



**REQUEST FOR FORMAL WRITTEN PRICE QUOTATIONS FOR ORDERS
ABOVE R30 000.00 BUT LESS THAN R200 000.00**

REFERENCE NO. UTDM/SCM/1694/2020

**PRODUCTION OF TOURISM MARKETING VIDEOS FOR UTHUKELA
DISTRICT MUNICIPALITY .**

01 OCTOBER 2020

UThukela District Municipality is hereby invites quotations from qualified and experienced service provider for the following:

Item No.	Specifications	Quantity
1	<p>DRAFT TERMS OF REFERENCE FOR PRODUCTION OF TOURISM MARKETING VIDEOS</p> <p>1. Introduction</p> <p>Due to the Covid 19 lockdown, many tourism products/offerings in the uThukela District were negatively affected. As part of the recovery plan, the uThukela District Municipality intents to provide assistance to areas of Alfred Duma and Inkosi Langalibalele municipalities in the form of a tourism marketing video. The videos could be used as a marketing and awareness tool on various media platforms by the two Municipalities.</p> <p>2. Objective</p> <p>To produce short tourism marketing videos that can be used in various communications platform. This will include travelling to the Alfred Duma and Inkosi Langalibalele municipal area to collect the necessary material.</p>	

3. Methodology

Service provider selected for this assignment must perform the following indicative tasks:

- Develop a video concept and scenario to be discussed with the uThukela District Tourism Team.
- Present a work plan for the assigned work specifying travelling days.
- Travel to the Alfred Duma and Inkosi Langalibalele municipal areas of jurisdiction.
- Work with a team of tourism experts on the desired products.
- Produce high resolution videos for the Alfred Duma LM and the Inkosi Langalibalele LM.

4. Deliverables

- a) Service provider to produce four tourism-marketing videos in HD. A breakdown of videos is provided below.

	Description	Area to be covered
1	1 x 60 sec. maximum video	Tourism products within the Alfred Duma municipal area
2	1 x 3 minutes maximum video	Tourism products within the Alfred Duma municipal area
3	1 x 60 sec. maximum video	Tourism Products within the Inkosi Langalibalele municipal area
4	1 x 3 minutes maximum video	Tourism Products within the Inkosi Langalibalele municipal area

- b) Video shooting and editing.
c) Narration and subtitles in English.
d) Script development.

- e) Full usage rights for music (or music for which copyright has been granted).
- f) The uThukela District Municipality be listed as a proud sponsor.

The video must highlight the key areas of interest including interview with local people and product owners, when applicable.

5. Report

A detailed report on all filming locations, including names and contact details of all filmed tourism products/offers or that will appear on film.

6. Timing and location

- a) This production should entail up to two weeks of fieldwork and up to one week of editing and reporting.
- b) The service provider will have to travel to the Alfred Duma municipal area of jurisdiction and the Inkosi Langalibalele municipal area of jurisdiction.
- c) All travel and accommodation to be covered by the Service Provider.

7. Eligibility/ Qualifications of Service Provider

The Service provider should have:

- a) Exceptional videography skills
- b) Excellent video editing skills
- c) Previous experience on producing international quality videos
- d) Proven ability to work in a multicultural environment

- e) Ability to adhere to deadlines, but also be flexible during the production
- f) Availability to travel immediately, upon signature of contract.

8. Copyright and Intellectual property right

The Service provider may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the uThukela District Municipality.

9. Applications

Each application should include the following:

- a) Cover letter with the tenderer's current contact information including how the tenderer's previous experience matches the product requirements as well as their knowledge of the two areas (no longer than two pages);
- b) Technical proposal on how the tenderer intend to carry out the assignment;
- c) Financial proposal and/or detailed budget of the project;
- d) CV of incumbents that will be working on the project and professional references or letter of recommendation;
- e) Samples of recent and similar assignments, e.g. online portfolios or links to video work or documentaries;
- f) Tenderers failing to include all of the above information will not be reviewed.
- g) Interested parties must submit, their applications no later than **09 October 2020 before 12:00PM**

	<p>10. Specification</p> <p>Video formats for Instagram/facebook:</p> <ul style="list-style-type: none"> • Length - max 60seconds • Videos can be square (Min: 600 x 600 resolution Max: 1080 x 1080 resolution), portrait (Min: 600 x 750 Max: 1080 x 1350), or landscape (Min: 600 x 315 Max: 1080 x 608). • Videos should have a frame rate of 30 FPS (frames per second). <p>Video formats for Website:</p> <ul style="list-style-type: none"> • Length - max 3 minutes • Video dimensions of 1280 x 720 for Landscape and Square. • Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square). • Landscape aspect ratio is 16:9. Square aspect ratio is 1:1 	
	<p><u>SPECIAL CONDITIONS:</u></p> <ol style="list-style-type: none"> 1. Suppliers are to adhere strictly to the specifications given. 2. Not adhering to the specifications, will result in the quotation not being considered. 3. Faxed or e-mailed quotations will not be accepted. 4. 7 days urgent. 5. Briefing Date: 06 October 2020 @ 11:00am @uThukela District Offices, Committee Room No. 1 	

GENERAL CONDITIONS

Quotations must be submitted using the official quotation form obtainable from the Supply Chain Management Unit office (Procurement) Room 51.

1. Sealed quotations outwardly marked: **Ref. No. UTDM/SCM/1694/2020:**
2. **Production of tourism marketing videos for uThukela Municipality within uThukela District .** must be addressed to the **Municipal Manager** and placed in the Tender Box, 36 Lyell Street, Ladysmith, **not later than 12H00 on Friday 09 October 2020**
3. **MBD1, MBD4, MBD6.1, MBD6.2, MBD6.11 and MBD8** forms must be filled in and submitted **together with the quotation.**

4. All Quotations will be evaluated on a point system in accordance with the provisions of the **Preferential Procurement Policy Framework Act No. 5 of 2000 and the revised PREFERENTIAL PROCUREMENT REGULATIONS, 2017.**
5. In terms of Regulation 6, the **80/20 preference point system will be applicable**, with 80 points for Price and 20 Points for B-BBEE Status Level of Contribution.
6. Prices quoted must include value added tax, delivery charges and off-loading to the municipal premises.
7. **Any quote will not necessary be accepted and the Council Reserves the Right to Accept the whole or any Part of Any quote.**
8. **Certified Copy of Sanas:** B-BBEE Certificated or Proof of Exemption **must** be included in the Bid document.
9. **A valid original Tax clearance certificate must be** submitted together with the document.
10. Prices altered by means of correction fluid **will not** be considered
11. **Preference will be given to Database Suppliers**
12. **A current (30 days) Business and or Business Residential municipal account for all services must** be included in the bid document, even outside the UThukela District Municipal boundaries. In case of leasing, the lease agreement must be submitted, indicating who is responsible for water, electricity & rates.
13. **Proof of registration**, on the central supplier database for government.
14. **Local Production content:**
 - 9.1 **An organ of state must, in the case of designated sectors, where in the award of tenders local production and content is of critical importance, advertise such tenders with a specific tendering condition that only locally produced goods, services or works or locally manufactured goods, with stipulated minimum threshold for local production and content will be considered.**

Enquiries may be directed to: Z Ntshingila Tell: 036 638 5198

Checked by: Lwazi Ngwenya (SCM Manager)


M SITHOLE
MUNICIPAL MANAGER