



SEDIBENG DISTRICT MUNICIPALITY



QUOTATION NO.:8/2/8/10-2010

Marketing & Communications Company.

BACKGROUND

On the 21st March 1960 the community of Sharpeville led South Africa in a protest march against dompasses. African men burnt their passes in Defiance of apartheid and its related draconian laws. What was a non violent and passive action turned ugly when the security forces reacted by leaving 69 dead and many others injured.

The reaction of the apartheid regime prompted the liberation movement to adopt armed action as a last resort, which also could not escape the eye and attention of the international community.

That day has always been commemorated in South Africa and elsewhere in the world on the anniversary date of the massacre. The 2010 programme will mark the 50th anniversary, this must again bring the attention of the country and the world to Sharpeville in Sedibeng District Municipal Area, both in terms of physical presence and focus.

SCOPE OF WORK

- Book the Boat for 100 People
- Arrange Lunch
- Issue invitations
- Marketing the event

PROPOSED PROGRAMME OF DAY

- Presentation of the 50th Anniversary Day's Program by the Executive Mayor of Midvaal Cllr. Timothy Nast.
- Opening & Welcome by Gauteng Premier Nomvula Mokonyane
- Reading Messages of Support from Democratic State President & Sympathetic countries etc. by Executive Mayor of Lesedi LM, Cllr Busisiwe Modisakeng.
- Story Telling: Khulumani Support Group Representative.
- Presentation or Conferring of the Freedom of the Sedibeng District Municipal Area to the State President, the Honorable Mr. Jacob G Zuma by Executive Mayor of Sedibeng District Municipality, Cllr. Mahole Simon Mofokeng
- Presentation and the Conferring of the Patron of Reconstruction and Development of Sedibeng by to the First Lady Mrs. Sizakele Khumalo (*Makhumalo*), by the Executive Mayor of Sedibeng District Municipality Cllr. Mahole Simon Mofokeng

- Response and the Key Note Address: State President, Mr Jacob Zuma
- Vote of Thanks by Executive Mayor of Emfuleni LM, Cllr Assistance Mshudulu.

SPEC FOR THE TENDER

- **Main Responsibility Organize media:**
 1. Co-ordinate media & marketing campaign of the event : Print & electronic media
 2. Produce draft media articles;
 3. Arrange media packs
 4. Line up build-up media interviews and press conferences;
 5. Live broadcast of the formal part of the event
 6. Track & trace coverage and submit report thereof to the OEM;
- Work through the Mayor's Office to Issue Invitations & Manage RSVPs and ensure attendance.
- Work through the Mayor's Office to liaise with political parties, NGOs, CBOs, government departments & other stakeholders:
- Produce a wrap up event

EVALUATION CRITERIA (100%)

- | | | |
|---------------------------------------|---|-----------|
| • Price | - | 10 points |
| • Capacity | - | 30 points |
| • Track Record or Previous experience | - | 20 points |
| • Understanding of requirements | - | 20 points |

SPECIFIC CONTRACT PARTICIPATION GOALS

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| ▪ Historically Disadvantaged Individuals: who had no franchise in national elections before the 1983 and 1993 Constitutions | 8.00 |
| ▪ who is a female | 4.00 |
| ▪ who has disability | 2.00 |

Other specific goals (goals of the RDP- plus local manufacture)

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| ▪ Promotion of enterprises located in Sedibeng region | 6.00 |
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