

REQUEST FOR PROPOSALS

INVITATION FOR PROPOSALS FOR THE APPOINTMENT OF ADVERTISING AGENCY, TO MANAGE DUBE TRADEPORT CORPORATION BRAND AND MARKETING REQUIREMENTS, FOR A PERIOD OF 3 YEARS.

REF NO.: DTP/RFP/15/CEO/07/2017

Dube TradePort Corporation (DTPC) is a provincial public entity (section 3C in terms of the Public Finance Management Act). Refer to www.dubetradeport.co.za for more information on Dube TradePort Corporation.

DTPC invites suitably experienced service providers to tender for the appointment of an Advertising Agency to develop highly effective marketing strategies and creative rollout, for a period of 3 years that support the organisation's strategic objectives.

The appointed Advertising Agency will be required to work with Dube TradePort in order to:

- Increase brand awareness and understanding of the vision, purpose and offering of Dube TradePort amongst a number of varied demographics;
- Provide marketing support to Dube TradePort's commercial sub-brands to increase revenue growth and attract private sector investment;
- Conduct research in order to develop tailored strategies and in response implement varied marketing activities; and
- Provide the following services: creative direction, graphic design, digital marketing, copy-writing, production management, public relations, media monitoring, as well as media planning and buying.

It is a condition of this bid that a minimum of 45% of the contract value must be allocated to an Enterprise Development Partner, which is at least 51% owned by African Black people.

EVALUATION OF THIS BID

All proposals will be evaluated in various stages – compliance and functionality will be assessed and thereafter all responsive proposals will be evaluated in accordance with the PPPFA regulations, 2017 using the 80/20 preference points system.

REQUESTS FOR DOCUMENTS & ENQUIRIES

Bid documents will only be available from, **28th August 2017** to **6th September 2017** during the weekdays (Mon – Fri) between 08h30 and 16h00, at the Dube TradePort Corporation offices at 7 Umsinsi Junction, 4th floor, 29° South, La Mercy, KwaZulu-Natal. A non-refundable document fee of R 1000.00 (One thousand Rands) must be paid via EFT prior to collection of the Bid Documents. No cash will be accepted and proof of payment must be produced on collection of the Bid Documents. Please allow 2 days for funds to reflect in the account. DTPC will only release documents once the payment has been cleared in its bank account. Payments must contain the reference, "**RFP/15/CEO/07**" and must clearly identify the Bidder, e.g. "ABC Consortium". Electronic versions of these documents will only be available on confirmation and/or proof of payment.

Dube TradePort Corporation banking details:

Bank: ABSA; A/C No: 405 687 3817; Branch Code: 632 005; A/C Name: Dube TradePort Corporation; Account type: Current

REQUEST FOR PROPOSALS

A **COMPULSORY** briefing session and site meeting for service providers, who have paid for and collected the Bid Documents during the collection period as specified above, will be held at DTPC, 7 Umsinsi Junction, 4th Floor, 29^o South, La Mercy KwaZulu Natal on, **7th September 2017 at 11:00**.

Enquiries should be directed via email: tenders@dubetradeport.co.za.

CLOSING TIME & DATE FOR SUBMITTING RESPONSES

Proposals must be submitted at the DTPC offices on or before **11h00**, South African time on **26th September 2017**. Documents should be clearly marked "**ADVERTISING AGENCY, TO MANAGE DUBE TRADEPORT CORPORATION BRAND AND MARKETING REQUIREMENTS, FOR A PERIOD OF 3 YEARS**"