



REQUEST FOR QUOTATIONS (RFQ)

APPOINTMENT OF A SERVICE PROVIDER TO PRODUCE A 7-MINUTE MARKETING VIDEO FOR NCOME MUSEUM AND NCOME LODGE

Issued by:

Ncome Museum, operating under uMsunduzi Museum,
an entity of the Department of Sport, Arts and Culture
Republic of South Africa

RFQ Number: NMQ 0212 OF 2026

Issue Date: 27 July 2026

Closing Date: 04 August 2026

Submission Method: Electronic Submission

Enquiries: Main contact person: Mr. Samkelo Tabata

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Secondary person: Mr. Msizi Mfeka

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Telephone: 033 394 6834/5

Quotations to S. Tabata and M. Mfeka Email to:
samkelo.tabata@msunduzimuseum.org.za and
mmfeka@msunduzimuseum.org.za by 04 August 2026, Tuesday 2026,
16h00.

1. INTRODUCTION

Ncome Museum invites qualified and experienced service providers to submit quotations for the production of a high-quality, 7-minute marketing video for Ncome Museum and Ncome Lodge.

The video will serve as a strategic marketing tool to position Ncome as a destination for history, heritage and cultural activities; retreat, relaxation and recreation and events, while enhancing visibility and supporting visitor growth.

2. PROJECT OBJECTIVE

The objective of this project is to:

2.1 Produce a cinematic, engaging, and professionally edited 7-minute marketing video

2.2 Showcase:

2.2.1 Ncome Museum as a place of heritage and learning

2.2.2. Ncome Lodge as a destination for relaxation and accommodation

2.2.3 Ncome as a venue for events and gatherings

2.3 Align with the approved voice-over script

2.4 Follow the video shooting guidelines and storyboard sequence

3. SCOPE OF WORK

The appointed service provider will be required to:

3.1 Pre-Production

3.2 Review and interpret the approved script and shooting guidelines (see annexures A and B)

3.3 Develop a detailed shooting plan and production schedule

3.4 Conduct site familiarisation (if required)

3.5 Plan all technical and creative aspects (equipment, crew, logistics)

3.6 Production (Filming)

3.7 Capture high-quality footage including:

3.7.1 Drone aerial shots

3.7.2 Museum interiors and exhibits

3.7.3 Architectural features

3.7.4 Lodge exterior and interior

3.7.5 Guest experiences

3.7.6 Event facilities (hall, veranda, picnic areas)

3.8 Ensure cinematic quality aligned with guidelines:

3.8.1 Smooth camera movement

3.8.2 Natural lighting

3.8.3 Professional composition

3.9 Post-Production

3.9.1 Edit a 7-minute final video (broadcast-quality standard)

3.9.2 Integrate:

3.9.2.1 Approved voice-over narration

3.9.2.2 Music and sound design

3.9.2.3 Branding elements (logo, titles, transitions)

3.10 Provide:

3.10.1 At least two revision rounds

3.10.2 Final delivery in multiple formats (HD, web, social media cut-downs if required)

4. DELIVERABLES

The service provider must deliver:

4.1 Final 7-minute marketing video

4.2 Short promotional cut (optional but recommended)

4.3 All raw, unedited footage

4.4 All project files (upon request)

Important:

All raw footage and final outputs will remain the exclusive property of Ncome Museum.

5. PROJECT DURATION

The project is expected to be completed within:

4 to 6 weeks, structured as follows:

5.1 Pre-production: 1 week

5.2 Filming: 2–3 days (depending on schedule and conditions)

5.3 Post-production and revisions: 2–3 weeks

6. MINIMUM REQUIREMENTS (MANDATORY)

Service providers must meet the following minimum requirements:

6.1 Experience

6.1.1 Proven experience in video production (minimum 3–5 years)

6.1.2 Demonstrated experience in:

6.1.2.1 Tourism, heritage, or destination marketing videos

6.1.2.2 Corporate or promotional video production

6.2 Portfolio (Evidence-Based)

6.2.1 Submit a portfolio of at least 3–5 previous projects, including:

6.2.1.1 Links or files of completed videos

6.2.1.2 Evidence of similar work (cinematic storytelling, marketing content)

6.3 Technical Capability

6.3.1 Access to professional-grade equipment, including:

6.3.1.1 High-resolution cameras (4K preferred)

6.3.1.2 Drone (with licensed operator, where applicable)

6.3.1.3 Stabilisation equipment (gimbals, tripods)

6.3.2 Demonstrated capability in:

6.3.2.1 Editing

6.3.2.2 Colour grading

6.3.2.3 Sound design

6.4 Team Competence

6.4.1. Skilled production team including:

6.4.1.1 Director / Producer

6.4.1.2 Videographer(s)

6.4.1.3 Editor

6.5 Compliance

6.5.1 Valid business registration

6.5.2 Tax compliance status (or equivalent documentation)

7. EVALUATION CRITERIA

Quotations will be evaluated based on:

7.1 Relevant experience and portfolio quality

7.2 Understanding of the project brief

7.3 Technical approach and methodology

7.4 Cost-effectiveness

7.5 Ability to meet timelines

8. PRICING REQUIREMENTS

The quotation must include:

8.1 Detailed cost breakdown:

8.1.1 Pre-production

8.1.2 Filming

8.1.3 Post-production

8.2. Any additional costs (travel, accommodation, equipment, etc.)

8.3 Total project cost (inclusive of VAT, if applicable)

9. SUBMISSION REQUIREMENTS

Interested service providers must submit:

9.1 Company registration documents. (CIPC Report (with share of Ownership

9.2 Valid BBBEE Certificated or Sworn Affidavit. In the event the bidder does not supply either of these two documents, the specific goals points will not be allocated to the bidder

9.3 Must be compliant and registered with CSD (Proof of CSD Report) or CSD number

9.4 Valid Tax Compliance Status PIN

9.5 Completed and signed SBD4 Form (Attached).

9.6 Completed and signed SBD6.1 Preference Points Claim form for Specific Goals (Attached).

9.7 Company profile

9.8 Portfolio of previous work

9.9 Detailed quotation

9.10 Proposed project timeline

9.11 Contactable references (at least 2)

10. GENERAL CONDITIONS

10.1 Ncome Museum reserves the right to:

10.1.1 Accept or reject any quotation

10.1.2 Request additional information

10.1.3 Negotiate with preferred bidders

10.2 All materials produced under this project will remain the intellectual property of Ncome Museum

11. ADMINISTRATIVE ENQUIRIES

All enquiries and submissions must be directed to:

Delivery Deadlines:

11.1 Quotations By: Tuesday, 04 August 2026

11.2 For quotation submission and administrative enquiries please email to the following:

Mr. Samkelo Tabata

Administrative Department

Email: samkelo.tabata@ncomemuseum.org and copy the following email address

Email: mmfeka@msunduzimuseum.org.za

Telephone: 087 527 0823

“RFQ: “TO PRODUCE A 7-MINUTE MARKETING VIDEO FOR NCOME MUSEUM AND NCOME LODGE”

ANNEXURE A

NCOME MUSEUM AND LODGE VIDEO SHOOTING GUIDELINES

I. OVERALL STYLE AND TONE

A. Visual Approach

1. The production shall maintain a cinematic, warm, and respectful visual style.
2. Heritage storytelling shall be seamlessly blended with tourism appeal.
3. Slow camera movements, natural lighting, and soft transitions shall be utilized throughout the production.
4. A combination of drone aerial footage, wide establishing shots, medium shots, and intimate close-up imagery shall be incorporated.

II. SCENE-BY-SCENE SHOOTING SEQUENCE

A. Scene 1: Opening – Establishing the Place (0:00–0:20)

1. Voice-Over

“In the heart of KwaZulu-Natal...”

2. Required Shots

- i. Drone aerial sweeping over the rolling hills at sunrise.
- ii. Wide landscape shots of the Ncome surroundings.
- iii. Slow push-in shot toward the museum structure.

3. Purpose

To establish the emotional tone of the production and provide geographic context.

B. Scene 2: Arrival at Ncome (0:20–0:40)

1. Voice-Over

“Welcome to Ncome...”

2. Required Shots

- iv. Entrance signage captured in a clean and steady frame.
- v. Visitors arriving and walking toward the museum.
- vi. Medium shots of pathways and surrounding landscapes.

3. Purpose

To introduce the destination and create a sense of arrival.

C. Scene 3: Museum Experience (0:40–1:40)

1. Voice-Over

“At the Ncome Museum...”

2. Required Shots

- vii. Interior wide shots of exhibition spaces.
- viii. Close-up shots of artifacts.
- ix. Close-up shots of displays and textures.
- x. Close-up shots of cultural symbols.
- xi. Natural visitor interactions and reactions while observing exhibits.

xii. Slow tracking shots through museum corridors.

3. *Key Elements to Capture*

xiii. Dramatic lighting contrasts that enhance the interior atmosphere.

xiv. Emotional engagement between visitors and exhibits.

4. *Purpose*

To showcase the museum's collections, educational value, and immersive visitor experience.

D. Scene 4: Architecture and Symbolism (1:40–2:10)

1. *Voice-Over*

"As you walk through the museum..."

2. *Required Shots*

xv. Drone top-down shots illustrating the buffalo formation layout.

xvi. Symmetrical architectural compositions.

xvii. Leading-line shots highlighting hallways and structural geometry.

3. *Purpose*

To emphasize the unique architectural design and its cultural significance.

E. Scene 5: Transition to the Lodge (2:10–2:30)

1. *Voice-Over*

"And just beyond the museum..."

2. *Required Shots*

xviii. Smooth transition shot using either a walking sequence or drone glide from the museum to the lodge.

xix. Wide shot of the lodge exterior.

3. *Purpose*

To create a seamless transition from heritage interpretation to hospitality offerings.

F. Scene 6: Ncome Lodge Exterior and Atmosphere (2:30–3:00)

1. *Voice-Over*

"Welcome to Ncome Lodge..."

2. Required Shots

- xx. Drone orbit around the lodge.
- xxi. Garden and landscape views.
- xxii. Peaceful surrounding environment.
- xxiii. Guests relaxing in outdoor spaces.

3. Purpose

To establish a calm, welcoming, and tranquil atmosphere.

G. Scene 7: Rooms and Accommodation (3:00–3:30)

1. Voice-Over

“Wake up to sweeping views...”

2. Required Shots

- xxiv. Smooth interior room walkthrough using a gimbal.
- xxv. Close-up shots of bedding textures.
- xxvi. Close-up shots of windows and surrounding views.
- xxvii. Close-up shots of bathroom details and amenities.
- xxviii. Guest opening curtains and enjoying the view.

3. Purpose

To showcase comfort, quality, and guest satisfaction.

H. Scene 8: Restaurant and Dining Experience (3:30–3:50)

1. Voice-Over

“Enjoy thoughtfully designed accommodations...”

2. Required Shots

- xxix. Wide interior shot of the restaurant.
- xxx. Close-up shots of food presentation and plating.
- xxxi. Close-up shots of table settings.
- xxxii. Guests dining and staff serving.

3. Purpose

To highlight hospitality, dining quality, and overall guest experience.

I. Scene 9: Lodge Value – Room Rates Section (3:50–4:05)

1. *Voice-Over*

“With competitive room rates...”

2. *Required Shots*

- xxxiii. Guests checking in.
- xxxiv. Friendly guest and staff interactions.
- xxxv. Relaxed guest moments, including reading, enjoying coffee, or sitting on balconies.

3. *Purpose*

To reinforce affordability, accessibility, and value for money.

J. Scene 10: Venue Hire – Events and Function Spaces (4:05–4:40)

1. *Voice-Over*

“Looking for a unique venue...”

2. *Hall Facilities (Primary Focus)*

- xxxvi. Wide shot of the hall in a clean and well-lit state.
- xxxvii. Conference-style setup.
- xxxviii. Wedding or event setup, where available.
- xxxix. Smooth camera pan across the hall.

3. *Veranda Facilities*

- xl. Wide shots illustrating openness and capacity.
- xli. Guests socializing and networking.

4. *Picnic Facilities*

- xlii. Outdoor leisure scenes.
- xliii. Families and groups enjoying the space.

5. *Purpose*

To demonstrate venue versatility, scale, and suitability for multiple event types.

K. Scene 11: Emotional Wrap-Up (4:40–5:00)

1. *Voice-Over*

“Together, the Ncome Museum...”

2. *Required Shots*

- xliv. Museum highlights montage.
- xlv. Lodge highlights montage.
- xlvi. Nature and visitor interaction moments.
- xlvi. Golden-hour footage.

3. *Purpose*

To strengthen emotional connection and reinforce brand identity.

L. Scene 12: Closing Shot (Final 10–15 Seconds)

1. *Voice-Over*

“Discover the story. Live the experience.”

2. *Required Shots*

- xlvi. Drone pull-away from the site, preferably at sunset.
- xlix. Fade into logo and title screen.

3. *Purpose*

To conclude the production with a strong cinematic and memorable ending.

III. TECHNICAL SHOOTING REQUIREMENTS

A. Camera Movement

- 5. Utilize a gimbal for all walking and tracking shots.
- 6. Prioritize slow pans, reveals, and push-in movements.
- 7. Avoid shaky handheld footage.

B. Drone Operations

- 8. Schedule drone filming during sunrise and sunset where possible.
- 9. Capture top-down geometric compositions.
- 10. Capture wide cinematic landscape sweeps.
- 11. Capture slow reveal and pull-away shots.

C. Lighting

- 12. Natural lighting shall be prioritized.
- 13. Harsh midday sunlight should be avoided for key scenes.
- 14. Interior lighting should be used to create a warm and inviting atmosphere.

IV. SHOOTING CHECKLIST

A. Essential Footage Requirements

- 15. Drone aerial footage for opening and closing sequences.

16. Museum interior footage and artifact close-ups.
17. Architectural symmetry and symbolic design shots.
18. Lodge exterior and surrounding nature footage.
19. Guest room interior walkthroughs and detail shots.
20. Restaurant and dining experience footage.
21. Main hall wide shots and event setup configurations (500-person capacity).
22. Veranda footage showcasing capacity and atmosphere (200-person capacity).
23. Picnic facility footage.
24. Guest experience and lifestyle moments.

V. DELIVERABLE OBJECTIVE

The final video shall present Ncome Museum and Lodge as a destination that combines cultural heritage, historical significance, hospitality, accommodation, dining, events, and leisure experiences, while creating a compelling emotional connection with prospective visitors.

ANNEXURE - B

NCOME MUSEUM AND NCOME LODGE

PROMOTIONAL NARRATION SCRIPT

I. INTRODUCTION

[Soft, uplifting music begins — warm African tones with a gentle modern rhythm]

Narrator (Clear, Inviting and Engaging Tone):

In the heart of KwaZulu-Natal, where history meets natural beauty, lies a destination waiting to be discovered.

Welcome to Ncome.

A place where stories of the past come alive and unforgettable experiences begin.

II. NCOME MUSEUM EXPERIENCE

A. Journey Through History

Step into the Ncome Museum and journey through one of South Africa's most powerful historical moments.

Through immersive exhibits, striking design and rich storytelling, visitors experience history in a way that is meaningful, emotional and unforgettable.

B. More Than a Museum Visit

This is more than a museum visit.

- i. A connection to heritage.
- ii. A moment of reflection.
- iii. A story that stays with you.

[Music lifts slightly]

III. BUILDING MEANINGFUL PARTNERSHIPS AND MARKET RELATIONSHIPS

Narrator:

Among others, the Ncome Museum and the Ncome Lodge have identified key market segments with whom we seek to build strong and sustainable business, educational and cultural relationships.

A. Government and Public Sector Institutions

Government and public sector institutions represent a primary market segment aligned with conferencing, strategic planning sessions, commemorative events and capacity-building workshops. These engagements integrate directly with the Lodge's conferencing, catering and accommodation facilities while reinforcing the Museum's role in national heritage discourse.

B. Education and Training Institutions

Education and training institutions, including schools, TVET colleges and universities, form a high-volume, programme-driven segment. Curriculum-aligned heritage education programmes and structured field visits generate predictable demand, supported by accommodation, group catering and extended learning stays. This segment also creates pathways from learning to workplace experience through skills development initiatives.

C. Academic and Research Communities Across Various Fields

Academic and research communities are engaged through research programmes, artist and writer residencies, heritage studies initiatives, conferences and knowledge exchange platforms. These partnerships strengthen the intellectual credibility of the institution while generating demand for longer-term stays and specialised programme delivery.

D. Corporate and Professional Markets

Corporate and professional markets are targeted through curated retreats, leadership programmes and strategy workshops. These offerings combine heritage immersion with high-quality conferencing and hospitality services, positioning Ncome as a distinctive alternative to conventional venues while delivering exceptional value and memorable experiences.

E. Cultural Tourism and Heritage Visitors

Cultural tourism and heritage visitors remain an important segment, supporting seasonal demand, brand visibility and public engagement. Through carefully packaged experiences, day visitors are encouraged to extend their stay and enjoy the full Ncome experience.

F. Community, Cultural and Event-Based Markets

Community, cultural, religious and event-based markets, including festivals, commemorations and local gatherings, contribute to the utilisation of facilities, particularly the restaurant and event spaces, while strengthening community integration and diversified revenue streams.

IV. NCOME LODGE EXPERIENCE

A. A Peaceful Retreat

When the day's exploration is complete, the experience continues just steps away.

Welcome to Ncome Lodge.

A peaceful retreat surrounded by rolling landscapes and quiet natural beauty.

B. Comfort and Hospitality

Wake up to fresh country air, unwind in comfortable and thoughtfully designed spaces, and enjoy the warmth of true South African hospitality.

C. Accommodation for Every Visitor

Whether visiting for a day, a weekend getaway, an educational programme, a conference or a group experience, Ncome offers the perfect balance of history and relaxation.

V. EVENTS, CONFERENCES AND SPECIAL OCCASIONS

[Music becomes more energetic and inspiring]

A. A Unique Venue

Looking for a unique venue?

Ncome is the ideal setting for conferences, weddings, cultural events, commemorative gatherings and special occasions.

B. An Experience Beyond the Occasion

With spacious facilities, scenic surroundings and a truly meaningful atmosphere, every event becomes more than just an occasion—it becomes an experience.

From strategic planning sessions and academic conferences to leadership retreats and community celebrations, Ncome provides a setting where purpose, heritage and hospitality come together.

VI. INVITATION TO VISIT

[Brief pause]

Bring your family.

Bring your colleagues.

Bring your curiosity.

Come explore.

Come learn.

Come relax.

Come celebrate.

VII. CLOSING MESSAGE

[Music builds to a warm, uplifting finish]

Discover Ncome.

Where history lives, where comfort welcomes and where every visit becomes a story worth sharing.

A. Final Narration

Narrator (Soft Closing):

Ncome Museum and Ncome Lodge—

your destination for heritage, learning, relaxation, conferencing and unforgettable events.

[Music fades out]

END OF SCRIPT