



PART C: TENDER EVALUATION PROCESS - SAT 337/26 - APPOINTMENT OF AN EVENTS AND ACTIVATION AGENCY MEISEA (Re-Issue)

Summary of the Evaluation Phases:

Table 1

Phase 1 Administrative bid requirements	Phase 2 Functional Technical Evaluation & Presentation	Phase 3 Price evaluation
Bidders' responses will be evaluated based on Table 2 below before considering the next phase if the bidder qualifies.	Bidder(s) are required to achieve a minimum threshold of 70%, and only bidder(s) who score 70% and above on Phase 2 will proceed to Phase 3. Bidders are required to reference page numbers in Bid Proposals next to the criteria under Table Three (3).	The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who is cost-effective.

Phase 1: Evaluation Requirements

Without limiting the generality of South African Tourism's other critical requirements for this Bid, bidder(s) must submit all the documents required.

All documents must be completed and signed by the duly authorised representative of the prospective bidder(s). During this phase, bidders' responses will be evaluated based on compliance with the listed administrative and mandatory bid requirements.

Table 2

Administrative documents or information that must be submitted or disclosed.	YES/NO	
Confirmation of valid Tax Status with the following supporting document: A valid Income Tax Return Certificate.		Written confirmation and proof of the bidder's tax compliance status.
Annexure A - Invitation (SBD 1)		Complete and sign the supplied SBD 1
Annexure E - Declaration of Interest - (SBD 4)		Complete and sign the supplied SBD 4
Proof of Joint-venture, consortium, or subcontracting agreement, if applicable.		The written undertaking of the Joint venture, consortium commitment between the main bidder and partner(s)/subcontractor(s).

Table 3

Mandatory documents or information that must be submitted or disclosed.	YES/NO	Non-Submission will result to immediate disqualification.
A valid Bank solvency letter		This will be required from shortlisted suppliers on Phase three (3). Bidders shortlisted for Phase three (3) will be required to provide a valid Bank solvency letter within 7-days. Failure to meet the 7-day timeline will result in an immediate disqualification.

Phase 2: Technical Evaluation Criteria = Weighting out of 100 basis points

All bidders are required to respond to the technical evaluation criteria scorecard and provide information/portfolio of evidence that they unconditionally hold the available capacity, ability, experience, and qualified staff to provide the requisite system, technical, and functional support to South African Tourism under this tender.

Bidders are required to achieve a minimum threshold of **70%** to proceed to phase 3: (Price). Bidders who do not meet the minimum threshold will not be considered further.

Table 3: Technical evaluation (Events and Activations Agency)

100%	Percentage points allocated for FUNCTIONALITY		
70%	Lowest acceptable % for FUNCTIONALITY - Tenderers with less than this score will be eliminated		
Deliverables / Performance Indicators Please refer to the detailed evaluation pointers under the scope of work.		Value allocated	Reference page in submission
1. Brief: 2027 Cricket World Cup Promotion A major focus in FY 26-27 will be promoting the 2027 Cricket World Cup, which will be hosted in South Africa. As an events and activations agency, you are requested to share a plan addressing the following criteria: Develop a comprehensive implementation plan outlining your strategic approach to leveraging this opportunity to promote the South African destination. The plan should include: a) Creative concepts. b) Ideas and design elements, along with engaging activations, effectively showcase the South African destination and capture the target audience's interest. c) The plan must include a clear measurement and reporting framework, indicating key performance indicators (KPIs), to track performance and results. d) The overall approach should clearly demonstrate how the proposed solution will be implemented efficiently and integrated into the overall activation strategy. Scoring will be based on the following: Score of 3 = All the above four elements are met. Score of 2 = Any of the above three elements are met. Score of 1 = Any of the above two elements are met. Score of 0 = Any one of the above or none of the above elements are met.		30	
2. The above implementation plan should also detail a full end-to-end execution strategy, including the following elements: a. Project planning. b. stakeholder engagement c. On ground delivery. d. A strong digital innovation component should be incorporated to amplify reach and engagement. Score of 3 = All the above four elements are met. Score of 2 = Any of the above three elements are met. Score of 1 = Any of the above two elements are met. Score of 0 = Any one of the above or none of the above elements are met.		30	

3. Previous successful projects and reference letters: Provide up to 3 successful case studies (1 Tourism Leisure/ MICE, 1 Non-tourism sector, 1 from any of the MEISEA market - Middle East, South East Asia (excluding India) please ref to the markets specified in part b of the doc - page 7) along with the reference letters from the past 48 months (04 years) targeting either Trade or MICE / Corporates or Consumers. Each case study should clearly outline the following three elements: • What was the client brief • What was your proposed solution • What was the outcomes and results (ROI) Scoring will be based on the following: • Score of 3: Three (3) case studies along with three (3) positive reference letters addressing all the above criteria • Score of 2: Two (2) case studies along with two (2) positive reference letters addressing all the above criteria • Score of 1: One (1) case study along with one(1) positive reference letter addressing all the above criteria • Score of 0: No successful case studies and no reference letter provided = 0 N.B: The reference letters must correspond for the same case studies submitted in the proposal. The agency must have worked with the reference provider within the last 48 months (4 years) from the closing date of this RFP • Reference letters should be presented in the form of a written/typed letter on an official letterhead, dated, with a contact detail. • Reference letter that does not have the above-mentioned details will not be considered. • No appointment letters from clients will be accepted as reference letters. If irrelevant case studies and reference letters are submitted, it's a score of zero.	20	
4. Share CV of the Company Director Please provide a detailed CV for the company Director, highlighting their expertise and experience in the events and activations industry. They must have at least a minimum of 5 years of experience. Scoring will be based on the following: Score of 3 = More than 10 years. Score of 2 = Six (6) to ten (10) years. Score of 1 = Five (5) years. Score of 0 = No CV submitted or less than five (5) years of experience.	10	
5. Share CV of the Event Manager / Project Manager / Account Manager / Account Director or Similar	10	

Please provide a detailed CV for an Events/Account Manager, highlighting their expertise and experience in the events and activations industry. They must have at least a minimum of 3 years of experience. Scoring will be based on the following: Score of 3 = More than six (6) years. Score of 2 = Four (4) to six (6) years. Score of 1 = Three (3) years. Score of 0 = No CV submitted or less than three (3) years of experience.		
Total Weight	100	

South African Tourism will reserve its rights to request bidders for presentations/demonstrations, where these will provide an opportunity for the bid evaluation committee to look more closely at the proposals and identify gaps between how the bidder indicated that their proposed solution met the business requirements and what the team is able to discern regarding how closely it actually meets the needs of the business.

If required, they will be at a high level, with criteria identified that the bid evaluation team might be interested in looking more closely at. The bid evaluation committee will have the opportunity to ask questions and note gaps in the proposals, as well as how well the business requirements are satisfied.

- Bid proposals will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- Bidders must submit supportive documentation for all functional requirements as part of their bid documents as indicated in the Terms of Reference.
- The panel responsible for scoring the respective bids will evaluate and score all bids based on information presented in the bid proposals in line with the RFP.
- Bidders are required to achieve a minimum threshold of **70%** to proceed to phase 3: (Price). Bidders who do not achieve the minimum threshold will not be further considered.

Phase 3: Price evaluation

The bidder who advances to Phase Three (3) will be evaluated based on Price comparison, and SA Tourism will appoint the bidder who scores the highest point.

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