



Provision of media bulk buying, media planning and related services for SARS



Briefing Session: 04 March 2021 at 11H00
RFP No.: RFP 19/2020
Closing Date: 19 March 2021, 11H00



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2. RFP Timelines
3. Background and Scope of Work
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Bid Evaluation Committee

Procurement

Sourcing Lead: Professional Services – Project Oversight

Governance, Compliance & Risk Specialist – Audit

Internal Audit

Contract Specialist

Tender Office – Bid Opening

Value Delivery Planning – Price Evaluator

Finance

B-BBEE Evaluator

SARS Business Unit

Bid Specification Committee

Technical Evaluators X 3

Corporate Legal Services

Legal Specialist

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RFP Timelines

ACTIVITY	DUE DATE
RFP Advertisement in SARS website & e-Tender	26 February 2021
Non-compulsory (virtual) briefing session	04 March 2021
Questions relating to RFP	11 March 2021
RFP Closing Date	19 March 2021 at 11H00
Notice to bidders	May 2021

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Scope of work

Refer to section 9 of the RFP document.

SARS requires the services of an established media buying and planning agency for these channels:

- Radio (Including Regional & Community Radio stations);
- Print media (Including Regional & Community media);
- Television (Including Regional & Community TV);
- Out-of-home (OOH);
- Online and digital media;
- The distribution of bulk messages on social media platforms like WhatsApp; and
- Production of material for out of home, radio and digital platforms

Scope of work continued

Refer to section 9 of the RFP document.

Require the services of an established media buying agency for:

The service provider must have a proven track record on:

- Media research, analysis and monitoring;
- Media strategy development and execution;
- Media platform selection;
- Media commission and bulk discount rate negotiations and placements;
- Excellent turnaround time; and
- Knowledge, information and skills transfer initiatives for clients.

Scope of work continues

Refer to section 9 of the RFP document. Require the services of an established media buying and planning agency for:

Reporting

- The service provider must provide SARS with:
- A media strategy for a campaign;
- Media buying schedules, media trends and the latest developments on a quarterly basis;
- Weekly status reports in conjunction with the creative advertising agency;
- Monthly report in conjunction with the creative advertising agency for long-term campaigns;
- Campaign close-out reports; and
- Ad hoc media related reports requested from time-to-time.

Transition/ Hand-over

The bidder will be required to partake in a formal transition and hand-over from the outgoing service provider to adopt the current model of service provision to the model described in this Request for Proposal (RFP) a month before the inception of the contract.

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Bid Evaluation Process

Refer to section 12 of the RFP doc

Gate 0

Pre-Qualification

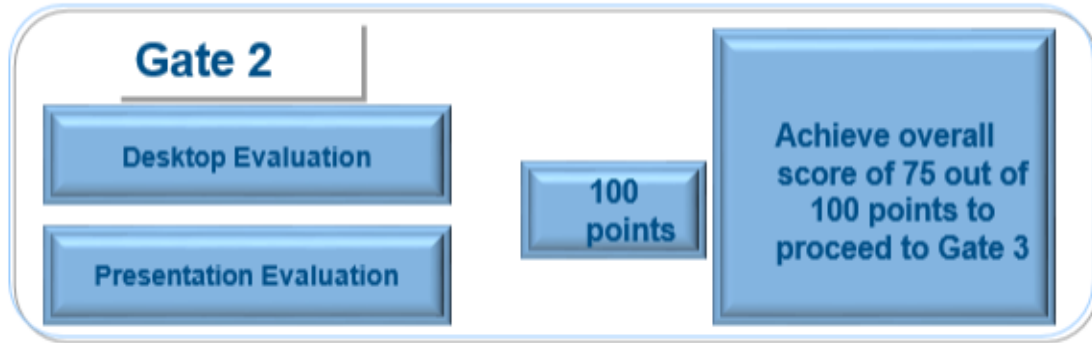
- Invitation to Bid SBD 1
- Tax Compliance status pin
- Central Registration Report (Central Database System) from NT
- GCC & Draft Services Agreement
- SARS Oath / Affirmation of Secrecy
- Declaration of interest SBD 4
- Preference Point Claim form- SBD 6.1
- Declaration of Bidder's Past SCM Practices – SBD 8
- Certificate of Independent Bid Determination – SBD 9
- Supplier cost and risk assessment questionnaire
- Financial Statements for the three most recent financial periods
- Bidder Compliance checklist for Technical Evaluation

Gate 1

Mandatory Requirements

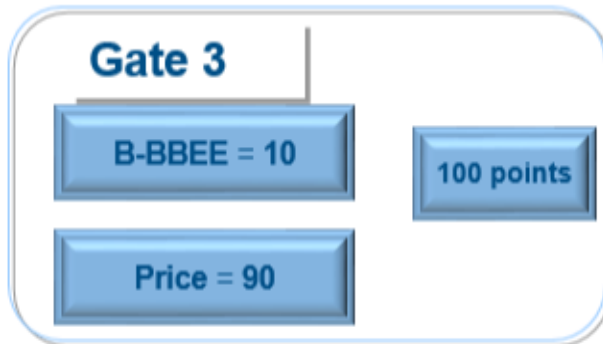
Minimum B-BBEE Status level 3

Bid Evaluation Process cont...



Refer to:

- Annexure A1 & A2: Technical Evaluation Criteria
- Annexure A3 _ Technical Compliance Checklist
- Annexure B: Customer Satisfaction Survey
- Annexure C: Case study Filing Season 2021



- B-BBEE Certificate/ Sworn Affidavit
- SBD 6.1

- Annexure B – Pricing Schedule

Technical Requirements

Bidders are required to complete Annexure A3 to assist the evaluators to locate technical responses.

Section No.	Technical requirements	Compliant	Partially Compliant	Non-Compliant	Reference in proposal	Comments
9.4.1	Company Profile, Infrastructure and Resources	Yes			Page 9 – 12 Exhibit 2	
9.4.2	Understanding the SARS brand and requirements		Yes		Page 13 – 15 Exhibit 2	Bidder to state reason for partial compliance
9.4.3	Knowledge, information and skills transfer	EXAMPLE		No	Page 17 – 20 Exhibit 2	Bidder to state reason for non compliance
9.4.4	Testimonials		Yes		Page 21 – 24 Exhibit 2	Bidder to state reason for partial compliance

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Bid Evaluation Process Gate 3 – Price

The Price and B-BBEE points will be added together to determine each bidder's overall score out of 100 points.

Stage 1: Price Evaluation (90 points)

Bidders must refer to Annexure D – Pricing Schedule

Adjudication Criteria	Points
Price Evaluation	90

$$P_s = 90 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

P_s = Points scored for price of Bid under consideration
 P_t = Rand value of Bid under consideration
 P_{\min} = Rand value of lowest acceptable Bid

Bid Evaluation Process Gate 2 – B-BBEE

Stage 2: B-BBEE Evaluation (10 points)

B-BBEE points may be allocated to Bidders on submission of documentation or evidence as follows:

Adjudication Criteria	Points
A duly completed Preference Point Claim Form: Standard Bidding Document (SBD 6.1) and a B-BBEE certificate / Sworn affidavit.	10

Bidders, who do not complete SBD 6.1 in its entirety, will not be awarded points for B-BBEE.

B-BBEE Certificate / Sworn Affidavit

The table below indicates the B-BBEE documents that must be submitted for this bid. Failure to submit the required documents will result in bidder(s) scoring zero (0) for B-BBEE.

No.	Classification	Turnover	Submission Requirement
1.	Exempted Micro Enterprise (EME)	Below R10 million p.a.	Sworn affidavit or a certificate from the Companies and Intellectual Property Commission (“CIPC”) or a certified copy of a B-BBEE Rating Certificate from a SANAS accredited rating agency.
2.	Qualifying Small Enterprise (QSE)	Between R10 million and R50 million p.a.	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency or a DTI Affidavit – only 51% Black Owned (BO) and above.
3.	Large Enterprise (LE)	Above R50 million p.a.	Certified copy of B-BBEE Rating Certificate from a SANAS Accredited rating agency.

SARS reserves the right to request that bidders submit proof of their black ownership and turnover information, in support of their sworn affidavits.

B-BBEE key Sections to complete in SBD6.1

5. BID DECLARATION

5.1 Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:

6. B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED IN TERMS OF PARAGRAPHS 1.4 AND 5.1

6.1 B-BBEE Status Level of Contribution:.....=(maximum of 10 or 20 points)

(Points claimed in respect of paragraph 7.1 must be in accordance with the table reflected in paragraph 4.1 and must be substantiated by relevant proof of B-BBEE status level contributor.

7. SUB-CONTRACTING

7.1 Will any portion of the contract be sub-contracted?

(Tick applicable box)

7.1.1 If yes, indicate:

i) What percentage of the contract will be subcontracted.....%

ii)The name of the sub-contractor.....

iii) The B-BBEE status level of the sub-contractor.....

iv)Whether the sub-contractor is an EME or QSE

(Tick applicable box)

Sub-Contracting

Bidders who want to claim preference points will have to comply fully with regulations 12(1) and (3) of the Preferential Procurement Regulations, 2017 with regard to subcontracting:

Regulation 12 – Subcontracting after award of tender

- (1) A person awarded a contract may only enter into a subcontracting arrangement with the approval of the organ of state.
- (2) A person awarded a contract in relation to a designated sector, may not subcontract in such a manner that the local production and content of the overall value of the contract is reduced to below the stipulated minimum threshold.
- (3) A person awarded a contract may not sub-contract more than 25% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an Exempted Micro Enterprise that has the capability and ability to execute the sub-contract

Joint Ventures and Consortiums

- An unincorporated consortium or joint venture will qualify for points for their B-BBEE status level as a legal entity, provided that the entity submits their consolidated B-BBEE status level Verification Certificate scorecard and that such a consolidated B-BBEE scorecard is prepared for every separate bid.

Proof of Existence: Joint Ventures and/or Subcontracting

- Bidders must submit concrete proof of the existence of joint ventures and/or subcontracting arrangements. SARS will accept signed agreements as acceptable proof of the existence of a joint venture and/or subcontracting arrangement.
- The joint venture and/or subcontracting agreements must clearly set out the roles and responsibilities of the Lead Partner and the joint venture and/or subcontracting party. The agreement must also clearly identify the Lead Partner, who shall be given the power of attorney to bind the other party/parties in respect of matters pertaining to the joint venture and/or subcontracting arrangement.

B-BBEE Points

B-BBEE Status Level of Contributor	Number of points (90/10 system)
1	10
2	9
3	6
4	5
5	4
6	3
7	2
8	1
Non-compliant contributor	0

Financial Evaluation

Bidders are required to submit complete sets of audited or reviewed annual financial statements for the three (3) most recent financial periods in the name of the bidding entity.

The financial statement analysis will be conducted on the bidders that proceeded to Gate 3.

The annual financial statements must contain:

- Statement of Profit and Loss and Other Comprehensive Income;
- Statement of Financial Position;
- Statement of Cash Flows; and
- Accompanying Notes.

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Services Agreement

Bidders are requested to:

- Comment on the terms and conditions set out in the Services Agreement and where necessary, make proposals to the terms and conditions;
- Each comment and/or amendment must be explained; and
- All changes and/or amendments to the Services Agreement must be in an easily identifiable colour font and tracked for ease of reference.
- SARS reserves the right to accept or reject any or all amendments or additions proposed by the successful bidder if such amendments or additions are unacceptable to SARS or pose a risk to the organisation.

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Bid Submission

Bidders must submit copies of each file (Original and Duplicate) and a CD-ROM or USB with content of each file by the **19 March 2021 at 11:00**



TENDER BOX

SARS Brooklyn Bridge, 570 Fehrsen Street, Linton House, Brooklyn

Any enquiries must be referred, in writing via email:
tenderoffice@sars.gov.za cc rft-professionalservices@sars.gov.za
(26 February – 11 March 2021)

File 1: Original/ Duplicate

Exhibit 1

- Pre-qualification documents (SBD documents)



Exhibit 2

- Bidder Compliance Checklist – Annexure A3
- Response to Technical Requirements – Annexure A1 & A2
- Supporting documents to paragraph 9.4 of the RFP document



Exhibit 3

- General Conditions of Contract
- Draft Services Agreement



File 2: Original/ Duplicate

Exhibit 1

- B-BBEE Certificate
- SBD 6.1
- Financial Statements (3 years audited annual statements)



Exhibit 2

- Pricing Schedule



NB! Each file must be marked correctly and sealed separately for easy reference during the evaluation process. CD-ROM / USB marked with Bidder Name

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Thank you
Re a leboha
Re a leboga
Ndza Khensa
Dankie
Ndi a livhuwa
Ngiyabonga
Enkosi
Ngiyathokoza

