

REQUEST FOR PROPOSAL (RFP)

Date of issue: 04 June 2021

Submission deadline: 11 June 2021

Ref no: ZA2021/05

TERMS OF REFERENCE

Marketing and Communications Services

FOR THE AD HOC MARKETING AND COMMUNICATIONS SERVICES FOR THE PERIOD: 1 April 2021 to 31 March 2024.

1. INTRODUCTION

The purpose of this document is to invite submission of proposals to provide .ZA Domain Name Authority (.ZADNA) with marketing and communications services. .ZADNA intends to select a maximum of three (3) service providers who will be commissioned with ad hoc marketing-communications projects that support its mandate. All executions will be guided by .zadna's Brand CI and Brand Communications Guidelines.

2. BACKGROUND

.ZADNA is a not-for-profit company established in terms of section 59 of the Electronic Communications and Transactions Act, 2002 (Act 25 of 2002). ZADNA's mandate is to regulate the .za namespace and ensure its efficient use, management and administration. .ZADNA is accountable to its members and the South African Department of Communications and Digital Technologies (DCDT).

3. Specifications

- 3.1 Content development, proof-reading and editing services
 - Produce product marketing content in line with .zadna's strategic goals
 - Proof-read and editing of content supplied by .zadna
 - Content marketing
 - Produce .ZADNA's publications eg. Annual report
- 3.2 Multimedia Graphic Design services
 - Development of marketing/corporate videos
 - Development of infographics, event invitations, posters, brochures etc
- 3.3 Digital marketing services
 - Develop a social media tactical plan
 - Develop a social media content plan.

.ZA Domain Name Authority NPC - Registration no. 2003/021150/08

Directors: Ms. P Legoze – Chairperson, Ms. A Esterhuysen, Prof D Mashao, Prof K Moodaliyar, Ms. M Malapane, Mr. N Msibi, Mr. R Mbuva Ms. S Mzizi, Ms. V Motloutsi, Mr M Wesi (CEO)

Company Secretary: Ms. S. Ngwenya

4. Requirements

- 4.1 Be reputable marketing communications services provider with experience;
- 4.2 Be an experienced and qualified developmental/substantive editor, copyeditor or proof-reader; Have at least five years' experience providing the services required to medium/large org;
- 4.3 Percentages proposed must be valid for the entire period provided by the respondent or required by RFQ financially stable.

5. Required documents

- 5.1 CIPC registration documents.
- 5.2 Tax Compliance certificate/Pin.
- 5.3 BEE Certificate / Affidavite.
- 5.4 Detailed Company profile.
- 5.5 Three contactable references in the same scope of work.
- 5.6 Pricing Schedule
- 5.7 Declaration of Interest for key Management in the organization.

6.Evaluation

6.1 The RFP will be evaluated with the preference point 80/20 evaluation as per the ZADNA'S procurement policy.

6.2

| | |
|---|-----------------------------------|
| Total Point for price and Functionality awarded 80: | Total HDI awarded points 20 |
| Price - 50 Points : | Upliftment of communities (BEE) : |
| Functionality - 30 Points: | Promotion for SMME'S: |
| | Promotion of Female owned: |
| Total | |

7. Terms and Conditions

- 7.1 The Request for Proposal is not and shall not be considered an offer by .ZADNA.
- 7.2 All responses must be received on or before the date and time indicated above.
- 7.3 All late responses will be rejected.
- 7.4 All unresponsive responses will be rejected.
- 7.5 All awards will be subjected to .ZADNA contractual terms and conditions.
- 7.6 .ZADNA reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
- 7.7 .ZADNA reserves the right to accept all or part of the proposal when award is provided.
- 7.8 The official language for the proposal, contract, reports and any other documents in relation to the assignment is English.
- 7.9 The frequency of service requests will depend on the publications plan and communications activities of .ZADNA.
- 7.10 Language editing costing must rate per page

8. CONFLICTS OF INTEREST

8.1 The professional service providers are required to comment on any potential conflicts of interest arising out of other assignments or a conflicting involvement in other assignments which may impair on their independency.

9. CONFIDENTIALITY

9.1 The Consultant agrees to keep confidential all information that they receive, directly or indirectly, from the Authority, or any other stakeholder, as well as all copies or analysis that they make, or have been made by third parties, based on such information (collectively, the Material);

9.2 The Consultant shall use the Material exclusively to prepare deliverables relevant to this assignment. The confidentiality obligations shall not apply to information in the public domain.

9.3 The Consultant shall only permit access to the Material to persons within their organisations on a need-to-know basis.

9.4 The Consultant shall explicitly inform such persons of the confidential nature of the Material and, before providing them with the Material, subject them to the confidentiality obligations contained in this Terms of Reference.

9.5 The Consultant agrees that the Material will remain property of ZADNA and cannot be used anywhere outside of the scope of this project.

Submissions should be emailed to zadnafinance@zadna.org.za and info@zadna.org.za no later than Monday the 11th of June 2021. Enquiries should be directed to Mr. German Moutlaneng (Finance Manager) at telephone number 010 020 3910 or at the aforementioned email addresses.