

## **ANNEXURE A – INSTRUCTIONS TO BIDDERS**

### **APPOINTMENT OF A PANEL OF INTEGRATED CREATIVE MEDIA SERVICE PROVIDERS FOR VIDEOGRAPHY, PHOTOGRAPHY, GRAPHIC DESIGN AND MULTIMEDIA CAMPAIGN SUPPORT SERVICES FOR THE “WHERE GIRLS ARE SEEN, MOVEMENTS BEGIN” CAMPAIGN**

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. Appointments will be made based on the overall evaluation outcome, demonstrated technical capability, safeguarding compliance, and value for money.

#### **1. SERVICES TO BE PROVIDED**

The services required from the appointed service provider(s) are described in detail in Annexure B: Terms of Reference: Videography, Photography, Graphic Design and Multimedia Campaign Support Services for the “Where Girls Are Seen, Movements Begin” Campaign.

**SCI intends to appoint a non-exclusive panel of integrated creative media service providers to support campaign implementation.**

The scope of services includes, but is not limited to:

- Documentary-style videography
- Professional photography services
- Graphic design and campaign visual identity development
- Multimedia and digital campaign support
- Social media toolkit development
- Post-production editing and multimedia formatting
- Asset management and handover
- Safeguarding and consent management support

The panel may consist of multiple service providers across different geographical locations and specialist capabilities, including videography, photography, graphic design, multimedia production, and related communication support services.

**Bidders are encouraged to demonstrate integrated service capability across videography, photography, graphic design, and related multimedia support services. However, SCI reserves the right to allocate work based on supplier capability, specialist expertise, geographical presence, operational requirements, and project suitability.**

Due to the varying nature, scope, locations, technical requirements, production complexity, timelines, and deliverables associated with different assignments, bidders are required to submit a professional rate card as part of Annexure C.

**The submitted rate card will serve as the basis for comparative evaluation and panel appointment. For specific projects, campaigns, events, or assignments, SCI may request project-specific quotations from appointed panel members based on the approved rate card, project scope, geographical requirements, supplier availability, specialist expertise, and operational requirements.**

**2. CONTRACT PERIOD**

The panel appointment shall be valid for a period of **twelve (12) months** from the date of appointment.

SCI reserves the right to extend the panel appointment for an **additional twelve (12) months**, subject to:

- Funding availability
- Satisfactory supplier performance
- Ongoing organisational requirements

**Appointment to the panel does not guarantee any minimum work allocation, volume of work, exclusivity, or expenditure commitment from SCI.**

**3. TIMETABLE**

Activity	Deadline date
Advertisement of Tender	26 May 2026
Compulsory Virtual Tender Briefing: <a href="https://teams.microsoft.com/meet/343047983906479?p=UucbfyVlypTYtQGw7x">https://teams.microsoft.com/meet/343047983906479?p=UucbfyVlypTYtQGw7x</a>	28 May 2026
Deadline for Written Questions:	02 June 2026 @ 16:00
Soul City Response to Questions:	05 June 2026 @ 14:00
Tender Submission Deadline:	11 June 2026 @ 16:00

Bid Evaluation:	15 June 2026
Presentations	19 June 2026
Notification of Award / Regrets	22 June 2026
Contracting and Project Initiation	01 July 2026

#### 4. PROPOSAL OFFER TO SOUL CITY

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

##### 5.1. Technical Proposal

The Technical proposal must include:

- Understanding of the assignment and campaign objectives
- Proposed production methodology and workflow
- Portfolio/showreel demonstrating integrated multimedia capability
- Proposed team structure and CVs of key personnel
- Proposed project management and quality assurance approach
- Safeguarding and consent management approach
- At least three (3) reference letters from similar projects
- Equipment and software capability overview

##### 5.2. Financial Offer – structured in line with Annexure C (Pricing Schedule)

The financial proposal must be completed in accordance with Annexure C – Pricing Template.

#### 5. EVALUATION PROCESS

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

Stage	Details
Phase 1	Eligibility / Pre-qualification
Phase 2	Technical / Functional Evaluation
Phase 3	Price and B-BBEE Evaluation

SCI reserves the right to appoint multiple service providers to the panel based on evaluation outcomes, geographical footprint, specialist expertise, operational requirements, transformation objectives, capacity, and value for money considerations

### 5.3. 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	
	<ul style="list-style-type: none"> <li>• Company profile</li> <li>• CIPC registration documents</li> <li>• Valid Tax Clearance Certificate</li> <li>• Valid B-BBEE certificate or affidavit</li> <li>• Bank confirmation letter not older than three (3) months</li> <li>• Proof of business address</li> <li>• Signed Declaration of Interest</li> <li>• Confirmation of acceptance of SCI payment terms</li> <li>• Acceptance of SCI General Terms</li> </ul>

### 5.4. 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.

TECHNICAL EVALAUTION CRITERIA				
	Evaluation Criteria	Description	Weight	Scoring Guide
1.	Understanding of Assignment & Production Approach	Understanding of SCI campaign objectives, storytelling methodology, production workflow, and community-sensitive approach	25	0–10 Poor / Generic; 11–18 Adequate; 19–25 Strong SCI-aligned approach
2.	Portfolio of Evidence	Demonstrated quality and relevance of integrated multimedia portfolio	35	0–15 Limited evidence; 16–25 Relevant portfolio; 26–35 Strong professional portfolio
3.	Safeguarding, Ethical Practice & Consent Management	POPIA compliance, informed consent, dignity-based storytelling and safeguarding understanding	15	0–5 Weak; 6–10 Adequate; 11–15 Strong

4.	Capacity, Equipment & Project Management	Ability to manage multiple deliverables, timelines, logistics and quality control	10	0–3 Weak; 4–7 Adequate; 8–10 Strong
5.	Experience & References	At least 5 years relevant experience and minimum three (3) contactable references	15	0–5 Limited; 6–10 Adequate; 11–15 Strong
<b>TOTAL</b>			<b>100</b>	

*SCI reserves the right to invite shortlisted bidders to present their technical proposal and demonstrate their portfolio and/or production capability.*

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

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

PRICE AND B-BBEE SCORE	POINTS ALLOCATED
Price	80
B-BBEE Contribution	20
<b>TOTAL</b>	<b>100</b>

Pricing evaluation will be based on the professional rate card submitted in Annexure C. Submitted rates will be used for comparative evaluation and panel appointment purposes and may further serve as a benchmark for future project-specific quotations.

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

Price evaluation formula	Points
$P_s = 80 \times \left(1 - \left(\frac{P_t - P_{min}}{P_{min}}\right)\right)$	80

- $P_s$  = Points scored for price
- $P_t$  = Price of bid under consideration
- $P_{min}$  = Lowest acceptable bid price

**SCI reserves the right to assess pricing reasonableness, completeness, market alignment, and balanced pricing across all rate card categories during evaluation**

### 5.6. 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-BBEE 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.

5.6.1. 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.

## 6. SUBMISSION OF TENDERS

Proposals are to be electronically submitted to [procurement@soulcity.org.za](mailto:procurement@soulcity.org.za) not later than the closing date which is the 11 June 2026 at 16:00.

No late proposals will be accepted and considered for evaluation. Soul City reserves the right to award the contract to one or more service providers.

## 7. SUBMISSION FORMAT

Bidders must submit a single consolidated proposal in PDF format, with a maximum length of 10 pages, excluding annexures such as compliance documentation (e.g., CIPC, B-BBEE, Tax Clearance, portfolios,

etc.). *All files submitted must be clearly labelled with the bidder's name and file content. Incomplete or unlabelled files/submissions may result in disqualification.*

**Bidders must complete Annexure C strictly as prescribed. No amendments, restructuring, deletion of pricing lines, insertion of additional pricing categories, or alternative pricing formats will be permitted, and any such changes 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 questions relating to the tender must be submitted to [procurement@soulcity.org.za](mailto:procurement@soulcity.org.za)