

## **BID NUMBER: TKZN 24/2014: 2014 KZN is Summer Launch**

Tourism KwaZulu-Natal (TKZN) seeks proposals from interested, qualified project management companies to manage the 2014 KZN is Summer Launch, which will take place in September 2014 at a coastal destination.

KwaZulu-Natal is one of the fastest growing tourist destinations in South Africa. The province has been able to maintain its number one position as a domestic destination and taking strides in ensuring that it is also well marketed abroad. Various marketing interventions have been put in place to entice visitors to come to the province in an effort of ensuring that KwaZulu-Natal maintains its number one domestic position. One such intervention is the Festive Season launch. In 2010 the province hosted its first Festive Season launch themed “KZN is Summer”. The launch is aimed at showcasing the province as a preferred destination of choice for all visitors, highlighting the year round warm weather. The campaign proved to be a success as the province maintained its position and also had repeat and new visitors coming. Since then KZN is Summer campaign has been hosted annually with a huge success.

### **SCOPE OF WORK: Specific Activities and Output**

The service provider shall be responsible for planning, execution and project management of the KZN is Summer Launch, according to the following key areas of delivery:

Conceptualize and implement the event plan; Conceptualize and implement the key messaging for the launch and communication plan thereof; Conceptualize the creative design and layout of the launch invitation including identifying key guests; Conceptualize and source all necessary promotional material and gifts required for the event in line with the theme; Identify platforms for creating brand awareness and visibility and activation thereof; Propose and source all necessary logistics relating to the hosting of the event; Conceptualize the programme for the day, sourcing and coordination of all necessary activities.

All enquiries must be raised within three days post the briefing session for this bid. No queries will be entertained after three days, except for those related to the completion of the bid documents. Enquiries can be emailed to Dumisa Masango at [dumisa@zulu.org.za](mailto:dumisa@zulu.org.za).

### **EVALUATION CRITERIA**

Tourism KwaZulu-Natal (TKZN) needs to be satisfied in all respects that an applicant has the necessary resources, competencies, and experiences for this bid. All proposals received will be evaluated by the panel on a basis of functionality (100%). With regards to functionality the following criteria will be applicable and the maximum weight of each criterion is indicated in brackets:

All proposals received on time will be based on the following returnable documents: SBD 1, SBD 2, Original and valid Tax Clearance Certificate, SBD 3.3 Pricing Schedule, SBD 4 Declaration of Interest, BBBEE Certificate, SBD 8 Declaration of Bidder's past supply chain management practices, SBD 9 Certificate of independent of Bid Determination, An original with three (3) paper copies of the application documents shall be submitted.

The second stage of evaluation:

All proposals received will be evaluated by a panel on a basis of functionality (100%). Bids applications need to meet the following basic functionality evaluation criteria, which will be considered and applied during the evaluation process; the maximum weight of each criterion is indicated in bracket: Expertise - demonstration of expertise, including skills, training etc (20); Detailed outline of previous events executed by the bidder (20); Detailed outline of all project team members and their respective experience (20); Presentation of the submitted proposal (20); Detailed budget breakdown (20)

A bidder that scores less than 70 points in respect of “functionality” will be regarded as submitting a non-responsive proposal and will be disqualified.

All qualifying proposals will thereafter be evaluated on the 90/10-preference point system for requirements with a Rand value of above R1 000 000.00 (all applicable taxes included); for the purposes of comparison and in order to ensure a meaningful evaluation. Bidders are requested to furnish detailed information in substantiation of compliance with the evaluation criteria mentioned above, and according to the points stated under basic criteria.

Thereafter 10 % will be awarded for the B-BBEE Status Level of Contribution.

A compulsory briefing session will be held on 27 June 2014 at 11H30 at Tourism KwaZulu-Natal offices, Suite 303, Tourist junction, 160 Monty Naicker Rd, Durban, 4001. Bid documents will be immediately available after the briefing session on payment of a non-refundable fee of R200 in cash.

Applications must be submitted in a sealed envelope on which, the tender number must be clearly marked. The bid documents must be clearly marked with the name and address of the bidder, the Bids number and the closing date. The bid documents must be deposited to the Bids box situated on Ground Floor at Tourist Junction Building offices, 160 Monty Naicker (Pine) Street, Durban, before 12H00 on the 11<sup>th</sup> of July 2014.

Should you require additional information, please contact Mr. Dumisa Masango at 031 366 7501, or send e-mail to: [dumisa@zulu.org.za](mailto:dumisa@zulu.org.za)

TKZN reserves the right to accept or reject any bid in response to the advertisement and to withdraw its decision to seek provision of these services at any time. KwaZulu-Natal Tourism Authority reserves the right to seek further information from the applicants, as considered necessary.