

TENDER No.:	TIA005/2025
DESCRIPTION:	PUBLIC RELATIONS AGENCY FOR TECHNOLOGY INNOVATION AGENCY
ADVERT DATE:	18 JULY 2025
BRIEFING	https://teams.microsoft.com/l/meetup-
SESSION LINK	join/19%3ameeting_N2NjMDJkOTctOGE1Ni00YjM3LTliY2EtMDlhNWQzZWQ4ZTk3%40thread.v2/0?context=%7b%22Tid%22%3a%22b0db2de3- 03fb-4b84-ac2e-2d33846e8834%22%2c%22Oid%22%3a%223ad6de55-4554-4a3e-a143-64158a5052e8%22%7d
CLOSING TIME AND DATE	04 August 2025 at 11:00am
DELIVERY DETAILS:	Electronic submissions: Tenders@tia.org.za Please note that our servers will block any file greater than 200MB. If your file is greater than 200MB, please divide your submission into parts that are equal or less than 200MB and state on the subject 'Part 1, Part2 or Part 3'. E.G. TIA005/2025 – PART 1 (on the subject line)
REQUIRED TENDER VALIDITY:	120 days after closing date
CONTACT PERSON:	Mapule Msiza (<u>mapule.msizatia.org.za</u> <u>– not for tender submissions</u>) and state <u>TIA003/2025</u> on the subject line for enquiries about the tender
DURATION OF CONTRACT	Twelve (12) month term, renewable for twenty four (24) months at TIA's sole discretion.



1. INTRODUCTION

- 1.1 The National System of Innovation in South Africa is still very young and fragmented and the flow of technology and information amongst people, enterprises and institutions is limited. The inability of academic research to reach the market as products and services is limiting economic development especially about technology innovation.
- 1.2 The Technology Innovation Agency (TIA) an entity of the Department of Science, Technology and Innovation (DSTI) was established in terms of the TIA Act (Act No. 26 of 2008), with the objective to stimulate and intensify technological innovation in order to improve economic growth and the quality of life of all South Africans by developing and exploiting technological innovations, as the value chain depicted below.

Primary Activities



Enabling Activities

2. PURPOSE

TIA is seeking to appoint a suitable qualified, reputable and knowledgeable Public Relations /Strategic Communication partner to assist in developing and implementing



a public relations and strategic communication strategy. The organisation is hereby looking to invite proposals from suitably qualified and accredited service providers to assist with strategic profiling.

3. BACKGROUND

TIA Marketing and Communication is responsible for marketing and promoting TIA's mandate and offerings. It supports the agency with marketing, brand management, communication, media, events management, graphic design and audio-visual material development.

4. SCOPE OF WORK

Proposals are hereby invited from experienced public relations agencies to assist with the development and execution of a Public Relations and Strategic Communication strategy. The appointed agency will be required to develop and execute a detailed Public Relations and Strategic Communication strategy to position the agency. The aim is to provide exposure to the TIA brand on various communication platforms which include but not limited to print, social media, online and digital, broadcast (radio and television). The implementation plan must be aligned to the TIA strategy and operating model. The strategy will be a 'fluid' document and subject to updates and changes in line with organisational changes, as well as changes in the sectors we serve.

The successful service provider will be responsible for:

- Developing and implementing a comprehensive Public Relations and Strategic Communication strategy and plan targeting TIA's key target audiences, including stakeholder mapping.
- Developing and compiling a crisis communication plan to safeguard the agency against any damage to its reputation.
- Providing public relations and communication services including:



- Developing a schedule of strategic monthly messages for TIA internal and external communication platforms. All content will be subject to approval by TIA before distribution.
- Writing media statements, press releases, thought leadership, editorials, opinion pieces and distribution of the material to suitable media.
- Social media and Seach Engine Optimisation strategy implementation including creation and posting of content.
- Securing media opportunities and maintain contact with media outlets and reporters.
- Pursuing and soliciting media publicity opportunities (story pitching, cold calling) covering all forms of media (broadcast, digital and print) on behalf of TIA.
- Researching, developing and positioning strategic content (thoughtleadership pieces, editorials, case studies, Executive and Management profiles, speeches, media releases, opinion pieces etc.).
- Facilitating media meet-and-greet and briefings as and when required.
- o Generate and publish content for Internal and External newsletters.
- Develop and implement a media engagement plan for the TIA leadership.
- Build and maintain positive relations with key bloggers and industry influencers to build a positive image for TIA.
- Compilation and quarterly update of comprehensive media list comprising print, broadcast and digital media.
- Establish or foster relationships with professional bodies to enhance TIA's visibility / profile in the relevant.
- Provide media engagement training for Board, Executive Leadership, Heads of Units, Portfolio and Programme managers.
- Copy writing, information gathering and editing services as and when required.
- Curate, develop and implement a schedule of strategic events/activations to raise the Agency's profile and reputation.
- Attending TIA's own or industry event to generate media awareness as and when required (Travel arrangements to be covered by TIA).



- Proactively identify strategic and suitable industry events, forums and information sharing sessions where the TIA can participate as a speaker, sponsor, partner or panel member. Furthermore, the agency will be required to initiate discussions with the organisers and negotiate speaker opportunities at such events.
- Identification and positioning of TIA leadership team to participate on judging panels, nominees for awards, top achiever categories etc.
- Developing and implementing above and below the line marketing campaign concepts aimed at raising awareness about the TIA.
- Delivering internal marketing campaigns to drive motivation, loyalty and productivity of TIA staff.
- Media Buying as and when required.
 - The service provider will be required to implement the Agency's media strategy and plan for above and below-the-line advertising activities in various media platforms such as online /digital, broadcast (TV, radio), print, social media to supplement TIA's marketing efforts, in alignment with its strategic marketing direction.
 - Media negotiations, buying and activate the media plans. This should cover sponsored media, scheduling efficiencies and value creation as key performance metrics.
 - Account management: manage overall media buying relationships with identified media houses
 - Develop relationships with media houses and buyers to source the best opportunities for the Agency.
- Reporting:
 - Submission of monthly reports for the work done for the duration of the service with analytics and insights.
 - Post-event and post campaign report to assess effectiveness and achievement of objectives.



 Provide campaign / event performance against agreed key performance indicators.

All proposals should be submitted in electronic format only. The portfolio of work must be captured as part of the electronic proposal.

N:B

- The bidder must provide a detailed approach, methodology and process to be adopted in developing a PR and Strategic Communication strategy and Marketing Campaign (including crisis and reputation management). This should include a full example or framework of previous work done for each of the following categories:
 - a) A PR and Strategic Communication strategy development
 - b) A marketing campaign with a clear call to action linked to the business's strategic objectives, and demonstrate that it is an integrated, 360-degree campaign.
 - This must include an employee engagement element (Internal communications)
 - Must include measurement tool.
- The bidder must provide an organogram and detailed CVs of the team members that will be servicing the TIA account outlining their roles and responsibilities. Should the bidder decide to replace a team member allocated to TIA account during the contract, the bidder must ensure the replacement possesses the same skills set and expertise equal to the previous candidate.

5. ELIMINATION CRITERIA

Proposals will be eliminated under the following conditions:

- Submission after the deadline;
- Proposals submitted at incorrect location.
- Non-compliant tax status by the time TIA appoints
- Non-registered service providers in the Central Supplier Database
- No submission of Industry Membership (ACA, PRISA or AMF)
- No organogram and detailed CVs of the team members that will be servicing the TIA account outlining their roles and responsibilities.



6. **PROPRIETARY INFORMATION**

TIA considers this Request for Proposal (RFP) and all related information, either written or verbal, which is provided to the Bidder, to be proprietary to TIA. It shall be kept confidential by the Bidder and its officers, employees, agents and representatives.

The Bidder shall not disclose, publish, or advertise this specification or related information in part or to any third party without the prior written consent of TIA. This applies regardless of whether the recipient of this RFP responds with a proposal or not.

7. ENQUIRIES & RESPONSES

Mapule Msiza - mapule.msiza@tia.org.za

8. MEDIUM OF COMMUNICATION

All documentation submitted in response to this RFP must be in English

9. VERIFICATION OF DOCUMENTS BY THE SERVICE PROVIDERS

Respondents should check the numbers of the pages to satisfy themselves that none is missing or duplicated. No liability will be accepted by TIA regarding anything arising from the fact that pages are missing or duplicated.

10. GENERAL TERMS AND CONDITIONS

- 10.1 The Respondent is responsible for all costs incurred in the preparation and submission of the proposal
- 10.2 Kindly note that TIA is entitled to:
- 10.2.1 Amend any RFP conditions, validity period, specifications, or extend the closing date and/or time of RFPs before the closing date. All Respondents, to whom the RFP documents have been issued, will be advised in writing of such amendments in good time;
- 10.2.2 Verify any information contained in a proposal;



- 10.2.3 Not to appoint any bidder;
- 10.2.4 Vary, alter, and/or amend the terms of this RFP, at any time prior to the finalisation of its adjudication hereof;
- 10.2.5 An omission to disclose material information, a factual inaccuracy, and/or a misrepresentation of fact may result in the disqualification of a proposal, or cancellation of any subsequent contract.
- 10.2.6 TIA reserves the right not to accept the lowest proposal or any proposal in part or in whole. TIA normally awards the contract to the Bidder who proves to be fully capable of handling the contract and whose Proposal is technically acceptable and/or financially advantageous to TIA. Appointment as a successful contractor shall be subject to the parties agreeing to mutually acceptable contractual terms and conditions. In the event of the parties failing to reach such agreement within 30 days from the appointment date, TIA shall be entitled to appoint the contractor who was rated second, and so on.
- 10.2.7 TIA also reserves the right to award this RFP as a whole or in part without furnishing reasons.
- 10.2.8 TIA also reserves the right to cancel or withdraw from this RFP as a whole or in part without furnishing reasons and without attracting any liability.
- 10.2.9 The Bidder hereby offers to render all of the services described in the attached documents (if any) to TIA on the terms and conditions and in accordance with the specifications stipulated in this RFP documents (and which shall be taken as part of, and incorporated into, this proposal at the prices inserted therein).
- 10.2.10 This proposal and its acceptance shall be subject to the terms and conditions contained in this RFP document.
- 10.2.11 The Respondent shall prepare for a possible presentation should TIA require such and the Respondent shall be notified thereof no later than 4 (four) days before the actual presentation date.



10.2.12 Validity period: 120 days after closing date

10.2.13 TIA's decision on proposals received shall be final and binding

10.3 <u>TIA may disregard any submission if that bidder, or any of its Directors:</u>

- 10.3.1 Abused the Supply Chain Management (SCM) system of any Government Department / Institution
- 10.3.2 Committed proven fraud or any other improper conduct in relation to such system.
- 10.3.3 failed to perform on any previous contract and the proof thereof exists.
- 10.3.4 Restricted from doing business with the public sector if such a supplier obtained preferences fraudulently or if such supplier failed to perform on a contract based on specific goals.

11. PERIOD OF THE CONTRACT

The contract term is 12 months, with a possible 24-month renewal at TIA's discretion. Service providers must submit quotations for the full 36 months.

12. EVALUATION CRITERIA

In accordance with the specified requirements, all proposals will be reviewed in line with the evaluation criteria outlined below, as well as the 80/20 preferential point system prescribed by the Preferential Procurement Regulations of 2022. To determine which submissions most effectively align with TIA's corporate operational objectives, proposals will be evaluated as follows:

No	Evaluation criteria	Scoring guide	Weighting
1	Experience: The bidder must provide a full company profile detailing its experience in relation to the requirements	Provide a company profile outlining years of experience in public relations, reputation and crisis management and strategic communication and example of projects / campaign work done relevant to the requirements	0.15



No	Evaluation criteria		Scoring guide	Weighting
		5 =	10 years and more in public Relations, reputation and crisis management and	
			strategic communication, example of projects/	
			campaign work	
			done relevant to the requirements	
		4 =	7- 9 years and more in public relations, reputation and crisis management and strategic communication, example of projects/ campaign work done relevant to the requirements	
		3 =	5 - 6 years in public relations and strategic communication, example of projects/ campaign	
			work done relevant to the requirements	
		2 =	3 - 4 years in public relations and strategic communication, example of projects/ campaign work done relevant to the requirements	
		1=	Less than 3 years in public relations and strategic communication, example of projects/ campaign work	
			done relevant to the	



No	Evaluation criteria	Scoring guide	Weighting
		requirements	
2.	The bidder must demonstrate their Strategy and creative development approach for both PR and Strategic Communication (including crisis and reputation management) and Campaigns by providing examples of previous work done for each of the following categories: a) PR and Strategic communication strategy development b) Reputation and crisis management. c)A marketing campaign with a clear call to action linked to the business's strategic	 5 = Detailed approach, methodology and process to be adopted in developing a PR and strategic Communication (including crisis and reputation management), and Marketing Campaign. The bidder must provide portfolio (5 case studies) highlighting criterion detailed in evaluation criteria number 2. 4 = Detailed approach, methodology and process to be adopted in developing a PR and strategic Communication (including crisis and reputation management), and Marketing Campaign. The bidder must provide portfolio (4 case studies) highlighting criterion detailed in evaluation criteria number 2. 3 = Detailed approach, methodology and process to be adopted in developing a 	0.15
	objectives, and demonstrate that it is	PR and strategic Communication (including	



No	Evaluation criteria	Scoring guide	Weighting
	an integrated, 360-	crisis and reputation	
	degree campaign.	management), and Marketing	
	- This must include	Campaign. The bidder must	
	an employee	provide portfolio (3 case	
	engagement element	studies) highlighting criterion	
	engagement element	detailed in evaluation criteria	
	- measurement tool.	number 2.	
	- Must cover one of the preferred sectors	2 = Detailed approach, methodology and process to	
	(public and private)	be adopted in developing a	
		PR and strategic	
		Communication (including	
		crisis and reputation	
		management), and Marketing	
		Campaign. The bidder must	
		provide portfolio (2 case	
		studies) highlighting criterion	
		detailed in evaluation criteria	
		number 2.	
		1 = Detailed approach, methodology and process to	
		be adopted in developing a	
		PR and strategic	
		Communication (including	
		crisis and reputation	
		management), and Marketing	
		Campaign. The bidder must	
		provide portfolio (1 case	
		studies) highlighting criterion	
		detailed in evaluation criteria	
		number 2.	



No	Evaluation criteria	Scoring guide	Weighting
3.	Demonstrate writing experience: The writers must have a relevant degree in Communication, Journalism, Public	The bidder must have experience in writing services e.g., opinion pieces, editorials and ghost writing. The bidder must provide (portfolio) samples of each (opinion pieces , editorials and ghost-writing) work from previous clients.	0.2
	Relations or equivalent.	5 = 5 samples (portfolio) of opinion pieces, editorials and ghost-writing work from previous clients.	
		 4 = 4 samples (portfolio) of opinion pieces, editorials and ghost-writing work from previous clients 	
		 3 = 3 samples (portfolio) of opinion pieces, editorials, and ghost-writing work from previous clients 2 = 2 samples (portfolio) of 	
		opinion pieces, editorials, and ghost-writing work from previous clients 0 - Less than 2 samples	



No	Evaluation criteria	Scoring guide	Weighting
4.	Reference letters The bidder must provide contactable references for work done in the past 5 (five) years in line with the scope of work in section 4. - At least one reference must be in the public sector - At least one reference must be in the private sector - One reference can be in the services sector Note: TIA reserves the right to contact the references supplied by the bidder.	 Reference Letters 5 = 5 reference letters from previous clients or work orders accompanied by contactable reference 4 = 4 reference letters from previous clients or work orders accompanied by contactable reference 3 = 3 reference letters from previous clients or work orders accompanied by contactable reference 2 = 2 reference letters from previous clients or work orders accompanied by contactable reference 0 = Less than 2 letters 	0.3
5.	Personnel experience Provide details of your expertise and experience. CVs of resources that will be allocated should be included	Strategy development 5 = 10 years or more in developing, executing PR strategy and strategic communications of the proposed team	0.2



No	Evaluation criteria	Scoring guide	Weighting
	outlining the roles and	4 = 7 to 9 years in developing,	
	responsibilities.	executing PR strategy and	
	The bidder must provide an	Strategic Communications	
	organogram of the team members that will be servicing the	of the proposed team	
	TIA account.	3 = 5 to 6 years in developing,	
	The team must	executing PR strategy and	
	include, but not limited	Strategic Communications	
	to, the following: Strategist, Creative team: (Creative	of the proposed team	
	Director, Art Director/Graphic	2 = 3 to 4 years in developing,	
	Designer,	executing PR strategy and	
	Copywriter),	Strategic Communications	
	Writers / Content/Communicat ion Specialist,	of the proposed team	
	Digital Marketing Team: (Digital	0 = Less 3 years in developing,	
	Marketing Specialist, Social and	executing PR strategy and	
	Community Manager). The	strategic communications of	
	writers must have a	the proposed team	
	relevant degree or equivalent in	Account management	
	Communication,	5 = 10 years of experience in	
	Journalism, Public Relations, Marketing	account management PR and	
		strategic communications of the	e
	Account Manager.	proposed team	
	The bidder must include CVs of all	4 = 7 to 9 years in developing,	
	team	executing PR strategy and	



No	Evaluation criteria	Scoring guide	Weighting
	members to be servicing the TIA's account and specify the areas of	Strategic Communications of the proposed team	
	specialty, client portfolio experience and clearly demonstrate reporting lines within the organisation (structure).	 3 = 5 to 6 years' experience in account management PR and strategic communications of the proposed team. 	
		2 = 3 to 4 years in account management PR and strategic communications of the proposed team.	
		0 = Less 3 years' experience in account management PR and strategic communications of the proposed team.	
		Writers and content creators	
		5 = 10 years in writing and content development of the proposed team	
		4 = 7 to 9 years in writing and content development of the proposed team	



No	Evaluation criteria	Scoring guide	Weighting
		3 = 5 to 6 years in writing and content	
		development of the proposed	
		team	
		2 = 3 to 4 years in writing and content	
		development of the proposed	
		team	
		0 = Less than 3 years in writing and	
		content development of the	
		proposed team	
Total	weight		1
Minim	um qualifying score (e	xpressed as percentage)	70%

13. SECOND STAGE: PRESENTATION

Service providers who meet the minimum qualifying score of 70% will be invited for a presentation. Presentations will be held at the TIA offices in Pretoria or virtually where each supplier will be assessed according to their ability to effectively respond to the scope of work as detailed above. Each bidder will be measured on the following:

1. Crisis management strategy	5 = Excellent; 3 = Acceptable; 0 = Unacceptable
2. Approach and methodology	
(Standard Public Relations/	5 = Excellent; 3 = Acceptable; 0 = Unacceptable
Strategic communications	
methodology to be employed)	
The bidder must provide a	
detailed approach,	
methodology and process to be	
adopted in the public relations	
and reputation and issues	



management arising from its	
operations.	
The bidder must also	
demonstrate how they will	
develop, support the	
implementation of TIA's PR	
strategy and contribute to the	
TIA's content plan.	
Proposed project plan for the	5= Excellent; 3 = Acceptable; 0 = Unacceptable
Proposed project plan for the first three months of	5= Excellent; 3 = Acceptable; 0 = Unacceptable
	5= Excellent; 3 = Acceptable; 0 = Unacceptable
first three months of	5= Excellent; 3 = Acceptable; 0 = Unacceptable
first three months of	5= Excellent; 3 = Acceptable; 0 = Unacceptable
first three months of engagement.	5= Excellent; 3 = Acceptable; 0 = Unacceptable
first three months of engagement. The bidder must provide a	5= Excellent; 3 = Acceptable; 0 = Unacceptable
first three months of engagement. The bidder must provide a detailed project plan outlining ,	5= Excellent; 3 = Acceptable; 0 = Unacceptable

Third Stage: Evaluation in terms of Specific Goals

Bidders who met the 70% threshold will be evaluated further based on 80/20 specific goals as below:

Specific Goal	Points	Proof
At least 51% Black ownership	10	Central Supplier Database report /
Less than 51% Black ownership	0	Share register
At least 51% Black Women ownership	10	Central Supplier Database report /
Less than 51% Black Women ownership	0	Share register
Total points for specific goals	20	
Price	80	Quotation
Total	100	



PRICING TEMPLATE:

De	liverable	<u>Year 1</u>	Year 2	<u>Year 3</u>
•	Developing and			
	implementing a			
	comprehensive Public			
	Relations and			
	<u>Strategic</u>			
	Communication			
	strategy and plan			
	targeting TIA's key			
	target audiences,			
	including stakeholder			
	<u>mapping.</u>			
	Developing			
•	Developing and			
	<u>compiling</u> a crisis			
	communication plan to safeguard the agency			
	against any damage to			
	its reputation.			
•	Providing public			
	relations and			
	communication			
	services including:			
	Developing a			
	schedule of			
	strategic			
	<u>monthly</u>			
	<u>messages for</u>			
	<u>TIA internal</u>			
	and external			
	communication			
	platforms. All			
	content will be			
1	subject to			
1	approval by			
1	<u>TIA</u> before			
	distribution.			
	<u>Writing media</u>			
	statements,			
	<u>press releases,</u>			



thought		
thought		
<u>leadership,</u>		
editorials,		
opinion pieces		
and distribution		
of the material		
to suitable		
media.		
Social media		
and Seach		
Engine		
<u>Optimisation</u>		
<u>strategy</u>		
implementation		
including		
creation and		
posting of		
content.		
<u>Securing</u>		
media		
opportunities		
and maintain		
contact with		
<u>media outlets</u>		
and reporters.		
 <u>Pursuing</u> and 		
soliciting media		
publicity		
opportunities		
(story pitching,		
<u>cold</u> calling)		
<u>covering</u> all		
forms of media		
<u>(broadcast,</u>		
digital and		
print) on behalf		
<u>of TIA.</u>		
 <u>Researching</u>, 		
developing and		
positioning		
strategic		
content		
<u>(thought-</u>		
turoagin		



	leadership		
	<u>pieces,</u>		
	editorials, case		
	studies,		
	Executive and		
	Management		
	profiles,		
	speeches,		
	<u>media</u>		
	<u>releases,</u>		
	opinion pieces		
	<u>etc.).</u>		
•	Facilitating		
	<u>media meet-</u>		
	and-greet and		
	briefings as		
	and when		
	required.		
•	Generate and		
	publish content		
	for Internal and		
	External		
	newsletters.		
•	Develop and		
	implement a		
	<u>media</u>		
	engagement		
	plan for the TIA		
	leadership.		
	-		
•	Build and		
	<u>maintain</u>		
	positive		
	relations with		
	key bloggers		
	and industry		
	influencers to		
	build a positive		
	image for TIA.		
•	Compilation		
	and quarterly		
	update of		
	comprehensive		
	media list		
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	<u>comprising</u>		
	<u>print,</u>		
	broadcast and		
	<u>digital media.</u>		
	Establish or		
	foster		
	<u>relationships</u>		
	<u>with</u>		
	professional		
	bodies to		
	enhance TIA's		
	visibility /		
	profile in the		
	relevant.		
	 <u>Provide media</u> 		
	engagement		
	training for		
	Board,		
	Executive		
	<u>Leadership</u> ,		
	Heads of Units,		
	Portfolio and		
	Programme		
	managers.		
•	Copy writing,		
	information gathering		
	and editing services as		
	and when required.		
•	Curate, develop and		
1	implement a schedule		
	of strategic		
	events/activations to		
	raise the Agency's		
	profile and reputation.		
•	Attending TIA own or		
	industry event to		
	generate media		
	awareness as and		
	when required (Travel		



	arrangements to be
1	covered by TIA).
	_,,
•	Proactive identification
	of strategic and
1	suitable industry
	· · · · · ·
	events, forums and
	information sharing
	sessions where the
	TIA can participate as
	a speaker, sponsor,
	partner or panel
	member.
	Furthermore, the
	agency will be required
	to initiate discussions
	with the organisers
	and negotiate speaker
	opportunities at such
	events.
•	Identification and
	positioning of TIA
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	participate on judging
	panels, nominees for
	awards, top achiever
	categories etc.
	Laigunes ell.
	Developing
•	Developing and
	implementing above
	and below the line
	marketing campaign
	concepts aimed at
	raising awareness
	about the TIA.
•	Delivering internal
	marketing campaigns
	to drive motivation,
	loyalty and productivity
	of staff.
•	Reporting:
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Submission of		
monthly		
reports for the		
<u>work done for</u>		
the duration of		
the service with		
analytics and		
<u>insights.</u>		
 Post-event and 		
post campaign		
<u>report to</u>		
assess		
effectiveness		
and		
achievement of		
objectives.		
Provide		
<u>campaign /</u>		
event		
performance		
against agreed		
key		
performance		
indicators.		
Total		



MEDIA BUYING (AS AND WHEN REQUIRED) TEMPLATE

Media Products	Description	Quantity	Unit cost	Year 1	Year 2	Year 3
Commercial Radio National (SABC radio) & Regional	30' promo/ live read + 2 – 5 min telephonic Interviews	12				
Community Radio (Eastern Cape, Limpopo, North West, Northern Cape, Free State)	30' promo/ live read + 5-10 min telephonic Interviews (value Ad)	30				
Outside Broadcast Community Radio (one per province)	3-hour broadcast at a TIA event	9				
Outside Broadcast National (SABC radio)		1				
Live Crossings Commercial Radio National (SABC radio) & Regional	3-hour Segment Live crossing at TIA event	5				
Syndicate interviews Community Radio	1 hour syndicate interview on x 5 radio stations (pre-recorded or live)	15				
Pre-recorded content Community Radio (1 per province)	10 – 15 minutes of pre-recorded content	9				
Print Advertorials (Leadership, Public Sector Magazine, Farmers weekly, Engineering)	DPS	12				
Online Engineering news, My Broadband, IT web	DPS	12				
Social media Digital and Social Media Advertising: LinkedIn, Facebook & X	Sponsored posts for 12 weeks	12 weeks				
<u>Total</u>						



STANDARD BIDDING DOCUMENTS

SBD1: PART A

INVITATION TO BID

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (*NAME OF DEPARTMENT/ PUBLIC ENTITY*)

BID NUMBER:	TIAO	05/2025	CLOSING DA			CLOSIN TIME:	IG	11:00
DESCRIPTION	DESCRIPTION PUBLIC RELATIONS AGENCY FOR TECHNOLOGY INNOVATION AGENCY							
BID RESPONSE DOCUMENTS MUST BE E-MAILED TO								
Tenders@tia.org.za								
BIDDING PROC DIRECTED TO	EDUR	E ENQUIRIES M	1AY BE	TECH	NICAL ENQUII	RIES MAY	Y BE DIR	ECTED TO:
CONTACT PER	SON	Mapule Msiza		CONT	ACT PERSON	٦	Mapule M	lsiza
E-MAIL ADDRE	SS	mapule.msiza@	tia.org.za	E-MA	L ADDRESS	ľ	mapule.m	isiza@tia.org.za
SUPPLIER INFORMATION								
NAME OF BIDD	ER							
POSTAL ADDRI	ESS							



STREET ADDRESS						
TELEPHONE NUMBER	CODE			NUMBER		
CELLPHONE NUMBER						
FACSIMILE NUMBER	CODE			NUMBER		
E-MAIL ADDRESS						
VAT REGISTRATION NUMBER						
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MA	AA
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE	TICK APPLICA	BLE BOX]		E STATUS L SWORN DAVIT		[TICK APPLICABLE BOX]
	Yes	🗌 No				🗌 Yes 🗌 No
						/IT (FOR EMES & QSEs)
MUST BE SUBMITTE	D IN ORDER TO	QUALIFY FOR	R PREF	ERENCE POI	NIS	FOR B-BBEEJ
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA	□Yes	□No	BASE FOR 1	YOU A FOREIG D SUPPLIER THE GOODS	-	□Yes □No
FOR THE GOODS /SERVICES /WORKS OFFERED?	[IF YES ENCLC	SE PROOF]	OFFE	/ICES /WORK RED?	б	[IF YES, ANSWER THE QUESTIONNAIRE BELOW]
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS						



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?
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.



PART B

TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED-(NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
- 1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
- 1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).

2. TAX COMPLIANCE REQUIREMENTS

2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.

- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.



2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PARTICULARS MAY RENDER THE BID INVALID.

SIGNATURE OF BIDDER:

.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:

(Proof of authority must be submitted e.g., company resolution)

DATE:

.....



SBD 4 BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

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

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

2. BIDDER'S DECLARATION

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest1 in the enterprise,

employed by the state? YES/NO

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

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.



Full Name	Identity Number	Name of State institution

- 2.2 Do you, or any person connected with the bidder, have a relationship with any person who is employed by the procuring institution? **YES/NO**
- 2.2.1 If so, furnish particulars:

.....

- 2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**
- 2.3.1 If so, furnish particulars:

.....

.....

3. DECLARATION



I, the undersigned, (name)..... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read, and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium2 will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.



3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

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

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

Signature	Date
Position	Name of bidder





SBD 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
 - the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).



1.2 To be completed by the organ of state

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the 90/10 preference point system.
- b) The applicable preference point system for this tender is the 80/20 preference point system.
- c) Either the 90/10 or 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.
- 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.

1.4 To be completed by the organ of state:

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;

- "price" means an amount of money tendered for goods or services, and includes (b) all applicable taxes less all unconditional discounts;
- "rand value" means the total estimated value of a contract in Rand, calculated at the (C) time of bid invitation, and includes all applicable taxes;
- "tender for income-generating contracts" means a written offer in the form (d) determined by an organ of state in response to an invitation for the origination of incomegenerating 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).

FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES 3.

3.1. POINTS AWARDED FOR PRICE

3.1.1. THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS A maximum of 80 or 90 points is allocated for price on the following basis:

80/20 or 90/10

$$Ps = 80\left(1 - \frac{Pt - P\min}{P\min}\right)$$
 or $Ps = 90\left(1 - \frac{Pt - P\min}{P\min}\right)$
Where

Wh

Ps	=	Points scored for price of tender under consideration
Pt	=	Price of tender under consideration
Pmin	=	Price of lowest acceptable tender



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

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:



Where

Ps=Points scored for price of tender under considerationPt=Price of tender under considerationPmax=Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1 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:
- 4.2 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.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
At least 51% Black ownership		10		
Less than 51% Black ownership		0		
At least 51% Black Women ownership		10		
Less than 51% Black Women ownership		0		



5. DECLARATION WITH REGARD TO COMPANY/FIRM

- 5.1 Name of company/firm.....
- 5.2 Company registration number:
- 5.3 TYPE OF COMPANY/ FIRM
 - Derthership/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]

- 5.4 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, qualifies the company/ firm for the preference(s) shown and I acknowledge that:
 - i) The information furnished is true and correct;
 - ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
 - iii) 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;
 - iv) 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 have –



- (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.

SIGNATURE(S) OF TENDERER(S)					
SURNAME AND NAME:					
DATE:					
ADDRESS:					