



APPOINTMENT OF A MARKETING COORDINATOR OR CONSULTANT CFO/SCM/COMMUNICATION/R20-21/16

1. DETAILS OF THE RFP

RFB NO	CFO/SCM/COMMUNICATION/R20-21/16
ADVERTISEMENT DATE	01 March 2021
BRIEFING	None
CLOSING DATE	22 March 2021
RFB TO BE SUBMITTED IN HARD COPY TO:	corner Miriam Makeba & President Street, Newtown, Johannesburg, 2017
RFP VALIDITY PERIOD	90 days

2. BACKGROUND INFORMATION

- 2.1 The Sci-Bono Discovery Centre is an independent Non Profit Company. It is a flagship science center located in Newtown, Johannesburg. Sci-Bono's envisions a society with the capacity to compete in the global world of science and technology and that is equipped with the skills, attitudes and values needed to improve the quality of life of all South Africans. It also works closely with, and on behalf of Gauteng Department of Education (GDE), to enhance curriculum delivery in schools.
- 2.2 Sci-Bono started in 2004. It is located in the historic Electric Workshop in the cultural precinct of Newtown, Johannesburg, Sci-Bono annually receives thousands of visitors

to its large collection of interactive science and technology exhibits and exhibitions. Sci-Bono also offers a broad programme of science and technology related events, activities and programmes for both the public and the school community. Sci-Bono is now one of the most popular leisure and educational destinations in Gauteng.

- 2.3 Sci-Bono is a Non-Profit Company duly registered with CIPC. It is also Non-Government Organization registered with the Department of Social Development, and a Public Benefit Organization registered with the South African Revenue Service.

3. DISCLAIMER ON THE RFP

- 3.1. The information contained in this Request for Proposal (RFP) document or information provided subsequently to Bidders, whether verbally or in documentary form, by or on behalf of Sci-Bono Discovery Centre NPC (“Sci-Bono”), is provided to the Bidder on the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.
- 3.2. This RFP document is not an agreement and is not an offer or invitation by Sci-Bono to any Parties other than the applicants who are qualified to submit the Bids (“Bidders”). The purpose of this RFP document is to provide Bidders with information to assist in the formulation of their proposals. This RFP document does not claim to contain all the information each Bidder may require. Each Bidder should conduct its own investigations and analysis, and should check the accuracy, reliability and completeness of the information in this RFP document, and where necessary obtain independent advice.
- 3.3. Sci-Bono makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this RFP document. Sci-Bono may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

4. CHARACTERISTICS OF THE BIDDER

4.1. ***To Service providers;***

Sci-Bono Discovery Centre hereby invites proposal from the suitably qualified service providers to provide full marketing services to the organization.

4.2. ***Status***

The provider shall be a registered entity operating in the field of Marketing and Communication, the bidder must have experience and have well equipped background again they must provide relevant qualifications in Marketing.

4.3. ***Language of the Proposal and other Documents***

The proposal prepared by the bidder, and all correspondence and documents relating to the proposal exchanged between the bidder and Sci-Bono shall be written in the English language.

4.4. ***Cost of Proposal***

The bidder shall bear all costs associated with the preparation and submission of the proposal up to the final award of the contract. Sci-Bono will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.

4.5. ***Due diligence***

4.4.1. Bidders are expected to examine all instructions, terms and specifications stated in this RFP. The Bid shall be deemed to have been submitted after careful study and examination of this RFP document. The Bid should be precise, complete and in the prescribed format as per the requirement of this RFP document. Failure to furnish all information or submission of a bid not responsive to this RFP will be at the Bidders risk and may result in rejection of the bid.

4.4.2. The Bidder is requested to carefully examine the RFP documents and the terms and conditions specified therein, and if there appears to be any ambiguity,

contradictions, inconsistency, gap and/ or discrepancy in the RFP document, the Bidder should seek necessary clarifications by e-mail.

4.6. ***Communications during the RFP Period***

A prospective bidder requiring any clarification on technical, contractual or commercial matters may notify SCI-BONO via email at the following address:

Email for submissions of all queries to tenders@sci-bono.co.za

4.7. ***Contractual commitment***

No commitment of any kind, contractual or otherwise shall exist unless and until a formal written agreement has been executed by or on behalf of Sci-Bono. Any notification of a preferred bidder(s) status by Sci-bono shall not give rise to any enforcement right by bidder(s). Sci-bono may cancel this RFP any time prior to the formal written agreement being executed by or on behalf of Sci-bono.

Sci-Bono reserve a right as it sole discretion, and may any time, to amend, deviate from, postpone, and discontinue procurement process without incurring liability to any other party.

5. *CONTEXT, THE NEED FOR THIS CONSULTANCY*

The purpose of this Request for Proposal (RFP) is to solicit comprehensive proposals from reputable service providers / bidders for the Public Relations, Marketing, Advertising, and Communications Services in the promotion/public awareness (to maximise attendance) of Sci-Bono and its services including the latest addition in exhibitions called “the 4IR exhibition” to opened to public as of 12 December 2020.

The primary objective is to make Sci-Bono a household name in the whole of South Africa, Africa and the world through various activities including radio advertising, TV presentations, social media platforms, launches, business meetings, etc.

The candidate will serve as a Marketing Consultant to promote Science Centre activities.

A team player with a proven track record in marketing of similar type organisations. This will open new opportunities for prospective sponsors for the Science Centre. Bearing in mind that Sci-bono Discovery Centre is an NPO and depends solely on donations and sponsors.

5.1 WHAT HAS PREVIOUSLY BEEN DONE AND WITH WHAT RESULTS:

All of the nearly 400 permanent exhibits at Sci-Bono are interactive and visitors are encouraged to touch, feel, press and play to their hearts content. The Centre also hosts various temporary and travelling local and international exhibitions such as the Wonders of Rock Art Lascaux Cave and Africa, Body Worlds and H2O Today. In addition, Sci-Bono also has its own mobile exhibits and exhibitions that visit schools, community Centres and other venues in Gauteng and other provinces. These exhibits and exhibitions assist Sci-Bono to serve its core purpose of increasing awareness, interest and enjoyment of science, mathematics, engineering and technology. One of the Strategic Areas of Focus for the organisation, is the Fourth Industrial Revolution; and we have recently completed a 4IR permanent exhibition.

6. SCOPE OF WORK

- 6.1 The Sci-Bono Discovery Centre seeks to appoint a service provider to provide Public Relations, Marketing, Advertising and Communications services for the Sci-Bono Discovery Centre as a whole including the following services it provides:
 - 6.1.1 Science Centre – all its exhibitions including launches of new ones like 4IR Exhibition and Broad Casting Studio (still in progress)
 - 6.1.2 Career and Psychological Services,
 - 6.1.3 ICT training including drones, coding, robotics, Microsoft training, etc
 - 6.1.4 Teacher Support
 - 6.1.5 Learner Support
- 6.2 The proposal on the required services will have to detail the implementation plan with time and costs for each of the above areas of services of Sci-Bono.
- 6.3 Create a communication campaign (visual identity and key messages)
- 6.4 *Develop a communication/media* strategy, which outlines key messages, and the channels by which the campaign will communicate with the target audiences.

- 6.5 Facilitate drafting & distribution of all press releases, media announcements, etc.
- 6.6 Coordinate media attendance and management and sponsorship events.
- 6.7 Coordinate and manage the relations with the PR agencies/marketing department of the sponsors.
- 6.8 Manage and act on all publicity opportunities such as community events, holidays, editorial calendars.
- 6.9 Set-up and implement social media campaigns specific for popularizing Sci-Bono
- 6.10 Manage and implement a strategy of increasing visibility and awareness of Sci-Bono.
- 6.11 Review marketing strategy to reaching schools both private and public schools in and outside the Gauteng province.
- 6.12 Service provider will be responsible for traditional media relations, digital media activations, media partnerships, managing the Press Lounges, and general media:
 - 6.12.1 Monitor and respond to the request for attendance
 - 6.12.2 Weed out those that were not suitable
 - 6.12.3 Correspond with all registered media (and others) on events and news leading up to the event and during the event
 - 6.12.4 Arrange relevant interviews with media and stakeholder exhibitors and management
 - 6.12.5 Recommend layout of media centre on floorplan and interior requirements
 - 6.12.6 Work alongside registration team on the day for arriving media/name badges for launches etc.
 - 6.12.7 Arrange and manage a media lunch with relevant stakeholders on the first day of events
 - 6.12.8 Provide personnel to be present at all times at the media centre to assist media with content and images
 - 6.12.9 Walk with videographers/photographers to capture interviews and salient on-sight activities on all days of the event
 - 6.12.10 Work with videographers/photographers on best footage to go out with daily bulletins
 - 6.12.11 Write and disseminate daily update releases to all databases/platforms
 - 6.12.12 Liaise with media partners to have collateral available at the media centre

- 6.12.13 Manage all social media at the event. This involves prior planning of posts to cover strategic partners and real-time posting on the day. Live streaming during the opening ceremony and other pertinent events. Responding to social media messaging
- 6.13 Help implement effective knowledge marketing management practices for the Sci-Bono team and drive the communication and dissemination of Sci-Bono's knowledge projects and activities to other stakeholders.
- 6.14 Coordinate and manage the preparation, publication, and dissemination of Sci-Bono's knowledge products and services, in coordination with Sci-Bono's Task Team, including helping to determine the best media to achieve its dissemination goals.
- 6.15 Develop relationships with journalists, publications, and key players in relevant circles, development circles and the mass media; with a view to raising Sci-Bono's visibility internationally.
- 6.16 Manage and implement a strategy of increasing Sci-Bono's visibility within the various sectors, via events (workshops, conferences, brown bag lunches, events, etc.), publications, meetings, and targeted outreach in line with the various sectors withing Sci-Bono.
- 6.17 Lead in the maintenance of Sci-Bono's web-based platforms, by:
- 6.17.1 assisting in the day-today management of Sci-Bono's web based platforms (e.g.; budget monitoring, communicating with vendors, maintenance of web performance statistics, and responding to inquiries from clients); and
 - 6.17.2 helping to develop new content for Sci-Bono's web platforms, including its discussion forums and online communities, in coordination with Sci-Bono staff.
- 6.18 Develop selected Sci-Bono communication materials, including press kits, fact sheets, brochures, and graphic work. This will include the necessary video editing, proof-reading and copy editing.
- 6.19 Prepare any required updates to Sci-Bono's Communications Strategy.
- 6.20 Assist in tracking and effectively communicating the results and impact of Sci-Bono's work, via web-based tools or any other means for effective reporting and demonstration of Sci-Bono's value and impact.

- 6.21 Ensure the smooth implementation of all communications, knowledge management, branding, and outreach activities, in coordination with all Sci-Bono team members.
- 6.22 Conduct any other assignments related to knowledge management, marketing, communications, branding, and outreach, as may be required.
- 6.23 Serve as Marketing Consultant by supporting the development of an evidence-based marketing program for Sci-Bono in Gauteng and eventually beyond its borders.
- 6.24 Capture, document, and share lessons learned with partners and stakeholders so that best practices can be identified, understood, and replicated.
- 6.25 A risk assessment and key performance indicators such as break-even, turn-around time, profitability, payback period, understanding of the financial and operational performance of Sci-Bono. A realistic forecast including prices, events, timing, etc.
- 6.26 Ensure effective coordination and buy-in of partners and stakeholders.

7 TARGETED OUTPUTS

- 7.1 The PR & Marketing Company is expected to provide the following deliverables (using **Above-The-Line** (ATL) and **Below-The-Line** (BTL) channels):
 - 7.1.1 Public relations services
 - 7.1.2 Event Management services
 - 7.1.3 Graphic design and collateral
 - 7.1.4 Sponsorship and donor sourcing
 - 7.1.5 Promotions plan and diary
 - 7.1.6 Project management plans with clear time lines on the services to be rendered
 - 7.1.7 Advise on optimal use of available ticketing solutions.
 - 7.1.8 Visual identity and key messages for Sci-Bono brand, sign and production of all banners and posters, in consultation with **Sci-Bono**,
- 7.2 **Marketing and Advertising** – Define and implement Sci-Bono’s brand strategy. Create and execute integrated marketing campaigns (Above the line, below the line & through the line) that align with Sci-bono marketing plans strategy. This includes but is not

limited to, campaign ideas and strategies, concept development, execution, layout up to finished art.

- 7.3 **Media planning, buying and placement** – Develop and execute an integrated media strategy which includes, media research and analysis, media buying strategy, platform selection etc. Included in the above should also be media placement proposed costings and production timelines based on the proposed media schedules. The service provider must demonstrate media value and savings as well as ensure adverts appear on the booked channels as per approved media schedule and provision of the required proof thereof. The service provider will also be expected to do pre and post campaign performance monitoring and reporting.
- 7.4 **Digital marketing** – Develop and execute a digital marketing strategy, including but not limited to online advertising, content development as well as the management of Sci-Bono’s social media pages (Facebook, Twitter, LinkedIn & YouTube), Google AdWords, etc. The service provider will be required to work closely with Sci-Bono’s Marketing department in order to maximize on Search Engine Optimization initiatives.
- 7.5 **Creative development and production** – The service provider will be responsible for executing development of creative work and production thereof including revising and updating the corporate identity, design of marketing collateral: posters, flyers, desk drops, promotional items, internal and external brochures etc. The service provider will be expected to provide printing and production services for approved campaign elements. These include but are not limited to internal posters, desk drops and internal brochures, video and radio production.
- 7.6 **Internal Marketing** – Formulate and develop integrated internal marketing plans/ brand engagement campaigns in order to develop internal brand appreciation. This includes but is not limited to including design concepts for internal video’s, internal launches, annual strategy sessions, and company quarterly information sessions, general and, employee engagement surveys etc.
- 7.7 **Reporting and Communication** – The service provider will create weekly and monthly reports for Sci-Bono, documenting the current and previous month’s efforts and upcoming initiatives and include analytics data for all digital media initiatives. Maintain weekly communications and bi-weekly (every 2 weeks) status meetings with Sci-bono

to ensure that needs are being met and identify additional marketing opportunities for Sci-bono.

8 DELIVERABLES

The expected product of this assignment will be:

- 8.1 Develop and implement a **marketing and branding strategy** detailing and tasks and responsibilities of each sector.
- 8.2 A financial and operational plan.
- 8.3 A plan for measuring performance and impact of the system.

9 TIMEFRAMES

The above deliverable must be completed within a year from the start date, with the following timeline:

Item NO:	Scope	Activities	Duration
1	1.1 Preparatory activities	1.1.1 Review all relevant project documents and materials	15 Days
		1.1.2 Consultation with internal stakeholders	
2	2.1 Situation analysis	2.1.1 Site visits and interviews with key informants/staff/external stakeholders for e.g. Gauteng Department of Education (GDE)/Mathew Goniwe School of Leadership (MGSL)	30 days (including travel days)
		2.1.2 Tele-conferencing with regional country's Science Centres and Museums	
		2.1.3 Data analysis	
		2.1.4 During the field work, the consultant will be joined for at least a week by a member of staff	
		2.1.5 Outcome: situation Analysis report. Executive/Board will review and comment on the final Business and marketing plan	
3	3.1 Review of marketing strategy: <i>–(the plan should be written section-wise and each shared for comments and modification). This strategy will define, strengthen, and promote</i>	3.1.1 Sci-Bono's work and competencies to all appropriate stakeholders	60 Days
		3.1.2 Based on findings of formative research, develop in collaboration with Sci-Bono's team the marketing strategy and lead implementation of supporting plans	
		3.1.3 Review findings of research studies. Organize workshops with communications and research partners and stakeholders to review research findings and identify key insights on which to focus strategy	

Item NO:	Scope	Activities	Duration
	the Sci-Bono brand and effectively market	<p>development. Based on findings and critical insights, work with team to formulate marketing strategies. Identify possibly business models to test for supply strengthening and develop supporting work plans and monitoring indicators</p> <p>3.1.4 Develop and vet implementation plans that are well-integrated with overall work plans</p> <p>3.1.5 Writing and editing report</p> <p>3.1.6 Incorporating comments and modification from partners</p> <p>3.1.7 Finalizing business and marketing plan</p> <p>3.1.8 Presentation to the CEO/Board</p>	
4	4.1 Final compilation and presentation	<p>4.1.1 Presentation of the first draft, in a workshop mode, to the audience of CEO on Sci-Bono's Business and Marketing plan</p> <p>4.1.2 Recording of feedback and making the needed changes</p> <p>4.1.3 Presentation of the final draft to CEO</p> <p>4.1.4 Final Business and Marketing plan submitted to CEO</p>	10 Days

10 REQUIREMENTS

- 10.1 Minimum of at least 5 years of relevant experience in commercial or social marketing or Marketing, business administration or related field.
- 10.2 Knowledge of and experience in interpreting and using qualitative and/or quantitative research to develop evidence-based strategies.
- 10.3 Strong conceptual and analytical skills.
- 10.4 Experience in training and capacity building desirable.
- 10.5 Track record of initiative and proven ability to work independently with minimal supervision.
- 10.6 Strong interpersonal skills and ability to work in a multi-disciplinary team.
- 10.7 Excellent verbal and written communication and presentational skills.
- 10.8 Strong communication skills.
- 10.9 Ability and willingness to travel to the field.
- 10.10 Computer proficiency with relevant software.
- 10.11 Working with regional or national scientific/museums institutions (not compulsory but an advantage).
- 10.12 Writing business plan preferably for educational institutions/scientific/creative establishments.
- 10.13 Working with diverse cultural and skills background.
- 10.14 Following strict time frames.

11 MINIMUM MANDATORY DOCUMENTS

- 11.1 10.1. Bidders must supply Sci-Bono with the below-mentioned minimum requirements; failing to provide these requirements shall constitute automatic disqualification:

Suppliers must submit the following (Submit two envelopes as follows):

Envelop 1:

- A Formal Written Quotation (clear & unambiguous; including VAT);
- Quotation form obtained from the Sci-Bono website;

Envelop 2:

- Comprehensive description of a marketing strategy ser. (no prices)
- Proof of Company Registration.
- A valid Tax Clearance Certificate or Tax Status Pin
- B-BBEE certificate (SANAS) or Sworn Affidavit.
- Fully completed SBD forms (SBD 4, SBD 8, and SBD 9) obtained from the Sci-Bono website.
- Stamped Letter Confirming Bank Details.
- Proof of Business Address.
- References of Previous Projects/Services Successfully Completed.
- Curriculum Vitae (Each CV must indicate the experience in the field of Marketing)
- Project Plan (from date of award until final delivery).

11.2 REFERENCES

11.2.1 Bidders must further supply Sci-Bono Discovery Centre at most with two (2) contactable references where the bidder has delivered the similar services **(Proof and examples of a successful track record in all aspects of marketing major international exhibitions, festivals, shows etc.; projects that were undertaken must have an audience/attendance base of more than 20,000 people per day)** by simply stating the following:

- Name of client
- Position
- Contact telephone numbers
- Dates and Work performed.

11.2.2 The failure to provide the above shall constitute a disqualification as it shall be deemed that the bidder does not have the required experience.

12 PRICING SCHEDULE AND DELIVERY

12.1 GENERAL PRICING FEE

- 12.1.1 The bidder must provide a clear and unambiguous price schedule (quotation).
- 12.1.2 All disbursements and related costs shall be provided separately, if any, and may be negotiated during the project implementation period.
- 12.1.3 Only unconditional discounts shall be accepted. All discounts granted must be specified on the Quotation Form.
- 12.1.4 Note that the price must be fixed and will not be subjected to change based on foreign exchange fluctuations.

13 CONDITIONS FOR SHORT LISTING

- 13.1 Proposals submitted will be evaluated using a system Method 4 (Financial Offer, Quality and Preference) in line with Section 6.3 (6.3.1: Standard Tender Evaluation Method) prescribed by Sci-Bono's Supply Chain Management Policy.
- 13.2 All bids shall be subjected to the preliminary evaluation process. Bidders who shall not meet the minimum requirements (item 11) set by this RFP shall automatically be disqualified and shall not be evaluated for functionality, price and preference.
- 13.3 Service providers are required to submit all documents specified on item 11.1 & 11.2 of this RFP, otherwise failure to submit all documents shall constitute disqualification.

14 PRICING SCHEDULE AND DELIVERY

14.1 General Pricing Fee

- 14.1.1 The bidder must provide a clear and unambiguous price schedule (quotation).
- 14.1.2 All disbursements and related costs shall be provided separately, if any, and may be negotiated during the project implementation period.
- 14.1.3 Only unconditional discounts shall be accepted. All discounts granted must be specified on the Quotation Form.
- 14.1.4 Note that the price must be fixed and will not be subjected to change based on foreign exchange fluctuations.

14.2 Delivery

- 14.2.1 The delivery/provision of services shall be done at primarily at Sci-Bono Discovery Centre, Newtown, Johannesburg, Gauteng Province.

15 CONDITIONS FOR SHORT LISTING

- 15.1 Proposals submitted will be evaluated using a system Method 4 (Financial Offer, Quality and Preference) in line with Section 6.3 (Table 6.3.1: Standard Tender Evaluation Method) prescribed by Sci-Bono's Supply Chain Management Policy.
- 15.2 All bids shall be subjected to the preliminary evaluation process. Bidders who do not meet the minimum requirements (item 10) set by this RFP may automatically be disqualified and shall not be evaluated for functionality, price and preference.
- 15.3 Service providers are required to submit all documents specified on item 10.1 and 10.2 of this RFP, otherwise failure to submit all documents may constitute disqualification.

16 TECHNICAL EVALUATION (COMPULSORY PRESENTATION)

- 16.1 All proposals / bids that will qualify (accepted) during the preliminary evaluation stage shall be evaluated for functionality or technicality. The **functionality evaluation criteria** shall be as follows:

NO	CRITERIA	WEIGHT
1	<p>Demonstration of understanding of the project and the expected outcomes</p> <ul style="list-style-type: none"> • Establishment of the Overall Purpose, Objectives, and Outcomes (4) • Collection of Initial Information (2) • Identifying the Audience (3) • Deciding on the Key Message (2) • Selection the Actions/Activities (2) • Selecting the Communication Tools (2) • Developing a Plan (2) • Evaluation at pre-determined intervals and at the end (3) 	20
2	<p>Proposed Methodology and Project Plan (Project Plan Indicating Milestones)</p> <p>The bidder should provide the methodology on how they will successfully manage the Public Relations, Marketing and Communications campaign of the exhibition with clear milestones and risks mitigations.</p> <ul style="list-style-type: none"> • Proposed Project Methodology (5) • Deliverable plan indicating supply/provision considerations undertaken (5) • Milestone proposal as linked to contract requirements (5) • Risks: Crisis communications plan (5) 	20
3	<p>Deliverables</p> <ul style="list-style-type: none"> • Target market/audience identified (2) • Traditional media relations (2) • Digital media activations (2) • Media partnerships (2) • Managing the Press Lounge at the exhibition (2) • General media and exhibitor liaison (2) • Synchronize the Lascaux set-up with Sci-Bono's current set-up, image, identity and feel (3) 	15
4	<p>Suppliers' presence in the exhibition place, during the exhibition phase</p> <ul style="list-style-type: none"> • Present daily (10) • At least 5 days in each week (5) • At least 7 days in two weeks (2) • At least two weeks in a month (0) 	15
5	<p>Communication Tools</p> <ul style="list-style-type: none"> • Banner Ads & Buttons (1) • Blogs (1) • Facebook (1) • RSS Feeds (1) • Twitter (1) • Instagram (1) • YouTube (1) • Sci-Bono website (1) • Other websites (1) • Videos (1) • Print media (1) • Television broadcast (1) • Radio broadcast (1) • Outdoor advertising (1) • Face-to-face (1) 	15

NO	CRITERIA	WEIGHT
6	Proven Track Record (at least 2 contactable references: involvement in similar projects undertaken through the past five years to be attached; projects that were undertaken must have an audience/attendance base of more than 20,000 people per day)	15
	• 3 or more references	(15)
	• 2 references	(10)
	• 1 reference	(5)
	TOTAL	100
	Minimum threshold for functionality	70

Service Providers can source materials on the exhibit using the following link (www.sci-bono.co.za):

16.2 Shortlisted service providers will be required to submit and present their proposal on a specified date.

17 PRICE EVALUATION

17.1 All proposals / bids that will qualify (accepted) during the evaluation stage shall be evaluated for Price & Preference Points. The **evaluation criterion** shall be as follows:

17.2 The proposals / bids shall be evaluated using the 80/20 preference point scoring system. Where a 80/20 preference point system, which will be calculated be calculated as follows

$$PS = 80 \left[1 - \frac{Pt - Pmin}{Pmin} \right]$$

Where:

Ps = Point scored for comparative price of bid under consideration;

Pt = Comparative price of bid under consideration; and

Pmin = Comparative price of the lowest acceptable bid.

18 POINTS FOR B-BBEE

18.1 An 80/20 preference points scoring system (B-BBEE points) shall apply and shall be awarded as follows:

B-BBEE Status Level of Contributor	Number of points
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

19 AWARD CRITERIA

19.1 The bidder with the highest number of procurement points shall be awarded the contract, unless there are factors that may lead to a different decision.

19.2 In the event of two or more bids score equal points, the bid will be awarded to the bidder scoring the highest points on B-BBEE or preference.

19.3 However, in the event the two or more bids have equal B-BBEE points, the tender will be awarded to the bidder with the highest points on functionality, if applicable.

19.4 Qualifying proposals will be evaluated according to the following criteria:

- Price: 80%
- PDI / BEE rating 20%

19.5 Prequalification criteria:

- Level 1 to Level 3 B-BBEE Contributors; or
- Exempt Micro Enterprises (EME); or
- Qualifying Small Enterprises (QSE)

(In terms of Regulation 4; of Preferential Procurement Policy Framework Act, 2000: Preferential Procurement Regulations, 2017)

20 Period of Validity of Proposals

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by Sci-Bono. In exceptional circumstances, Sci-Bono may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting the request will not be required nor permitted to modify its proposal

21 CLOSING DATE AND TIME

- 21.1 Submissions should be hand delivered by hand on or before **22 March 2021 at 12:00pm, deposited into the tender box marked "Appointment of a Marketing Agency or Consultant . NO LATE PROPOSALS / BIDS shall be accepted.** Late proposals / bids shall be immediately returned to the bidders. All documents must be to Corner of Miriam Makeba & Helen Joseph Street, Johannesburg, 2107.
- 21.2 All correspondences shall be done by e-mail tenders@sci-bono.co.za; no telephonic correspondences shall be done before and after the closing of bid. Bidders may be informed in writing of the outcome of the bid adjudication process.

22 DISCLAIMER

- 22.1 Sci-Bono reserves the right to accept or reject any variation, deviation, tender offer or alternative offer and may cancel the tender process and reject all tender offers at any time before the formation of a contract.
- 22.2 Sci-Bono reserves the right to award a contract to multiple service provider(s) should it be deemed necessary.
- 22.3 Sci-Bono reserves the right not to appoint a provider, to accept and/or award the whole or any portion of the tender, and is also not obliged to provide reasons for the rejection of any tender.
- 22.4 Sci-Bono will not incur any liability to a tenderer for such cancellation and rejection, but will give written reason for action upon request to do so.