

**SOUL CITY
YOUNG WOMEN'S CLUB TELEVISION TALK SHOW
JULY 2014**

Annexure D

TENDER EVALUATION GRID

Evaluator: _____ Company being evaluated: _____

AREA	MAXIMUM SCORE	ACTUAL SCORE
Production Concept Concept & Creative <ul style="list-style-type: none"> • How it will achieve intended aims of the YWC • Intention & realisation of the idea • Creative value add • Fresh ideas Style <ul style="list-style-type: none"> • Understanding of format, approach, techniques to be used • Proposed presenters • Look and feel Originality of Idea <ul style="list-style-type: none"> • Innovation in relation to format • New elements. Overall presentation of proposal <ul style="list-style-type: none"> • Clarity, simplicity, accessibility 	35	
COMPETENCE AND CAPACITY <ul style="list-style-type: none"> • Is the company capable of executing the idea? • Experience in talk show, live television formats • Key creative staff in company to execute programme • Show reel of past work (max 10 minutes) where relevant 	20	
TARGET AUDIENCE <ul style="list-style-type: none"> • Understanding of audience & development needs and priorities • Audience involvement & links with other platforms (social media) 	15	
EMPOWERMENT PROFILE <ul style="list-style-type: none"> • BBEE profile • Ownership 	10	
FINANCIAL OFFER <ul style="list-style-type: none"> • Budget in relation to concept • Affordability/ within budget 	20	
TOTAL	100	

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Evaluator's comments

Strengths	
Weaknesses	

Evaluator's signature

Name	
Signature	
Date	