RFQ No: 03JULY25

QUOTATION DESCRIPTION	DEPART.	CONTACT PERSON	CLOSING DATE &TIME
Request for Appointment of Digital Brand Management Agency.	FINANCE	SCM	Date: 12 August 2025
brand Management Agency.		Tel : 012 003 1400 Email:	Time: 12:00 pm
		SCMDemand@fpb.org.za	Compulsory Briefing Session:
			01 August 25 @ 10:00am;
			Microsoft Teams
			https://teams.microsoft.com/l/meetup- join/19%3ameeting_N2ZhN2VlOWYtO WJmMi00Zml0LThjODYtMmlxZWYzNTJ kMGVh%40thread.v2/0?context=%7b %22Tid%22%3a%22c57ba381-f7a4- 4842-ae69- ac7023556dfc%22%2c%22Oid%22%3 a%22be4f493c-0122-435e-be2b- 65f989c9aae3%22%7d
ALL QUOTATIONS OR PRO			
ADDRESS: ECO Glades 2,			rion, 0169
ALL QUOTATION MUST B	E VALID FO	OR 60 DAYS	

INDEX

NO	DETAILS	DOC	UMENT
	LIST OF RETURNABLE DOCUMENTS THAT SHOULD	D FORM	PART OF QUOTATION
	DOCUMENT (NEATLY ATTACHED AS ANNEXURES)		
1	Tax Clearance Certificate or Unique Pin		
2	Proof or supporting documents for points claim on	1.	CIPC
	specific goal -SBD6.1	2.	CSD (Full) report
		3.	Sworn affidavit /BBBEE
			indicating the level of
			ownership in the
			Enterprise
			Enterprise
	BBBEE SCORECARD GUIDELINE		
	BB-BEE score of companies		
	Level 1 9 Points		
	Level 2 8 Points Level 3 7 Points		
	Level 4 6 Points		
	Level 5 5 Points		
	Level 6 4 Points		
	Level 7 3 Points Level 8 2 Points		
	Non-compliant 0 Points		
3	Standard Bidding Documents		SBD1, SBD 4, SBD6.1
4	Tax compliant CSD Report		
5	Comprehensive proposal or Quotation that respond to		
	RFQ		

Very important notice for disqualification

Name and aurnama:

I/we the undersigned, who warrants that he/she is duly authorised to do so on behalf of the company declares that:

- -The information furnished on this quotation is true and correct.
- -If the information provided on this quotation is found to be incorrect, FPB, in addition to any other remedy it may have:
- -Recover all costs, losses or damages it has incurred or suffered as a result of that person's conduct: and
- -Cancel the purchase order and claim any damages which it has suffered as a result of having to make less favourable arrangement due to such cancellation.

I have read, fully understand, and hereby accept FPB's standard quotation instructions.

"In submitting any information or documentation requested above or any other information that may be requested pursuant to this RFQ/tender, you are consenting to the processing by FPB or its stakeholders of your personal information and all other personal information contained therein, as contemplated in the Protection of Personal Information Act, No.4 of 2013 and Regulations promulgated thereunder ("POPI Act"). Further, you declare that you have obtained all consents required by the POPI Act or any other law applicable. Thus, you hereby indemnify FPB against any civil or criminal action, administrative fine or other penalty or loss that may arise as a result of the processing of any personal information that you submit."

Name and Sumame	
Signature:	
Date:	

Expected date of delivery 29 August 2025

Venue:(Place of delivery) Film and Publication Board Office

Type: Digital Brand Management Agency

List of abbreviations used

FPB - Film and Publication Board

SCM – Supply Chain Management

PR - Public Relations

GBV - Gender-Based Violence

NCII - Non-Consensual Intimate Images

CSAM - Child Sexual Abuse Material

TV – Television

Q1, Q2, Q3, Q4 – Quarter 1, Quarter 2, Quarter 3, Quarter 4 (referring to the four quarters of the financial year)

SA - South Africa

CSE - Corporate Services Executive

Detailed Specification Requirement

The Film and Publication Board seeks to appoint a qualified and experienced PR and digital agency to support the Communications Unit in delivering high-quality, engaging, and strategic digital communications and promotional services. The selected service provider will assist in enhancing FPB's brand awareness, public education, and stakeholder engagement initiatives through professional digital content creation, influencer marketing, and advertising management.

SCOPE OF WORK

Strategy and implementation Plan

- Develop a digital strategy and implementation plan for approval that should be implemented for our digital platforms and content.
- Implement the approved digital strategy for all relevant platforms and content.
- Develop content and key messaging from FPB content for the relevant platforms and FPB target audience i.e. Children, Youth, Parents, Women on revenge porn/ NCII/ Online GBV and Content creators
- Create animation to create content for children on online harms including CSAM

Influencer Marketing

- Identification and management of influencers aligned with FPB's audience.
- Outsource top influencers from all provinces and in SA to create online safety content for videos, TikTok content, podcast, live sessions, adverts for cinema, radio or TV on public education, our relevant research reports and classification guidelines aligned to the FPB mandate (in different SA languages).
- Facilitate Podcast on FPB mandate in consultation with Management
- Source 2 influencer to execute at least 2 campaigns for public education and brand awareness per quarter.
- Development of performance metrics to see performance of the campaigns.

The influencers should arrange focus groups and others critical collaborations (online and physical) to engage on FPB mandate.

Graphic Design Services

- Creation of 15 static posters and animated graphics for digital platforms per quarter.
- Design of posters, web banners, infographics, and campaign visuals in line with FPB brand guidelines.
- Feed Post: 1200 × 1500 px (4:5 ratio) POSTERS
- Event Cover: 1920 × 1005 px POSTERS
- Adaptation of content to various formats and sizes.
- Use animation to create content for children on online harms including CSAM
- Design of QR coded business cards, pamphlets and artwork for publications, as and when needed.

Advertising and paid promotions

- Management of social media spend across platforms.
- Pay 1 social media campaign per quarter to promote our posts. For Q1&Q3 -pay
 Facebook, Q2&Q4 pay on Instagram

Videography and Editing

- Offer videography service two times a quarter to shoot a campaign.
- Video editing and share completed files.
- Shoot content according to our script for social media content sharing.

DELIVERABLES

- 8x Influencers annually.
- 8x videos annually.
- 15x final design files in editable and web formats per quarter.
- 4x paid promotion ad per quarter.
- Summary of insights and recommendations report per quarter.

MINIMUM REQUIREMENTS

- 5–10 years proven experience in digital marketing and communications.
- Submit portfolio of evidence for work done and campaigns done.
- Strong creative and campaign performance portfolio.
- Knowledge of South African public sector communications.

PART A INVITATION TO BID YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (NAME OF DEPARTMENT/ PUBLIC ENTITY)

TOU ARE HEREDT INV	וובט וט סוט רטא	REQUIREMENTS OF I	HE (NAME OF	DEPARTMENT/ PC			
	03JULY25	CLOSING DATE:		12 August 2025	CLO	OSING ∕IE:	12:00 pm
DESCRIPTION Reque							
BID RESPONSE DOCUI	BID RESPONSE DOCUMENTS MAY BE DEPONSITED IN THE BID BOX SITUATED AT (STREET ADDRESS)						
SCMDemand@fpl	SCMDemand@fpb.org.za						
BIDDING PROCEDURE	ENQUIRIES MAY	BE DIRECTED TO	TECHNICAL	ENQUIRIES MAY	BE DIRECT	TED TO:	
CONTACT PERSON	Makhosazana	Hlatshwayo	CONTACT F	ERSON		Makhosaz	ana Hlatshwayo
TELEPHONE NUMBER	012 003 1400		TELEPHONE	NUMBER		012 003 140	00
FACSIMILE NUMBER			FACSIMILE	NUMBER			
E-MAIL ADDRESS	SCMDemar	nd@fpb.org.za	E-MAIL ADD	RESS		SCMDem	and@fpb.org.za
SUPPLIER INFORMATION	ON						<u> </u>
NAME OF BIDDER							
POSTAL ADDRESS							
STREET ADDRESS				1			
TELEPHONE NUMBER	CODE	(010)		NUMBER			
CELLPHONE NUMBER				1			
FACSIMILE NUMBER	CODE			NUMBER			
E-MAIL ADDRESS							
VAT REGISTRATION NUMBER							
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA		
B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE		PLICABLE BOX]	B-BBEE STA AFFIDAVIT	ATUS LEVEL SWOF	RN	•	ICABLE BOX]
	Yes	No				Yes	No
[A B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SWORN AFFIDAVIT (FOR EMES & QSEs) MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE]							

ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	☐Yes ☐No [IF YES ENCLOSE PROOF]	ARE YOU A FO SUPPLIER FOR /SERVICES /WO		☐Yes [IFYES,ANSWER THE QUESTIONNAIRE BELOW]	□No
QUESTIONNAIRE TO BI	DDING FOREIGN SUPPLIERS				
DOES THE ENTITY HAV DOES THE ENTITY HAV DOES THE ENTITY HAV IS THE ENTITY LIABLE I	ENT OF THE REPUBLIC OF SOUTH AFE A BRANCH IN THE RSA? E A PERMANENT ESTABLISHMENT IN E ANY SOURCE OF INCOME IN THE R N THE RSA FOR ANY FORM OF TAXA	THE RSA? SA? FION?	☐YES ☐ NO ☐ YES ☐ NO		
	O" TO ALL OF THE ABOVE, THEN IT I OM THE SOUTH AFRICAN REVENUE S				STATUS

PART B TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED TIME TO THE CORRECT ADDRESS. LATE BIDS WILL NOT BE ACCEPTED FOR CONSIDERATION.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED—(NOT TO BE RE-TYPED) OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT.
- 1.3. THIS BID IS SUBJECT TO THE PREFERENTIAL PROCUREMENT POLICY FRAMEWORK ACT, 2000 AND THE PREFERENTIAL PROCUREMENT REGULATIONS, 2017, THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT.
- 1.4. THE SUCCESSFUL BIDDER WILL BE REQUIRED TO FILL IN AND SIGN A WRITTEN CONTRACT FORM (SBD7).

2. TAX COMPLIANCE REQUIREMENTS

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE WWW.SARS.GOV.ZA.
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED, EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS PIN IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
- 2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

NB: FAILURE TO PROVIDE / OR COMPLY WITH ANY OF THE ABOVE PAI	RIICULARS MAY RENDER THE BID INVALID.
SIGNATURE OF BIDDER:	
CAPACITY UNDER WHICH THIS BID IS SIGNED: (Proof of authority must be submitted e.g. company resolution)	
DATE:	

BIDDER'S DISCLOSURE

1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest1 in the enterprise, employed by the state?
YES/NO

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

¹ the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

2.2	employed by the procuring		relationship with any person who is		
2.2.1	If so, furnish particulars:				
2.3	person having a controlling		olders / members / partners or any re any interest in any other related ? YES/NO		
2.3.1	If so, furnish particulars:				
3 D	ECLARATION				
	I, the undersigned, (nam	ne)	in		
			owing statements that I certify to be		
	true and complete in every				
3.1	I have read and I understan	d the contents of this disclosur	e;		
3.2	I understand that the accom	npanying bid will be disqualified	I if this disclosure is found not to be		

true and complete in every respect;

- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium2 will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring institution in relation to this procurement process prior to and during the bidding process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.
- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF

² Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

DECLARATION PROVE TO BE	E FALSE.	
Signature	Date	
Position	Name of bidder	

PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS

SBD 6.1

PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022

1. GENERAL CONDITIONS

- 1.1 The following preference point systems are applicable to invitations to tender:
 - the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
 - the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

1.2 To be completed by the organ of state

(delete whichever is not applicable for this tender).

- a) The applicable preference point system for this tender is the 90/10 preference point system.
- b) The applicable preference point system for this tender is the 80/20 preference point system.
- c) Either the 90/10 or 80/20 preference point system will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

- 1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:
 - (a) Price; and
 - (b) Specific Goals.

1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
Total points for Price and SPECIFIC GOALS	100

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

2. **DEFINITIONS**

- (a) "tender" means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) "price" means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) "rand value" means the total estimated value of a contract in Rand, calculated at the time of

bid invitation, and includes all applicable taxes;

- (d) "tender for income-generating contracts" means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) "the Act" means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

3.1. POINTS AWARDED FOR PRICE

3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

80/20 or 90/10

$$Ps = 80 \left(1 - \frac{Pt - P \min}{P \min}\right)$$
 or $Ps = 90 \left(1 - \frac{Pt - P \min}{P \min}\right)$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$Ps = 80 \left(1 + \frac{Pt - P \max}{P \max}\right) \qquad \text{or} \qquad Ps = 90 \left(1 + \frac{Pt - P \max}{P \max}\right)$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

4. POINTS AWARDED FOR SPECIFIC GOALS

- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
 - (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
 - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,

then the organ of state must indicate the points allocated for specific goals for both the 90/10

and 80/20 preference point system.

Table 1: Specific goals for the tender and points claimed are indicated per the table below.

(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.

Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)

The specific goals allocated points in termsof this tender	Number of points allocated (90/10 system) (To be completed bythe organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
BBBEE scored card refer table A		9		
EME and/QSE		1		
51% women or more owned		5		
51% youth or more owned		3		
51% Owned by Persons wh Disabilities		1		
Gauteng		1		

DECLARATION WITH REGARD TO COMPANY/FIRM

4.3.	Name of company/firm
4.4.	Company registration number:

- 4.5. TYPE OF COMPANY/ FIRM
 - Partnership/Joint Venture / Consortium
 - One-person business/sole propriety
 - Close corporation
 - Y Public Company
 - Personal Liability Company
 - Υ (Pty) Limited
 - Y Non-Profit Company
 - Y State Owned Company

[TICK APPLICABLE BOX]

- 4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:
 - i) The information furnished is true and correct;
 - ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
 - iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
 - iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have
 - (a) disqualify the person from the tendering process;
 - (b) recover costs, losses or damages it has incurred or suffered as a result

of that person's conduct;

- (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such cancellation;
- (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the audi alteram partem (hear the other side) rule has been applied; and
- (e) forward the matter for criminal prosecution, if deemed necessary.

	SIGNATURE(S) OF TENDERER(S)
SURNAME AND NAME: DATE:	
ADDRESS:	