

Request For Proposal: Panel of Preferred Marketing and Communication Service Providers

RFP No.: RFPZA2022/05

Date of Issue: Tuesday, 15 November 2022

Submission deadline: Friday, 25 November 2022 at 16h00

1. INTRODUCTION

ZA Domain Name Authority (.ZADNA) invites interested parties to form part of ZADNA's marketing and communication panel of preferred service providers, who will be appointed for a period of three (3) years. Interested parties are requested to submit a proposal with estimated cost (rate card) for the service categories that are outlined in bulletin three (3) of this document.

The respective panels will support ZADNA's PR and Marketing department on **ad-hoc projects** and each panel will consist of a maximum of four (4) service providers per service category. All executions will be guided by .ZADNA's Brand CI and Brand Communications Guidelines.

2. BACKGROUND

2.1. ABOUT .ZADNA

.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). Further information about ZADNA can be found at <https://www.zadna.org.za>

2.2. PERIOD OF APPOINTMENT

The service providers will be appointed for a period of three (3) years renewable annually based on the service provider's performance and cost.



+27 (0) 10 020 3910



info@zadna.org.za



www.zadna.org.za

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

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

Company Secretary: First Corporate Secretaries

2.3. .ZADNA'S RESPONSIBILITY TO THE PANEL

- 2.3.1. Providing the service provider with all appropriate documentation, advice, and information pertinent to the services being carried out.
- 2.3.2. .ZADNA has the right to terminate or suspend the appointment and shall notify the service providers in writing of any intention to do so and the reasons for termination.
- 2.3.3. Provide the service provider with a concise brief and timelines for each task to be carried out as and when the services are required.

2.4. SERVICE PROVIDERS' RESPONSIBILITY

- 2.4.1. The service providers undertake to abide by .ZADNA's policies and procedures and Code of Conduct whilst conducting the work on its behalf.
- 2.4.2. The service providers undertake to abide by the responsibilities and prescripts outlined in each brief.

3. MARKETING COMMUNICATIONS SERVICE PANEL CATEGORIES

Panel Category	Business Goal	Activities
3.1. Digital Marketing	Active and Engaging Digital Platforms	Video Production and Photography
		Website Enhancement and optimisation
		Customer and Data Management System
3.2. Event Management	Meaningful Community-based Events and Training	Product Activations and Promotions. Conferences
3.3. Market Research	Market Insights	Conduct Market Review and Analysis
3.4. Corporate Communications	Consumable and Effective Communication	Proofread and editing of content
		Design of corporate literature and reports
3.5. Branding collateral and promotional items	Brand Visibility	Procure and produce branding material

4. TERMS AND CONDITIONS

- All submissions must be received on or before the date and time indicated above.
- All late submissions will be rejected.
- All awards will be subjected to .ZADNA contractual terms and conditions.
- .ZADNA reserves the right to accept or reject any submission or cancel the solicitation process at any time and shall have no liability to the proposing organisations submitting proposals for such rejection or cancellation of the request for proposals.
- .ZADNA reserves the right to accept all or part of the submission when the award is provided.

- The official language for the proposal, contract, reports, and other documents related to the assignment are in English.
- The frequency of service requests will depend on .ZADNA's activities.

4.1. THE FOLLOWING MINIMUM REQUIREMENTS WILL APPLY:

- 4.1.1. Portfolio of the work produced by the service provider in line with the above-mentioned service categories
- 4.1.2. Each submission must be accompanied by a rate-card (cost estimate)
- 4.1.3. A minimum of 3 references with contact numbers and email contact
- 4.1.4. Proof of registration with CSD (supplier number and reference number)
- 4.1.5. Tax Compliant Status
- 4.1.6. Proof of BBBEE (Broad Based Black Economic Empowerment) level

ALL SUBMISSIONS MUST BE SENT VIA EMAIL TO THE FOLLOWING EMAIL ADDRESSES: zadnafinance@zadna.org.za

5. RFP SUBMISSION TEMPLATE

5.1. Applicant (name of the legal entity submitting an expression of interest)

Organisation Leader/s	Legal entity	Nationality

5.2. Contact Person (contact details of the primary contact)

Name and Surname:	
Designation:	
Office line:	
Mobile:	
Email:	

5.3. Experience

Service	Years of experience
Digital Marketing	
Event Management	
Research Studies	
Editing and Proofreading	
Branding collateral and promotional items	

5.4. Business Information

Years in business	
BBBEE Level	
Size of the business	
% Of women owners of the business	
% Of youth owners of the business	
% Of women in leadership of the business	
% Of youth owners of the business	
Any other information	

5.5. References

Client 1

Client's name	Industry	Project description	Duration of Servicing the client	Ref contact

Client 2

Client's name	Industry	Project description	Duration of Servicing the client	Ref contact

Client 3

Client's name	Industry	Project description	Duration of Servicing the client	Ref contact