

ANNEXURE A – INSTRUCTIONS TO BIDDERS: APPOINTMENT OF A SERVICE PROVIDER FOR THE PRODUCTION OF TWELVE (12) ANIMATED DIGITAL STORIES FOR SOCIAL AND BEHAVIOUR CHANGE CAMPAIGNS

In submitting their tenders, Bidders must comply with all instructions, formats, terms of reference, contract provisions, and specifications contained in this tender dossier. Failure to submit a tender containing all required information and documentation within the stipulated deadline will result in disqualification and rejection of the tender.

SCI does not guarantee award to the lowest priced bidder. The contract will be awarded to the bidder that scores the highest overall points based on the evaluation criteria and demonstrates best value for money.

1. SERVICES TO BE PROVIDED

The services required from the appointed service provider are described in detail in **Annexure B: Terms of Reference – Appointment of a Service Provider for the production of twelve (12) Animated Digital Stories for Social and Behaviour Change Campaigns**.

The appointment is for a single service provider to provide end-to-end animation production services, including concept development, scriptwriting, storyboarding, animation production, voice-over recording, audio post-production, quality assurance, and delivery of all final outputs.

The successful bidder will be required to produce twelve (12) animated digital stories of approximately **45–60 seconds each**, aligned to selected National Department of Health, Health Calendar themes. Final deliverables shall include platform-ready versions for both horizontal (16:9) and vertical (9:16) formats, subtitled versions, editable source files, and all supporting production assets as specified in Annexure B.

2. TIMETABLE

Activity	Deadline date
Advertisement of Tender	06 July 2026
Compulsory Virtual Tender Briefing: https://teams.microsoft.com/meet/355015105779105?p=36xPZ8ybf7zqhLZorM	09 July 2026 @ 12:00
Deadline for Written Questions:	13 July 2026 @ 16:00
Soul City Response to Questions:	16 July 2026 @ 14:00
Tender Submission Deadline:	21 July 2026 @ 16:00
Bid Evaluation:	22 July 2026
Presentations	28 July 2026
Notification of Award / Regrets	29 July 2026
Contracting and Project Initiation	30 July 2026 – 01 August 2026

3. PROPOSAL OFFER TO SOUL CITY

The Bidder must submit one consolidated proposal, covering the following sections:

- **Technical Offer – in response to Annexure B (Terms of Reference)**

The Technical Proposal shall include, at a minimum:

- An understanding of the assignment and proposed technical approach.
- Proposed animation methodology and creative process.
- Proposed production schedule aligned to the Health Calendar.
- Storytelling and visual communication approach.
- Description of animation software, production tools and workflow.
- Portfolio containing at least three (3) comparable animation or motion graphics projects.
- Sample storyboard, animatic or animated script from a comparable assignment.
- Team structure and CVs of key personnel.
- Relevant client reference letters.
- Proposed quality assurance process, including review, approval and revision management.

- **Financial Offer – structured in line with Annexure C (Pricing Schedule)**

- The Financial Offer must be fully itemised in accordance with Annexure C and must include unit rates per deliverable category, total cost per animated digital story, and total project cost.

- **Portfolio Requirements**

- The Bidders shall submit a portfolio containing a minimum of three (3) comparable projects demonstrating experience in animation, motion graphics, explainer videos, digital storytelling, or social and behaviour change (SBC) communication campaigns. SCI reserves the right to verify the authenticity of all submitted portfolio examples and client references.
- SCI may contact the listed clients for verification purposes.

4. **EVALUATION PROCESS**

Evaluation of bids will be conducted in three (3) phases as follows:

Stage	Details
Phase 1	Eligibility / Pre-qualification criteria: Assessment of mandatory compliance documentation, eligibility, and declaration of interest.
Phase 2	Technical / Functional evaluation: Assessment of technical capability, experience, systems, and methodology
Phase 3	Price and B-BBEE evaluation: Assessment based on pricing competitiveness and B-BBEE contribution

4.1 **Phase 1: Pre-Qualification Process (Gate 0)**

Bidders will first be assessed against mandatory eligibility requirements. Failure to submit any required document will result in automatic disqualification.

ELIGIBILITY / PRE-QUALIFICATION CRITERIA
• Company profile demonstrating experience in animation, motion graphics and digital content production. • Proof of company registration (CIPC documents) • Valid Tax Clearance Certificate • Valid B-BBEE Certificate or sworn affidavit • Bank confirmation letter (not older than 3 months) • Proof of business address • Signed Declaration of Interest (Annexure D) • Signed SCI General Terms (Annexure G)

4.2 Phase 2: Technical Evaluation (Gate 1) – [100 Points]

The minimum qualifying score for functionality is 70 out of 100 points. Bidders who fail to achieve this threshold will not proceed to Phase 3.

SCI reserves the right to invite shortlisted bidders to present their technical proposal and demonstrate their proposed creative approach, production methodology, portfolio, project team and overall understanding of the assignment.

TECHNICAL EVALAUTION CRITERIA				
	Evaluation Criteria	Description	Weight	Scoring Guide
1.	Understanding of Assignment and Methodology	Understanding of the Terms of Reference, creative methodology, storytelling approach, Health Calendar alignment and SBC Communication principles.	30	0–14 = Poor; 15–24 = Adequate; 25–30 = Excellent
2.	Portfolio of evidence	Quality and relevance of at least 3 prior animation/multimedia projects	30	0–14 = Limited; 15–24 = Good; 25–30 = Excellent
3.	Project Team, Expertise and Capacity	Qualifications and experience of proposed personnel, production capacity, software capability and project management approach.	20	0–9 = Poor; 10–15 = Good; 16–20 = Excellent
4.	Quality Assurance, Production Workflow and Delivery	Quality control, review process, risk management, production scheduling and ability to meet campaign timelines.	10	0–4: Weak process 5–7: Adequate system 8–10: Strong structured delivery model
5.	Experience, Expertise & Capacity	Minimum 5–8 years animation/visual production experience; team structure and 3 contactable reference letters	10	0–4: Limited experience; 5–7: Adequate experience; 8–10: Extensive relevant experience
TOTAL			100	

4.3 Phase 3: Price & B-BBEE Evaluation (Gate 2) – [100 Points]

4.3.1. Only bidders achieving 70 points or more in Phase 2 will be evaluated further.

PRICE AND B-BBEE SCORE	POINTS ALLOCATED
Price	80
B-BBBEE Contribution	20
TOTAL	100

4.3.2. Points allocated for pricing will be calculated as per the below evaluation criteria:

Price evaluation formula	Points
$Ps = 80 \times \left(1 - \frac{Pt - Pmin}{Pmin}\right)$	80

- Ps = Points scored for price
- Pt = Price of bid under consideration
- Pmin = Lowest acceptable bid price

4.4 Broad-Based Black Economic Empowerment

The below points will be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBBEE Status Level of Contributor	Number of Points
1 – ≥50% Black Woman Owned	20
1 - Other	18
2	16
3	12
4	8
5	6
6	4
7	2
Level 8 or non-compliant	0

Original and valid B-BBEE status level verification certificate or a certified copy thereof, substantiating their B-BBEE rating issued by a verification agency accredited by the South African National Accreditation System ("SANAS"). In the case of Exempt Micro Enterprises (EMEs) and Qualifying Small Enterprises (QSEs), an affidavit is to be submitted.

4.4.1 In the event of a Joint Venture or Consortium(s) / primary bidder with a subcontractor, the following requirements will apply:

- Bidders who wish to respond to this bid as a Joint Venture [JV] or consortium with B-BBEE entities / primary bidder with a subcontractor must state their intention to do so in their tender submission. Such bidders must also submit a signed JV / consortium / subcontracting agreement between the parties clearly stating the percentage [%] split of business (internal audit fee and work) and the associated responsibilities of each party.
- If such a JV or consortium / subcontracting agreement is unavailable, the directors must submit confirmation in writing of their intention to enter into a JV / consortium / subcontracting agreement should they be awarded business by SOUL CITY through this tender process. This written confirmation must clearly indicate the percentage [%] split of business (internal audit fee and work) and the responsibilities of each party. In such cases, before contracting, a signed copy of a JV / consortium / subcontracting agreement must be submitted to SOUL CITY.
- A consortium or joint venture must submit a valid consolidated B-BBEE Status Level verification certificate.

5. Compulsory Briefing Session

A compulsory virtual briefing session will be held to provide prospective bidders with an overview of the tender requirements, clarify the scope of work, and respond to questions relating to the tender documentation.

Attendance at the compulsory briefing session is mandatory. Only bidders represented at the briefing session and recorded on the official attendance register will be eligible to submit a tender. Failure to attend the compulsory briefing session will result in disqualification.

The date, time and virtual meeting details for the compulsory briefing session are set out in the **Tender Timetable** contained in this Annexure.

6. Submission of tenders

Proposals are to be electronically submitted to procurement@soulcity.org.za not later than the closing date which is the 21 July 2026 at 16:00.

No late proposals will be accepted and considered for evaluation. *Soul City intends to appoint a single service provider. However, SCI reserves the right not to make an award, to cancel the procurement process, or to appoint one or more service providers should this be considered to be in SCI's best interests.*

7. Submission format

Bidders must submit one consolidated proposal in searchable PDF format. The Technical Proposal shall not exceed ten (10) A4 pages, excluding annexures such as portfolios, CVs, reference letters, certificates and mandatory compliance documentation. The Financial Proposal shall be submitted separately in accordance

with Annexure C. All files submitted must be clearly labelled with the bidder's name and file content. Incomplete or incorrectly labelled submissions may result in disqualification.

8. Period during which tenders are binding

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

9. Alteration or withdrawal of tenders

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

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with Paragraph 5.

10. 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.

11. Ownership of tenders

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

12. Confidentiality

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

The evaluation reports and written records are for official internal use only and may not be communicated to either the Bidders or to any other party.

13. Question Submission

All requests for clarification relating to this tender must be submitted in writing to procurement@soulcity.org.za by the deadline stipulated in the timetable. No verbal enquiries will be entertained.

Responses to requests for clarification will be shared with all participating bidders where the response may materially affect the preparation of proposals.