

SOUL CITY: SOUL BUDDYZ CLUB PROMOTIONAL MATERIALS

In submitting their tenders, tenderers must respect all instructions, formats, terms of reference, contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified will lead to the rejection of the tender.

1. Supplies to be provided

The supplies required by the Contracting Authority are described in the terms of reference, attached as Annexure B of this tender dossier.

2. Timetable

Activity	Deadline date
Clarification meeting	21 September
Minutes of clarification meeting circulated to tenderers	
Deadline for submission of written proposals by the tenderers	05 October
Meeting of evaluation committee to evaluate the proposals	10 October
Tenderers advised of outcome of the process	12 October
Signing of Contract	14 October

3. Content of tenders

Each tender must comprise General Company Details, a Technical offer and a Financial offer, each of which must be submitted separately (see paragraph 5). Each Technical offer and Financial offer must contain one original, clearly marked "Original", and 2 copies, each marked "Copy".

3.1 General Company Details

The general company details include address, contact details and company structure.

3.2 Technical offer

The technical offer must include a response to the terms of reference.

3.3 Financial offer

- A separate financial offer must be provided for each item
- The financial offer must clearly differentiate between the costs relating to fees and expenditure.
- The financial offer must include the costs of anticipated travel to the countries mentioned in the Regional Programme Terms of Reference.
- The cheapest quote will not necessarily be selected.

4. Submission of tenders

Tenders must be submitted to the following address no later than the **5th of October 2011** at **1500hrs** and tenders received after the deadline will be returned unopened, to the Tenderer.

Attention: Ms Nelisiwe Hlophe

Soul City, First Floor, Dunkeld West Centre, 281 Jan Smuts Avenue (Corner Bompas Road), Dunkeld West, Johannesburg

Tenders must be submitted using the double envelope system, i.e. in an outer parcel or envelope containing two separate, sealed envelopes, one bearing the words "Envelope A - Technical offer" and the other "Envelope B - Financial offer". All parts of the tender other than the financial offer must be submitted in Envelope A.

Each tenderer shall submit one tender. Tenderer who submits or participates in more than one tender will cause all proposals with the tenderer's participation to be disqualified.

Any infringement of these rules (e.g. unsealed envelopes or references to price in the technical offer) is to be considered a breach of the rules, and will lead to rejection of the tender.

The outer envelope should specify the name of the tenderer and the address for submission of tenders indicated above.

5. Period during which tenders are binding

Tenderers are bound by their tenders for 45 days after the deadline for the submission of tenders.

6. Alteration or withdrawal of tenders

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after the deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with Paragraph 4. The outer envelope (and the relevant inner envelope) must be marked 'Alteration' or 'Withdrawal' as appropriate.

7. Costs for preparing tenders

No costs incurred by the tenderer in preparing and submitting the tender as well as attending the interview shall be reimbursable. All such costs shall be borne by the tenderer.

8. Ownership of tenders

The contracting Authority retains ownership of all tenders received under this tender procedure. Consequently, tenderers have no right to have their tenders returned to them.

Tenderers understand that Soul City Institute, reserves the right to reject any or all tenders in whole or part and to call for new tenders without incurring liability to the affected tenderers or any obligation to inform tenderers.

9. Biographical Information

Please provide biographical information for key experts using the attached format (refer Annex. C). Do not exceed 3 pages per individual.

10. Clarification before deadline for submission of tenders

A compulsory clarification meeting shall be held on the 21st of September 2011 at 1400hrs at the Soul City offices (refer paragraph 4 for address) to answer any questions on the tender which have been forwarded in writing or are raised at the meeting. Tenderers must notify Soul City Institute in writing if they will be attending the clarification meeting. Please write to Phillip@soulcity.org.za / lovemore@soulcity.org.za. Additional questions may be sent in writing following this meeting. All costs for attending this meeting must be borne by tenderers.

11. Evaluation of tenders

The quality of each technical offer will be evaluated in accordance with the award criteria as detailed in the evaluation grid in Annexure F of this tender dossier. The award criteria will be examined in accordance with the requirements as indicated in the terms of reference.

12. Confidentiality

The entire evaluation procedure, from the drawing up of the shortlist to the signature of the contract, is confidential. The Evaluation Committee's decisions are collective and its deliberations are held in closed session.

The evaluation reports and written records, in particular, are for official use only and may not be communicated to either the tenderers or to any other party.

The tenderer undertakes not to communicate to any person other than Soul City Institute, the contents of its tender including any rate or price therein and shall not adjust the amount of its tender by arrangement with any other company, consortium or joint venture.

In submitting its tender, the tenderer shall have taken to have represented that it has complied with this condition and will continue to comply therewith until notified that a tender been accepted by Soul City Institute or that the tender process has been terminated.

TERMS OF REFERENCE

- 1. CONTRACTING AUTHORITY
- 2. RELEVANT BACKGROUND
- 3. SOUL BUDDYZ CLUB OBJECTIVES
- 4. MEMBERSHIP AND GEOGRAPHICAL SPREAD.....



BACKGROUND INFORMATION

1. CONTRACTING AUTHORITY

Soul City Institute for Health & Development Communication

2. DURATION OF THE CONTRACT

This contract is for the supply of Soul Buddyz Clubs Promotional materials for the period **17 October 2011** to **14 December 2012** and is likely to be renewed on an annual basis, subject to satisfactory performance for a maximum of 3 years.

3. RELEVANT BACKGROUND

The extraordinary impact of the Soul Buddyz television series coupled with real-life requests from ordinary children in South Africa for spaces of their own, additional information created the impetus for Soul City Institute, in 2002, to conceptualise and form Soul Buddyz Club.

The vision for the Soul Buddyz Club intervention was to create a platform where all South Africa children between the ages of 8-14 years could learn and develop skills that would facilitate mobilisation around children's rights and issues that affect them and their surrounding schools and communities.

The principle of child participation has been embedded in the Soul Buddyz Club's development process from the onset. Soul Buddyz Club is for children, about children and by children. Soul Buddyz Club is committed to promoting the rights and responsibilities and potential of all children. Engaging with children about every aspect of the Clubs (i.e. materials, activities and general well-being) is fundamental to the success and sustainability of the intervention.

To date, the Club activities have been structured and influenced by the overall vision and objectives of the intervention. The Clubs are expected to meet regularly, and are also encouraged to use this time to work through the materials which are supplied to them. All Club activities are supported by facilitators trained by Soul City through a 5 day accredited course.

Clubs are graded according to their level of activity and strength (Bronze, Silver, Gold, Platinum and Diamond). Through their activities the Clubs earn points which are

calculated at the end of the year to determine their grading for the following year. This process motivates and rewards their efforts.

For more information visit us at www.soulcity.org.za

4. SOUL BUDDYZ CLUB OBJECTIVES

The objectives of the Clubs are to:

- Sustain a vehicle through which children between the ages of 8-14 years can become accredited Buddyz members.
- Use this vehicle to mobilise children to participate in taking responsible action to shape their lives and that of the community, now and in the future. Thus laying the building blocks for active citizenship.
- Provide young people with vital health information, especially around HIV and AIDS and sexuality in order to shift social norms and promote delaying the onset of sexual activity.
- Engage children in HIV and violence prevention activities on an ongoing basis; to improve knowledge, decision making and leadership skills, self esteem, attitudes and resilience.
- Encourage each Club to reach out into their school and broader communities to take the HIV and violence prevention messaging to an even broader audience of children.
- Create an environment for ongoing learning with peer and intergenerational support.
- Promote seeking correct information and help.
- Create a forum where children's needs and voices can be heard.
- Provide a positive alternative for young people.
- Encourage young children to have fun and be creative.
- Support young people as agents for change.
- Promote schools as community resources.
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The Clubs promote:

- Children as proactive, valuable and productive members of the community.
- Non-discrimination and gender sensitivity.
- The best interests of all children.
- Respect for the right to life, survival and development.
- Alternate values to the dominant individual, consumerist set of values.
- Respect for the views of all children.
- Respect for, exploration and interaction with the environment.
- Problem solving and encouraging active learning.

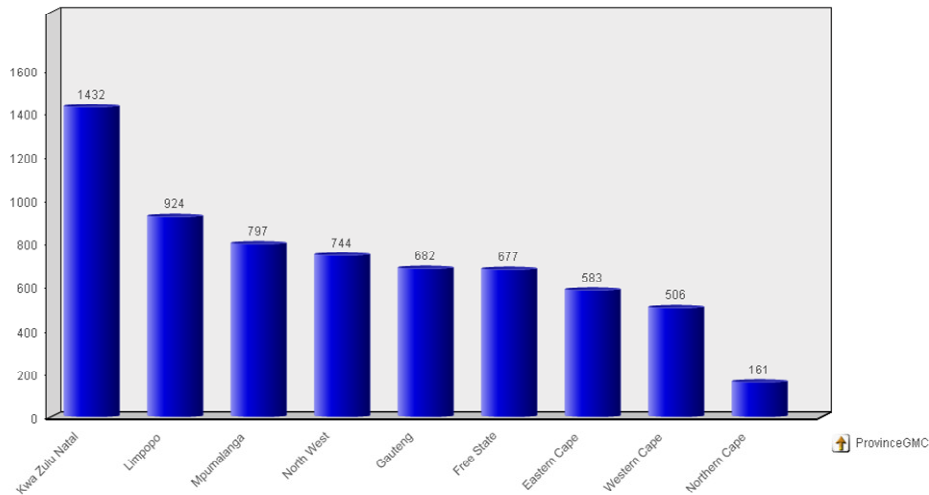
5. MEMBERSHIP AND GEOGRAPHICAL SPREAD

There are over 7000 Soul Buddyz Clubs distributed throughout the country, with over 140 000 children between the ages of 8 and 14 participating. The Clubs are mostly based in schools, within rural and semi-rural areas; with a significant number located within townships. A database is kept with all the details of the clubs and members.

Table 1: Clubs per province



Soul Buddyz Clubs



6 SOUL BUDDYZ CLUB ACTIVITIES

The key activities undertaken are outlined below.

6.1 Materials Development & Dissemination

The provision of relevant and child friendly material is a core aspect of the Soul Buddyz Clubs intervention. It allows each Club to function fairly independently, whilst at the same time acting in synergy and around a common identity. Materials distributed to the Clubs provide the basis for the members to get started and engage with activities and discussions about issues affecting children, schools and communities. For many schools and Clubs, good quality materials are a scarce resource and many Clubs have reported that the Club materials have been used to complement existing school curricula materials.

The materials provide the basic framework within which the Clubs operate. These include:

- A quarterly children's magazine called Club Zone. The magazine covers general topics, competitions, content on the latest Soul City campaigns, fun and games as well as highlights from events such as the National Congress, The Zones also give a voice to many clubs giving them space to express their opinions..
- Club guides, distributed at the beginning of the year, which contain thematic units with information and practical activities relating to the specific themes covered in the

Soul Buddyz drama. Messages are thus reinforced through enabling the children to have more exposure to the correct information about issues affecting them, and engaging them to debate the issues and to take action around them.

- Posters to raise awareness about a host of issues that affect children.
- An adult's magazine to communicate with the parents, facilitators and caregivers of the Club members to bring them on board, to support and to increase their involvement in the Clubs. The magazine ensures that parents and adult caregivers are aware of children's activities and invites them to communicate with the school and Club facilitator. It also provides Club facilitators with the opportunity to understand how they are part of an intervention nationally and how they are impacting on South African society and not only their schools.
- A stakeholder's newsletter which is a publication used to update funders, partners and other key stakeholders on the Club activities, events and highlights.
- Provincial newsletters which enable us to add local context to the Clubs, and to allow Clubs to access news about other Clubs in their province. This way, Clubs can stay up to date about news and events from their own provinces. These also improve networking in the provinces.

6.2 Events

Events for the Clubs are a useful way to get in touch with Club members and meet them face-to-face, get feedback from educators and children as well as to provide some skills building. Some Clubs do not understand that they are part of bigger children's movement and bringing Clubs together assists in connecting with each other and the programme team. Events include:

- District meetings across 76 districts to provide the opportunity for the Club members to network, share experiences, showcase their activities, learn from each other, participate in formal skills building sessions and collaborate with Clubs in the same locality.
- An annual National Congress comprising of a three-day programme which includes a range of skills building workshops, sessions for monitoring and evaluating Club activities, opportunities for networking and knowledge-sharing between Club members, an awards evening and leisure activities. The overall aim of the Soul Buddyz Club National Congress is to create a forum to increase Club members' participation in the bigger Soul Buddyz Club movement. It also is a time to reward the children and facilitators for their hard work and a gala dinner is usually given with prizes within each category of club and facilitator. The National congress is held in partnership with the provincial DoE and gives the opportunity for the DoE to engage at a higher level with the Soul Buddyz Club.

- Leadership camps for grade 7 learners to examine and explore how they will deal with changes both emotionally and physically as they face the transition into high school, as well as, to equip them with some basic skills to manage these challenges. Accordingly, the focus is on experimental learning, leadership and personal development.

6.3 Training & Fieldwork

Training sessions range from training new facilitators who want to start Clubs to follow up training for existing Clubs. All facilitators are trained through a 5 day accredited course, which includes topics like child participation and project management.

Supporting Clubs through face-to-face interaction is very important for the wellbeing of Clubs. For this reason, field visits to Clubs are conducted to support Clubs and monitor work on the ground. It also serves as a good mechanism to collect relevant data on the Clubs, including the monitoring of materials distribution to and usage in Clubs.

6.4 Promotional Material

Motivating and rewarding children and facilitators is an important aspect of the club philosophy. Many clubs are also motivating and rewarding children and facilitators. Many clubs also do not have basic resources like stationary

7. SCOPE OF WORK

Against the above background, Soul City requires the services of a company to suggest and supply cost-effective promotional materials that will appeal to our target audience. The table below is indicative of the scope of our work with regards to Soul Buddyz promotional items. However, it should be noted that promotional items are required as and when but the following represent a guide in terms of what we require.

Description	Purpose	Quantity
Starter pack/Welcome to club pack Include facilitator gift as well	For newly established club as a welcome gift for club members and facilitators	1000 clubs per year 1000 for facilitator
Club Gift	Every 3 years for existing clubs to get a club gift they could use at least for 3 years including facilitators	8000 for club 8000 for Facilitator
Club Zone competition Issue 1 Issue 2 Issue 3 Issue 4	Winners for the competition	1300 clubs x 4 issues = 5200 clubs x 25 members= 130 000 for individual gifts Or One club gift = 5200(Gift that can be for the whole club)
Unit guide competition Unit guide 1 Unit Guide 2	Winners for the projects These are also invited to the National congress	1x Winner 1x Runner –up per grade x 40 clubs

Unit guide 3 Special Project	Special Gifts for the national congress awards	
National Congress	All clubs (Facilitators and members attending the congress) provide Conference pack	400
Special Events District Meetings Clubs organising their own events /projects Seminars		8000 x 25 =200 000

CURRICULUM VITAE

Proposed role in the project:

1. **Family name:**
2. **First names:**
3. **Date of birth:**
4. **Nationality:**
5. **Civil status:**
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:

7. **Membership of professional bodies:**
8. **Other skills:** (e.g. Computer literacy, etc.)
9. **Present position:**
10. **Years within the firm:**
11. **Key qualifications:** (Relevant to the project)
12. **Specific experience in the region:**
13. **Professional experience**

Date from - Date to	Location	Company	Position	Description

14. **Other relevant information** (e.g. Publications)

SERVICE TENDER SUBMISSION FORM

One signed original and two copies of this form and each of the documents mentioned in it must be supplied.

1 SUBMITTED by

Tenderer name	
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2 CONTACT PERSON (for this tender)

Name	
Address	
Telephone	
Mobile	
Fax	
e-mail	

3 STATEMENT

I, the undersigned, being the authorised signatory of the above tender hereby declare that we have examined and accept without reserve or restriction the entire contents of the tender dossier for the tender procedure referred to above. We offer to provide the services requested in the tender dossier on the basis of the following documents, which comprise our Technical offer, and our Financial offer.

Signed on behalf of the tenderer:

Name	
Signature	
Date	