markets, as follows:
    - Locally in Soweto, Constitution Hill and Sandton;
    - Domestically in Lanseria and Pretoria; and
    - Nationally in Bloemfontein, Makhanda (Grahamstown), Johannesburg, Durban and Cape Town.
    - **Note**: A flash mob activation will also be required for activations in Johannesburg only.
b) Conceptualisation, facilitation and implementation of Tourism Month (September) activities for the period of the contract in Johannesburg.
c) Facilitate and coordinate Joburg Tourism's exhibitions/activations at the 947 Joburg Day and Rand Show in Johannesburg and WTM Africa in Cape Town, specifically covering the following:

Expo services	**947 Joburg Day**	**Rand Show**	**WTM Africa**
Floor space	100 sqm[1]	100 sqm	36 sqm
Stand[2]	Storage, set-up and dismantling of existing modular stand * *JTC is in the process of designing the modular stand and this element of the deliverables will kick in after the expiry of the modular stand design contract*	Set up of existing modular stand and dismantling	Set up of existing modular stand and dismantling
Design & produce artwork of SMME logos for use on exhibition booths	SMME logos for display	SMME logos for display	SMME logos for display
General specifications	1 x public area 1 x storage facility 10 x SMMEs exhibition space	1 x reception area 1 x public area 1 x storage facility 10 x SMMEs exhibition space.	1 x reception area 1 x public area 1 x storage facility 10 x SMMEs exhibition space.

[1] Note that floor space at 947 Joburg Day has been secured directly with Primedia and hence the floor space booking does not appear in the pricing schedule.

[2] Joburg Tourism is in the process of procuring a modular stand that must be set up by the successful bidder for the specified shows in the duration of the 36-month contract. Furniture, an LED screen, a bar fridge and other equipment/furniture detailed in Annexure B: Exhibition Stand Specification must be provided by the successful bidder.

- *Also refer to **Annexure B: Exhibition Stand Specification** for additional items bidders must include in the price.*

5.7 MANAGEMENT, STORAGE, MAINTENANCE, HANDLING, CLEANING, TRANSPORTATION, BUILD UP AND BREAK DOWN OF BRANDING EQUIPMENT AND MATERIAL

Service provider will be expected to submit a cost for the maintenance, storage, set up, breakdown, cleaning, collection and delivery of branding material for approximately 10 ad hoc Joburg Tourism events per annum, in line with the organisational mandate, for the period of the contract (3 years).

a) Secure and safe storage facility for all Joburg Tourism branding and modular stand. *Refer to **Annexures A & B** for the list of items that needs to be stored.*

b) Receive and respond to every event brief as per specification by the Destination Marketing and Events representative.

c) Attend site inspections prior to the event (when necessary).

d) Maintain and clean branding material to ensure it is in good condition and keep secure at a suitable site in Johannesburg for ease of transportation.

e) Collect and deliver branding to specified sites for every event branding set up request.

f) Compile evidence/branding report with images for all events branded and submit via email.

g) Do monthly stock take of branding material, report damaged branding material and submit to marketing representative via email.

Note:

Joburg Tourism currently has a 12-month contract for the above service. The successful bidder of this RFP would, therefore, be required to collaborate with the service provider already contracted by the entity for this service (above) at no additional cost, as a transitional arrangement until the end of the contract with the existing service provider.

This same note would be applicable for the take-over of the stands.

5.8 PHOTOGRAPHY AND VIDEOGRAPHY

a) Licensed stock photography and stock video footage.

b) Once-off destination photography shoot for marketing and corporate collateral, and social media. The proposed shot list covers three categories: Business, leisure and generic as described in **Annexure C**.

c) Bi-annual video shoots business, leisure and lifestyle activities to produce videos for targeted below-the-line activities i.e. social media, physical and virtual activations.

Note:

Refer to the guidelines below and **Annexure C: Proposed shot list** to inform final locations of shoots, in consultation with the successful bidder and following site recces.

General guidelines

- All necessary equipment required must be incorporated in the pricing structure as well as recces of targeted sites.
- Footage/pictures with concrete only should be kept to a minimum.
- Facilitate completion of photo release/consent form for images/video footage which clearly depict people and images/footage of publicly and privately owned properties to ensure compliance with privacy laws.
- **Aerial video footage, where necessary, should be limited to drones to contain pricing.**
- Footage of the Welcome2Joburg brand film, the leisure and business tourism video teasers and partner videos will be shared with the successful provider and may be used in the production of new videos.
- Video shoots are required to supplement stock video footage to produce videos for targeted platforms, specifically:
    - 60 seconds x 14
    - 15 seconds x 4

  - 30 seconds x 6
- A total of 300 images in total as follows:
  - Business (80)
  - Leisure (160)
  - Generic (60)
- High resolution (300 DPI or more)
- Full colour
- Mix of portrait and landscape
- Evening shots for settings such as Night Life are necessary

NOTE THAT JOBURG TOURISM RESERVES THE RIGHT TO APPOINT IN FULL, PARTIALLY OR NOT AT ALL. WHERE FEASIBLE, A SPLIT AWARD WILL BE CONSIDERED.

6. PRICING SCHEDULE

Itemised pricing should be done for all the specified items for above, below and through the line marketing services (per clause 5: Deliverables) using the pricing template below.

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
1.	**Operations management/client service**			
a)	Operational plan development	1		
b)	Operational plan review and updates	2		
c)	Quarterly report on deliverables	12		
d)	Monthly status meetings incl. status reports (six virtual and six physical per annum)	36		
2	**Public relations activities**			
a)	PR strategy and implementation plan	1		
b)	Media releases/statements	48		
c)	Factsheets, messaging and speeches	12		
d)	Thought leadership/opinion articles	12		
e)	Stakeholder newsletter: design template: once-off	1		
f)	Stakeholder newsletter: content development & distribution	36		
g)	Media briefing	3		
h)	Monthly online media contact list	36		
3	**Digital media/marketing**			
3.1	**Google ads**			
a)	Graphic ad development:	4		
b)	Video ad production: 15 seconds	4		
c)	Google ad placement for 60 days	8		
3.2	**Social media**			
a)	Social media content scheduling and management platform: 1 shared license	36 months		
b)	Social media campaign strategy: once-off	1		
c)	Quarterly social media content calendar	12		
d)	Social media daily posts produced and placed and community management on six	1 080 hours		

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
	(6) platforms (no more than 30 hours per month)			
e)	Social media graphic adverts produced incl. resizing for six (6) platforms	6		
f)	Social media 30 seconds video adverts produced incl. resizing or editing for six (6) platforms	6		
g)	Social media video adverts placed on six (6) platforms: 30 seconds – flighting for 14 days	24		
h)	Social media graphic adverts placed on six (6) platforms – flighting for 14 days	24		
i)	Annual social media page verifications x 6 platforms	18		
4	**Design, production and printing of Tourism marketing material & corporate publications / collateral:**			
4.1	**Marketing collateral**			
a)	Joburg tourist map design and printing	15 000		
b)	Accommodation facilities design and printing	2 000		
c)	Joburg Routes design and printing	4 000		
d)	Generic tourism booklet with itineraries design and printing	10 000		
e)	Joburg Meetings Planner Guide design and printing	100		
f)	Joburg Meetings Planner Guide design update and printing	100		
g)	Joburg Coffee Table Book design and printing: once-off	200		
h)	Joburg film booklet design and printing	200		
i)	Quarterly design and print seasonal postcards: 500 postcards per batch x 12	6 000		
j)	Floor decals in full colour A2 (420mm x 594mm) 30 per year x 3	90		
k)	Table decals in full colour A4 (210 mm x 297mm): 30 per year x 3	90		
4.2	**Corporate collateral**			
a)	Joburg Investment Prospectus design updates and printing	500		
b)	Joburg Investment Prospectus design updates and printing (when required)	500		
c)	Annual report design and printing: 2026/27	20		
d)	Annual report design and printing: 2027/28	20		
e)	Annual report design and printing: 2028/29	20		

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
f)	Business plan design and printing: 2027/28	20		
g)	Business plan design and printing: 2028/29	20		
h)	Business plan design and printing: 2029/30	20		
i)	Business cards design and printing: 30 contacts in total – 300 cards per contact: as and when required	6 000		
j)	Posters: A1 – when required	5		
k)	Posters: A2 – when required	5		
l)	Posters: A3 – when required	5		
5	**Destination campaigns**			
a)	All-year-round campaign creative concept	2		
b)	All-year-round campaign content plan and implementation	2		
c)	All-year-round campaign 60-second video: pre, production & post-production	2		
d)	All-year-round campaign launch (physical in Johannesburg and virtual)	2		
e)	Quarterly seasonal campaign creative concept	12		
f)	Quarterly seasonal campaign content plan and implementation	12		
g)	Quarterly seasonal campaign 60-second video: pre, production & post-production	12		
h)	Quarterly seasonal campaign launch (virtual)	12		
i)	Development of website and intranet creative and content deck in line with the all-year-round, seasonal and citizenry campaigns incl. resizing	14		
j)	Destination citizenry campaign creative concept	1		
k)	Destination citizenry campaign implementation plan	1		
l)	Destination citizenry campaign launch physically in Joburg and virtually	1		
m)	Destination citizenry campaign 60 seconds video	2		
6	**Marketing activations**			
a)	Conceptualisation, coordination and implementation of consumer and trade destination brand activations in	9		

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
	Johannesburg, Durban and Cape Town – three (3) per annum			
b)	Conceptualisation, facilitation, implementation of Tourism Month (September) activities in Johannesburg	3		
c)	Coordination of tourism activations at festivals and events per annum locally (Soweto, Constitution Hill and Sandton), domestically (Lanseria and Pretoria) and nationally (Bloemfontein and Makhanda) – seven (7) per annum	21		
d)	Set up modular stand and dismantle – two (2) shows per annum (947 Joburg Day and Rand Show)	6		
e)	Floor space booking and furniture for Rand Show in Johannesburg – 100 sqm	2		
f)	Floor space booking and furniture for WTM Africa in Cape Town – 36 sqm	2		
7	**Branding management**			
a)	Site recce – 10 per annum (when required)	30		
b)	**Small set-up** – 20 per annum: 1x Banner Wall, 4 x Pull Up Banners, 6 x Tear Drop Banners, 6 x Floor Decals and 2 x Pop Up Banners	60		
c)	**Medium set-up** – 40 per annum: 2 x Banner Walls, 8 x Pull Up Banners, 20 x Tear Drop Banners, 4 x Pop Up Banners, 2 x Gazebos	120		
d)	**Large set-up** – 40 per annum: 2 x Banners Walls, 20 x Pull Up Banners, 45 x Tear Drop Banners, 10 x Garden Umbrellas	120		
10	**Photography and videography**			
a)	Licensed stock photography – 300 images in total (as and when)	300		
b)	Licensed video footage – 2 hours (as and when)	2 hours		
c)	Biannual video shoots in and around Joburg to supplement existing and stock footage to produce 24 promotional videos	6		
d)	Photo shoots of business, lifestyle and general including corporate profile shots of leadership – 300 images in total	300		

NO	DESCRIPTION	QUANTITY	UNIT PRICE (EXCL. VAT)	TOTAL PRICE (EXCL. VAT)
TOTAL excluding VAT				
VAT @ 15%				
TOTAL including VAT				

NOTE: HOURLY FEE RATES FOR CONSULTANTS

- Consultant hourly rates must be in accordance with the most recent Department of Public Service and Administration (DPSA) Hourly Fee Rates for Consultants.
- Tenderers must note that time-based fees shall be calculated as: actual hours worked × applicable hourly rate.
- No individual hourly rate shall exceed the DPSA published rate.
- Tenderers must note that rates will be subject to negotiation, not exceeding the DPSA applicable rates.

7. EVALUATION CRITERIA

Proposals shall be evaluated as follows:

7.1. COMPLIANCE WITH BID REQUIREMENTS

This entails compliance with the bid conditions as outlined in the bid document; the submission of the required returnable documents; the full and proper completion of all documents and submission of the proposal in line with the conditions set out in the bid document.

7.2. FUNCTIONALITY

Proposals will be evaluated in terms of **FUNCTIONALITY** and then in respect of the Preferential Procurement Policy Framework, Act 5 of 2000, Preferential Procurement Regulations, 2022, using the 80/20 preference point systems prescribed in regulation 7.

Only bidders who score a minimum of **65 points** (or more) on **FUNCTIONALITY** will be able to proceed to be further evaluated in terms of specific goals and price competitiveness.

Bidders that score below this threshold shall be deemed to have submitted non-responsive bids.

Bidders who do not submit all the required returnable documents will lose points under **FUNCTIONALITY.**

Joburg Tourism has the right to verify the authenticity of assertions made by bidders in the bid submissions/proposals.

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Methodology	Annual operational plan which integrates all items in the scope of work and deliverables and covers as a minimum five key elements, specifically, timeline, action items, milestone/s, dependencies and resources (**up to 5 points**): • Operational plan does not sufficiently cover any item of the scope/planning element = 0 • Operational plan covers 1 element = 1 point • Operational plan covers 2 elements = 2 points • Operational plan covers 3 elements = 3 points • Operational plan covers 4 elements = 4 points • Operational plan covers 5 elements = 5 points	**15**
	A detailed logical destination campaign project plan including step-by-step details of the key project milestones, resource allocation and timeframes for the execution and completion of the project (**up to 5 points).** • Campaign project plan does not sufficiently cover any aspects of the scope = 0 • Campaign project plan covers BTL = 1 point • Campaign project plan covers BTL & TTL = 2 points • Campaign project plan covers BTL, TTL & launch activities = 3 points • Campaign project plan covers BTL, TTL, launch activities & creative concept = 4 points • Campaign project plan covers BTL, TTL, launch activities, creative concept & includes a Gantt chart = 5 points	
	A detailed logical physical activations project plan including step-by-step details of the key project milestones, resource allocation and timeframes for the execution and completion of the project (**up to 5 points**). • Activations project plan is very poor = 1 point • Activations project plan is poor = 2 point • Activations project plan is acceptable= 3 points • Activations project plan is good = 4 points • Activations project plan is very good = 5 points	

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Portfolio of Evidence	Integrated destination brand campaign concept and implementation = **up to 5 points** • Integrated campaign concept and implementation does not meet deliverables = 0 point • Integrated campaign concept and implementation is very poor = 1 point • Integrated campaign concept and implementation is poor= 2 points • Integrated campaign concept and implementation is acceptable = 3 points • Integrated campaign concept and implementation is good = 4 points • Integrated campaign concept and implementation is very good = 5 points Media release/statement sample and related coverage = **up to 8 points** • Sample and coverage published in print media = 2 points • Sample and coverage broadcast on radio = 2 points • Sample and coverage broadcast on TV = 2 points • Sample and coverage published online = 2 points Thought leadership/opinion article sample and related coverage = **up 2 points** • Sample and coverage published in print media = 1 point • Sample and coverage published online = 1 point Company industry memberships and accreditation = **up to 6 points** • Company membership in communication/public relations industry body = 2 points • Company accreditation for advertising/media buying services in South Africa = 2 points • Company is a member of a marketing body = 2 points Destination/tourism marketing photography and videography portfolio = **up to 4 points** • No destination/tourism photographic and videography showcase = 0 points • Less than three of the following categories [Business, Gastronomy, Lifestyle, Adventure, History and Heritage, Shopping and Events] included in photographic and videography showcase = 1 point • At least three of the following categories [Business, Gastronomy, Lifestyle, Adventure, History and Heritage, Shopping and Events] included in photographic and videography showcase = 3 points • Three or more of the following categories (Business, Gastronomy, Lifestyle, Adventure, History and Heritage, Shopping and Events) included in photographic and video showcase = 4 points	**25**

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
Track Record	Confirmation letters detailing number of BTL & TTL projects/contracts with the client's name (in line with the Joburg Tourism Scope), contract period and the contract value and signed, contactable reference letters on a company letter head (**Note**: Purchase orders or award letters do not apply) **Reference letters = up to 10 points** (signed on a letterhead, with contact info not older than 5 years) • Letter does not confirm integrated marketing and communication (BTL and TTL) in line with the Joburg Tourism scope = 0 points • 1client reference confirms integrated marketing and communication (BTL and TTL) services = 2 points • 2 client references confirm integrated marketing and communication (BTL and TTL) services = 4 points • 3 client references confirm integrated marketing and communication (BTL and TTL) services = 6 points • 4 client references confirm integrated marketing and communication (BTL and TTL) services = 8 points • 5 or more client references confirm integrated marketing and communication (BTL and TTL) services = 10 points **Tourism or creative/marketing/communication accolades/awards to the company = up to 10 points** • No industry award = 0 point • 1 industry award(s) to the company = 2 point • 2 industry awards to the company = 4 points • 3 industry awards to the company = 6 points • 4 industry awards to the company = 8 points • 5 or more industry awards to the company = 10 points	**20**
Key personnel – **Experience**	**Experience for Key Personnel:** • Project lead • Creative lead/graphic design specialist • Copywriter • Public relations specialist • Digital marketing specialist • Multimedia specialist/photographer/videographer Attach detailed CVs outlining relevant experience and certified copies of qualifications and industry awards/memberships attached as proof. The team should be led by a dedicated Project Leader/Account Manager with a minimum of five (5) years' experience managing an account/contract in tourism/destination marketing. **Project Leader/Account Manager = up to 4 points** • Less than five years' relevant experience = 0 points • 5 – 6 years relevant experience = 1 point • 7 – 8 years relevant experience = 2 points • 9 – 10 years relevant experience = 3 points • More than 10 years relevant experience = 4 points **Other key personnel = up to 10 points** Suitably qualified individuals with no less than three (3) years' relevant experience.	**20**

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
	Creative lead/graphic design specialist • Less than 3 years' relevant experience = 0 points • 3 – 4 years' relevant experience = 1 point • More than 4 years' relevant experience = 2 points *Copywriter* • Less than 3 years' relevant experience = 0 points • 3 – 4 years' relevant experience = 1 points • More than 4 years' relevant experience = 2 points *Public relations specialist* • Less than 3 years' experience = 0 points • 3 – 4 years' experience = 1 point • More than 4 years' experience = 2 points *Digital marketing specialist* • Less than 3 years' relevant experience = 0 points • 3 – 4 years' relevant experience = 1 point • More than 4 years' experience = 2 points *Multimedia specialist/photographer/videographer* • Less than 3 years' relevant experience = 0 points • 3 – 4 years' relevant experience =1 point • More than 4 years' relevant experience = 2 points **Team members' awards and memberships – up to 6 points** Team member/s have industry award = **up to 3 points** • 1 team member has industry award in area of expertise = 1 point • 2 team members have industry award in area of expertise = 2 points • 3 or more team members have industry award in area of expertise = 3 points Team member/s have industry membership = **up to 3 points** • 1 team member has industry body membership = 1 point • 2 team members have industry body membership in area of expertise = 2 points • 3 or more team members have industry body membership in area of expertise = 3 points	
Key Personnel – **Qualifications**	**Qualifications for Key Personnel:** • Project lead • Creative lead/graphic design specialist • Copywriter • Public relations specialist • Digital marketing specialist • Multimedia specialist/photographer/videographer Attach certified copies of qualifications as proof. **Project Leader = up to 8 points** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7 = 2 points • Relevant Honour's Degree/NQF 8 = 3 points • Relevant Master's Degree/NQF 9 = 4 points [Additional certificate]	**20**

CRITERIA	GUIDELINES FOR APPLICATION OF CRITERIA	POINTS
	• Project management certification non-credit bearing/NQF 4 = 0 point • Project management certification NQF 5 = 1 point • Project management certification NQF 6 = 2 points • Project management certification NQF 7 = 3 points • Project management certification NQF 8 = 4 points **Other Key Personnel = *up to 10 points in total for 5 team members below*** *Creative Lead/graphic design specialist* = ***up to 2 points*** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7= 2 points *Copywriter* = ***up to 2 points*** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7 = 2 points *PR Specialist* = ***up to 2 points*** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7 = 2 points *Multimedia specialist/photographer/videographer* = ***up to 2 points*** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7 = 2 points *Digital Marketing Specialist* = ***up to 2 points*** • No/irrelevant/NQF 5 qualification = 0 points • Relevant Advanced Certificate/Diploma/NQF 6 = 1 point • Relevant Advanced Diploma/Degree/NQF 7 = 2 points **Team member/s have additional relevant certification/qualification = up to 2 points** • 1 team member has additional relevant certification/qualification = 1 point • 2 or more team members has additional relevant certification/qualification = 2 points	
TOTAL		**100**

Note Personnel Experience and Qualification's Minimum Requirements:

It is required that the professional project leader should have the following competencies:

a) The Project Leader/Account Manager must have as a minimum a Diploma in Commerce, Marketing, Media Studies, Public Relations or Communications and minimum of five years in managing destination/tourism marketing accounts/contracts of this nature and magnitude. A project management certificate is an added advantage.

The project team should consist of professionals with the following minimum expertise:

b) Creative Specialist with a minimum of three (3) years' experience in creative artwork development/graphic design and a minimum three (3) year National Diploma in Graphic Design.
c) Copywriter with a minimum of three (3) years' experience in Copywriting which includes tourism/destination management and a minimum three (3) year National Diploma in Copywriting.
d) Public Relations and Communications Specialist with a minimum of three (3) years' experience in Public Relations/Corporate Communication which includes tourism/destination management projects and a minimum three (3) year National Diploma in Public Relations/Media Studies/Communications.
e) Digital Marketing Specialist with a minimum of three (3) years' experience in Digital Marketing which includes tourism/destination management projects and a minimum three (3) year National Diploma in Digital Marketing.
f) Multimedia Specialist/Photographer/Videographer with a minimum of three (3) years' experience in producing multimedia/videos or conducting photo shoots which includes tourism/destination management projects and a minimum three (3) year Diploma in Film, Broadcasting, Photography or a related field.

Note well:

- Grade 12/Matric is equivalent to NQF Level 4
- Certificate is equivalent to NQF 5
- Advanced Certificate is equivalent to NQF 6
- National Diploma is equivalent to NQF 6
- Advanced Diploma is equivalent to NQF 7
- Bachelor's Degree is equivalent to NQF 7
- Honour's Degree is equivalent to NQF 8
- Master's Degree is equivalent to NQF 9
- Doctorate Degree/PhD is equivalent to NQF 10

7.3. SPECIFIC GOALS

Only bidders scoring a minimum threshold of 65 out of 100 points for functionality evaluation will be evaluated at this stage. A maximum of 80 points will be allocated for price and a maximum of 20 points will be allocated for the City's preferential goals in terms of the formula provided in the Preferential Procurement Regulations 2022.

A maximum of 20 points will be allocated for the City's preferential goals as follows:

Preferential Goals	**Number of Points**	**Means of verification**
Business owned by 51% or more – Black People	4	B-BBEE certificate and/or CSD
Business owned by 51% or more – Women	3	B-BBEE certificate and/or CSD
Business owned by 51% or more – Youth	3	B-BBEE certificate and/or CSD
Enterprises located within the jurisdiction of the City of Johannesburg Metropolitan Municipality	5	CSD and Municipal accounts/Lease Agreement/Letter from local ward councillor confirming business address
SMME (a EME or QSE)	5	CSD and BBBEE Certificate/Affidavit sworn under Oath
Maximum Points	**20**	

8 RETURNABLE DOCUMENTS

a) Valid B-BBEE accreditation certificate or certified copy issued by verification agencies accredited by SANAS, or sworn affidavit issued by SAPS or Commissioner of Oath.
b) Most recent National Treasury Central Supplier Database report.
c) Valid one-time pin (OTP) for tender issued by South African Revenue Services (SARS). Each Joint Venture member should submit own OTP.
d) Recent municipal rates and taxes for company and all directors not in arrears for more than 90 days or an affidavit or lease agreement not older than three (3) months. **If in arrears, must provide proof of acknowledgement to debt and arrangement to settle the account with the relevant Municipal Revenue Department.**
e) Completed and signed MBD Forms.
f) Completed and signed form of bid.
g) Completed and signed declaration of State of Municipal Account.

h) Joint Venture agreement, where applicable.
i) Complete the Joburg Tourism Company pricing schedule in full as provided.
j) Company profile with years of experience in the relevant industry.
k) Portfolio of evidence for the work previously done (**may be submitted only as an electronic copy in a USB**).
l) Curriculum vitae and proof of qualifications (i.e., certified copies) of all team members assigned to the project.
m) Certified copies of awards or industry affiliations for team members and the bidding company.
n) List of similar projects/contracts and signed letters with contactable references on a company letter head.
o) Clear and concise operational, campaign and activation plans on how the company will execute the services for the Joburg Tourism Company (to include the scope of work, deliverables and milestones).
p) Any alterations/changes must be initialled and accompanied by a letter (on a company letterhead), indicating all the places where alterations/changes have been made.
q) One original hard copy of the above documents and an electronic copy inclusive of all the above documents in a USB together with the portfolio of evidence.

9 CONDITIONS OF AWARD

It must be noted that notwithstanding a service provider's proposal being recommended for award, an award shall not be made to a supplier whose:

a) Tax matters are not in order, as confirmed in terms of the National Treasury`s Centralised Supplier Database (CSD) and the SARS;
b) Municipal rates and taxes of the bidder and that of its directors are in arrears for more than 90 days and no arrangements have been made with the relevant municipality;
c) Director/s and principal members are "in the service of the state", as defined in the Municipal Supply Chain Management Regulations of 2022; and
d) Name of the bidder or that of its directors appears on the National Treasury's database of Restricted Suppliers.

10 DISQUALIFYING CRITERIA

a) Failure to complete and signed form of bid.
b) Failure to complete the Joburg Tourism pricing schedule in full.
c) Failure to attach a letter confirming errors or alteration in the price schedule.
d) Failure to attend the compulsory briefing.

11 CONTRACT PERIOD

The contract shall be for a period not exceeding three (3) years from the date of appointment. The successful bidder will be required to work with Joburg Tourism to produce the required deliverables through the relevant marketing and advertising channels.

Disclaimer:
The successful bidder shall be expected to have ***sufficient cash flow*** *to project manage the work from beginning to end,* ***since Joburg Tourism shall not offer upfront payment for any work to be done. Payment will be made upon submission of invoice/s for completed project/s.***

12 PROJECT MANAGEMENT

The responsibility for the implementation of this project lies with Joburg Tourism's Destination Marketing and Events unit. Monthly status meetings will be established to ensure participation of all functional areas for effective project implementation. This will be supported by monthly status reports, monthly social media reports and quarterly reports on deliverables.

13 REPORTING

a) Monthly status reports on ongoing activities submitted by email to the designated Destination Marketing and Events official and presented at the monthly status meeting.
b) Monthly social media campaign performance/media posts' performance.
c) Quarterly reports on deliverables submitted by email to the delegated Destination Marketing and Events official and presented to Joburg Tourism internal stakeholders.
d) Post-campaign analysis inclusive of evidence on work done.

e) Close-out report at the end of the contract submitted on an external hard drive including open files and high-resolution artwork produced, containing, but not limited to the following key elements:
    - Return on investment
    - Reach
    - Impact
    - Evidence of work done

14 COMPULSORY PHYSICAL BRIEFING SESSION

Bidders are hereby notified of a compulsory briefing session as follows:

Date: _____

Time: Briefing will start at 10h00

Venue: Sandton Library, Council Chamber, Fourth Floor
Nelson Mandela Square, Sandton

15 CLARIFICATION OF THE REQUEST FOR PROPOSALS

Prospective bidders may request clarification on these terms of reference in writing by email to Joburg Tourism, addressed to LauraV@joburgtourism.com. The cut off for questions is 48 hours before the closing date of the tender.

APPROVAL OF THE TERMS OF REFERENCE

Recommended/Not recommended



_____

Laura Vercueil

Chairperson:

BTL & TTL Marketing Services BSC

Approved/Not approved



Mayur Maganlal

Acting Chief Executive Officer

Joburg Tourism Company

ANNEXURES A – C
TERMS OF REFERENCE FOR ABOVE, BELOW AND THROUGH THE LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS

ANNEXURE A: BRANDING MATERIAL TO BE STORED, MAINTAINED AND REQUIRED FOR EVENTS

Branding	Size	Quantity
a) Leisure pull up banners	2m x 850m	10
b) Business pull banners	2m x 850m	10
c) Fabric + pull up banner	(0.85mm x 2m)	12
d) Wide fabric + pull up banners (deluxe)	(2m x1m)	12
e) A-Frames + Cloths	2m x 1m	5 frames 6 cloths
f) Parasol Garden Umbrellas	2m diameter	19
g) Gazebos	3m X 3m	17
h) Media Banner walls: Straight, fold up design with aluminum frame	3,000mm (w) x 2,250mm (h)	10
i) Shark-fin banner	2m	12
j) Joburg branded rectangular tablecloths		7
k) Joburg branded round tablecloths		7
l) Joburg branded cocktail tablecloths		3
m) Branded lantern banner with base		15
n) Fence banners	5 (2m x1m) 5 (3m x1m) 5 (5m x1m)	15
o) Scatter cushions with branded cushion covers	60cm x 60cm 30cm x 50cm 45cm x 45cm	18 (6 per size)
p) Floor decals	A2 (420mm x 594mm)	30
q) Table decals	A4 (210mm x 297mm)	30
r) Modular Stand Items	As detailed below	As detailed below in Annexure B
s) Hanging banners		10
t) Spin a wheel		1
u) Instagram photo frames (black)		1
v) Instagram hand held photo frames	2 pink	4

ANNEXURES A – C
TERMS OF REFERENCE FOR ABOVE, BELOW AND THROUGH THE LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS

Branding	**Size**	**Quantity**
	2 yellow	
w) 360 photo booth with case		1
x) Trolley Bluetooth speaker		1
y) Production camp chairs	Black	10
z) Branded cupboards	White	8
aa) White picket fences	4ft h x 8ft w	11

ANNEXURE B: EXHIBITION STAND SPECIFICATION

i. Specification for the Rand Show are detailed hereunder:

The pavilion must comprise:

- 1 x reception area
- 1 x public area
- 1 x storage facility
- 10 x SMME exhibition space

The detailed specifications are as follows:

Reception Area

- 1 x reception counter with Covid -19 PVC screen and lockable cabinet
- 2 x highchairs
- 1 x Plasma screen (48 inch), with USB user friendly to plug in and showcase destination presentation at reception
- 2 x brochure stand to fit A4 size brochures with 6 tiers

Public Area: Lounge set up

- 1 x rectangular coffee table
- 1 x two-seater couch
- 2 x one-seater small couches
- Lockable Storage facility within the stand
- 1 x mini bar fridge
- 20 x parking vouchers for the duration of the show.
- 30 x meal vouchers for officials and SMMEs at the stand for the duration of the show

Flooring:

- The stand space should be wooden flooring to accommodate heavy traffic and ease of cleaning for the duration of the show.

SMME exhibition space

- SMME exhibition spaces within the main pavilion strategically spaced and branded.
- 10 x counter with lockable cupboard
- 20 x chairs for exhibitors

- Space per cubicle for the SMMEs must be 3mx3m
- The counters must be branded with Joburg Tourism logo and SMME logo, depending on the final approved design.

Note:

The reception area and lounge/public area in the main pavilion must have enough space for an activation.

ii. Specification for WTM Africa are detailed hereunder:

The pavilion must comprise:

- 1 x reception area
- 1 x public area
- 1 x storage facility
- 10 x SMME exhibition space

The detailed specifications are as follows:

Reception Area

- 1 x reception counter with Covid -19 PVC screen and lockable cabinet
- 2 x highchairs
- 1 x Plasma screen (48 inch), with USB user friendly to plug in and showcase destination presentation at reception
- 2 x brochure stand to fit A4 size brochures with 6 tiers

Public Area: Lounge set up

- 1 x rectangular coffee table
- 1 x two-seater couch
- 2 x one-seater small couches
- Lockable Storage facility within the stand
- 1 x mini bar fridge
- 20 x parking vouchers for the duration of the show.
- 30 x meal vouchers for officials and SMMEs at the stand for the duration of the show

Flooring:

- The stand space should be wooden flooring to accommodate heavy traffic and ease of cleaning for the duration of the show.

SMME exhibition space

- SMME exhibition spaces within the main pavilion strategically spaced and branded.
- 10 x counter with lockable cupboard
- 20 x chairs for exhibitors
- Space per cubicle for the SMMEs must be 3mx3m
- The counters must be branded with Joburg Tourism logo and SMME logo, depending on the final approved design.

Note:

The reception area and lounge/public area in the main pavilion must have enough space for an activation.

iii. Specification for Joburg Day are detailed hereunder:

The pavilion must comprise:

- 1 x reception area
- 1 x public area
- 1 x storage facility
- 10 x SMME exhibition space

The detailed specifications are as follows:

Reception Area

- 1 x reception counter with Covid -19 PVC screen and lockable cabinet
- 2 x highchairs
- 1 x Plasma screen (48 inch), with USB user friendly to plug in and showcase destination presentation at reception
- 2 x brochure stand to fit A4 size brochures with 6 tiers

ANNEXURES A – C
TERMS OF REFERENCE FOR ABOVE, BELOW AND THROUGH THE LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS

Public Area: Lounge set up

- 1 x rectangular coffee table
- 1 x two-seater couch
- 2 x one-seater small couches
- Lockable Storage facility within the stand
- 1 x mini bar fridge
- 20 x parking vouchers for the duration of the show.
- 30 x meal vouchers for officials and SMMEs at the stand for the duration of the show

Flooring:

- The stand space should be wooden flooring to accommodate heavy traffic and ease of cleaning for the duration of the show.

SMME exhibition space

- SMME exhibition spaces within the main pavilion strategically spaced and branded.
- 10 x counter with lockable cupboard
- 20 x chairs for exhibitors
- Space per cubicle for the SMMEs must be 3mx3m
- The counters must be branded with Joburg Tourism logo and SMME logo, depending on the final approved design.

Note:

The reception area and lounge/public area in the main pavilion must have enough space for an activation.

ANNEXURES A – C
TERMS OF REFERENCE FOR ABOVE, BELOW AND THROUGH THE LINE MARKETING SERVICES TO POSITION AND PROMOTE DESTINATION JOHANNESBURG FOR A PERIOD OF THREE (3) YEARS

ANNEXURE C: PROPOSED SHOT LIST

Business Tourism

Videography and photography for business images must be selected from the following:

a) Infrastructure/meeting venues inside and outside i.e. conference venues, hotels etc
b) Business tourism events incl. Meetings Africa or any other event in Sandton Convention Centre.
c) Business meeting interactions with people in meetings
d) Investment/financial sector – Johannesburg Stock Exchange, Discovery etc.

Leisure Tourism

Leisure images and video footage should cover the following:

a) Gastronomy
    a. Fine dining (setting, food and people enjoying the food)
    b. African cuisine (setting, food and people enjoying the food)
    c. Coffee shops
b) Skylines must showcase the beauty of Joburg
    a. Mandela Bridge
    b. Rooftops/aerial picturesque of the city including surroundings namely; Soweto, Alexandra, Midrand, Fourways, Rosebank etc.
    c. Joburg's claim of being one of the "largest man-made urban forest"
c) Show a diversity of people enjoying the lifestyle and culture of Joburg i.e.
    a. The Playground (formerly Neighbourgoods Market)
    b. Entertainment spots
    c. Art galleries
    d. Outdoor weekend markets
    e. Maboneng Precinct
    f. Vilakazi Street
    g. Melrose Arch
    h. Victoria's Yard (Lorentzville)
    i. Nelson Mandela Square
    j. 4th Avenue Parkhurst
    k. 7th Street Melville

d) Night Life
    a. Clubs and bars
e) Adventure
    a. Bungee-jumping at the Soweto Towers
    b. Theme parks i.e. Gold Reef City
    c. Cycle tours
    d. Skateboarding
f) Outdoor (natural attractions incl. picnics in these areas):
    a. Melville Koppies Nature Reserve
    b. Klipriviersberg Nature Reserve
    c. The Wilds Nature Reserve
    d. Botanical gardens
    e. Zoo Lake
    f. Zoo
    g. Other wildlife sanctuaries (i.e. Lion & Safari Park)
g) History and heritage
    a. Apartheid Museum
    b. Nelson Mandela Centre of Memory
    c. Hector Pieterson Museum and Memorial
    d. Mandela House
    e. Liliesleaf Farm
    f. Constitution Hill
    g. Mining District
    h. South African Museum of Military History
h) Shopping
    a. Sandton City
    b. Rosebank
    c. Melrose Arch
    d. Woodmead shopping outlets
    e. Hyde Park
    f. Mall of Africa
i) Casinos (Montecasino, Marco Polo and Gold Reef City)

j) Lifestyle Events (showcase lifestyle events which are happening in Joburg i.e.
   a. Lifestyle and signature events e.g. Rand Easter Show, Joburg Summer Cup
   b. Sports events i.e. Soweto Marathon, cycling events
   c. Soccer, rugby and cricket matches at various stadiums i.e.
      i. Wanderers Cricket Stadium
      ii. Johannesburg Stadium
      iii. FNB Stadium
      iv. Ellis Park Stadium
      v. Investec Milpark Stadium
   d. Arts and exhibition events
   e. Theatre events
   f. Consumer shows
   g. Concerts and festivals
   h. Street and park outdoor markets

Generic Images and Footage

Generic images and video footage should include or cover the following:

1. Corporate profile images of the Joburg Tourism Board of Directors, the Executive and Senior Management team.
2. Education showcasing some of the best facilities in the city i.e. universities, colleges and schools
3. Modes of transport i.e. airports, Gautrain, City Sightseeing Red Bus, Metrobus and Rea Vaya buses
4. Formal and informal economy i.e. street traders (inner city and townships), small shops (Sandton Gautrain precinct), taxi ranks
5. Showcase families who are sitting, reading, walking, kids playing and/or driving
6. People jogging/exercising
7. Weddings with a focus on wedding venues/facilities
8. Churchgoers
9. Development images that show the ever changing and busy nature of the city i.e. refurbished inner city precincts such as Jewel City, Braamfontein, refurbished buildings, Johannesburg International Transport Interchange (JITI), construction images such as

cranes; infrastructure such as highways, roads, stadiums, hospitals, clinics, multipurpose centres (Patterson Park, Brixton)