



BRANDING OF THE EASTERN CAPE GAMBLING & BETTING BOARD

1. BACKGROUND

The Eastern Cape Gambling & Betting Board is a commission established by the Eastern Cape Gambling and Betting Act (No. 5) of 1997.

The mandate of the Board is to regulate or control all gambling activities within the Eastern Cape Province. This include, among other things the issuing and revocation of gambling licences, exclusion of problem gamblers, protection of the public against unscrupulous gambling practices and control of illegal gambling activities in the Province. Central to these functions is the promotion of responsible gambling and ensuring that the population is not **negatively affected by gambling.**

The Board has varied stakeholders that need to be **professionally** communicated to regarding these matters. This include the following:

- a) The public – gambling and non-gambling
- b) Licensees – casinos, route operators, site owners, bookmakers, totalisators, etc
- c) Other gambling regulators
- d) Government

Communication and interaction with stakeholders must be professional and authentic. This communication must be underlined by coherent, simple and consistent messages about gambling as a form of entertainment to some but with serious negative consequences for some who don't handle it responsibly.

At the same time the Board wishes to project an image of integrity, responsibility, and fairness in regulating the gambling industry in the Province. This must be the cornerstone of the branding exercise and form part of packaging the brand.

Bidders must be aware that the Board does not exist to market or advertise gambling and would therefore remain neutral on the subject. Bidders must, therefore, be cautious in using pictures of gambling devices – this must be kept to the minimum, except where such use is substantiated by content. The public image of the Board must be that of a caring organisation tasked with making sure that gambling activities are **scrupulous** and the organisation stands for the **protection of the public**.

Those messages must be professionally transmitted and the integrity and authenticity of the source maintained all time. Such authenticity could be achieved by, *inter alia*, branding and this could increase the reliability of the source of such a message or communication. Branding also allows us to set minimum standards with regard to our organisation. In this regard the Board need to brand its image so that it can build integrity and respect for itself.

The Eastern Cape Gambling and Betting Board is looking for service provider with a good track record in branding and marketing that will provide expertise and would add value to the task as described in this brief.

2. Aim of the project

To conceptualise a branding and marketing strategy for ECGBB. The strategy must project a professional image of the Eastern Cape Gambling & Betting Board as a government agency that seeks to fairly regulate gambling in the Eastern Cape for the benefit of its citizens.

Service providers are called upon to assist to develop content and brand image for all communication products of the Board. This project must be able to achieve full-scale development of a positive image of ECGBB through designing corporate marketing and communication products.

All colours used for the different materials developed must fall within the colour scheme of the current logo, with a creative tinge. Creativity is encouraged but all products must have corporate look and be easily identified as ECGBB materials.

3. Scope of the project

The bid shall consist of the following tasks:

- 3.1 Branding of the offices in Beacon Bay,
- 3.2 Production of audio messages on responsible gambling in THREE languages (*IsiXhosa*, English & *Afrikaans*),
- 3.3 Prepare a brand book or guidelines for use of ECGBB communication tools including typography, appearance of marketing, business and communication materials,
- 3.4 Develop a marketing strategy for the Board (mainly on responsible gambling),
- 3.5 Information brochures – gambling responsible gambling, about ECGBB
- 3.6 Other branded materials as listed in the table below:

Item	Description	Quantity
Stationery		
Folders	Document holders – ECGBB branded (A4)	200
Shorthand notepads	A4 or A5 ECGBB branded note pads	200
Pens	ECGBB branded pens (With metal encasement)	200
Staff diaries for 2009	ECGBB branded with responsible gambling message with names and some information on ECGBB	32
Corporate gifts		
Drinking bottles (sport)	Branded squeeze bottle with responsible gambling message	200
Key holders	Branded key holders – with responsible gambling message	200
Document holders	ECGBB branded leather document holder	100
Business card holders	ECGBB branded	100
Promotional/Marketing material		
Wall banner	Banner with side support – ECGBB (2.225mx2.225m)	2
Expo pull-ups	ECGBB branded expo pull-ups with responsible gambling message	2
Corporate Flags/corporate signage	Design & erect. Mounted on aluminium poles in and/or round the building (strategic positions)	2
Exhibition stand/table	Portable table/stand with two portable chairs	1
Gazebo	ECGBB branded (2mx2m)	1
Communication		
Internal communication notice boards	A3 size mounted portable clip-on notice boards	3

3. Requirements for proposals

Written proposals must be submitted stating how service provider(s) will render the required services. All costs inherent in the project must be included.

The proposals should reflect ECGBB as a government gambling regulator with authority, integrity, and fairness in regulating gambling in the province. The Board promotes responsible gambling and its interest is to protect the public against negative effects of gambling.

Bidding service providers are requested to provide detailed and strategic proposals on how they would fulfil the project objectives.

ECGBB reserves the right to award the bid for a portion of the services required, and to split the bid across bidding companies.

ECGBB reserves the right to make final decision in all respects regarding this bid and the right to accept or reject any or all bids in full or in part without assigning any reasons whatsoever.

Both soft and hardcopy of materials will be needed. Materials produced must be of high quality.

The evaluation of proposals will focus on the extent to which the proposal provides a good branded image of the Board, is a strategic and well thought out response to the objectives of this brief and within a reasonable budget.

4. Capacity to perform requirements

The proposal must contain a detailed list of the human resources the service provider will assemble in order to perform all the functions required. The proposal must indicate who will perform which function on the team, and should provide an abridged CV of each team member demonstrating relevant experience and expertise. Bidding companies should state clearly how the project will be conducted and managed.

The proposal should clearly indicate the RELEVANT experience and expertise of the bidder, and three contactable references for this work.

Service providers must indicate if parts of the project will be outsourced and to whom they will be outsourced. Note that it is required that partners (Consortia) submit their BEE and tax certificates too. The successful service provider will be responsible for the overall execution of the project, including managing the outsourced work. The successful bidder will be required to provide a detailed project plan to ECGBB, detailing when deliverables will be delivered.

5. Conditions of contract

The final services and/or products to be provided will be agreed upon by ECGBB and the service provider on awarding of the contract, and contained in a service level agreement.

ECGBB reserves the right to terminate the contract if the service provider does not deliver as per the deliverables and standards agreed upon within the service level agreement. Necessary steps will be taken to ensure that such action does not financially prejudice ECGBB.

6. Budget

The ceiling price for the bid is **R550, 000.00 including VAT**. The proposals must include a clear breakdown of the total price. This must indicate how much each item costs in a table form. Different items can be delivered as they are completed.

7. Timeline

Service providers must provide detailed schedule (In a table format) indicating quantity, price and delivery dates of the required materials in **section 3**.

8. Briefing for bidders

All bidders are invited to a briefing:

Date: 2nd October 2008

Time: 14:00

Venue: ECGBB Boardroom, Beacon Bay East London

7. Bid evaluation process

The bid evaluation process will be in two phases. The first phase would involve the evaluation of all bid documents received in time. For Phase 1, points will be allocated in accordance with the criteria based on **functionality ONLY**.

For purposes of comparison and in order to ensure meaningful evaluation, bidders are requested to furnish detailed information in substantiation of compliance to the evaluation criteria laid out below.

Phase 1

	CRITERIA	POINTS
1	UNDERSTANDING AND INTERPRETATION OF THE BRIEF (RESPONSIVE):	10
	Clear indication of working understanding of the objectives as articulated in the brief	10
2	STANDARD OF PROPOSED SERVICES	30
	<ul style="list-style-type: none"> • Items & quality proposed to be supplied • Creativity, professionalism & innovation; • Proposed sub-contractors (ownership & evidence thereof); 	10 10 10
3	EXPERTISE OF THE COMPANY & PERSONNEL	30
	<ul style="list-style-type: none"> • Knowledge, experience of the company on branding & marketing – give examples and references of similar projects successfully completed. • Knowledge & competence of team members regarding branding & marketing – supply abridged CVs • Resources available to the company to deliver on requirements 	10 10 10
4	QUALITY CONTROL	10
	State processes, structures and procedures that ensures quality	10
5	WORK PLAN	10
	Give a detailed plan, with milestones and timelines of how the project will be executed	10
	VALUE ADDED	10
	Any demonstrable added value proposed by the bidder	10
Total		100

Phase 2:

The bidding companies that score **65 or more points out of a 100** will proceed the second phase. The shortlisted companies then will present their proposal to ECGBB Procurement Committee for further evaluation.

The second phase will include score on **price, functionality and HDI points**. The 90/10 principle will be used. For the HDI points companies must claim points as indicated in the accompanying documents. Where companies have not provided any figures they will automatically be scored 0.

	CRITERIA	POINTS
	PRICE	20
1	UNDERSTANDING AND INTERPRETATION OF THE BRIEF (RESPONSIVE):	10
	Clear indication of working understanding of the objectives as articulated in the brief	10
2	STANDARD OF PROPOSED SERVICES	30
	<ul style="list-style-type: none"> • Items & quality proposed to be supplied • Creativity & innovation; • Proposed sub contractors; 	10 10 10
3	EXPERTISE OF THE COMPANY & PERSONNEL	30
	<ul style="list-style-type: none"> • Knowledge, experience of the company on branding & marketing – give examples and references of similar projects successfully completed. • Knowledge & competence of team members regarding branding & marketing – supply abridged CVs • Resources available to the company to deliver on requirements 	10 10 10
4	QUALITY CONTROL	10
	State processes, structures and procedures that ensures quality	10
5	WORK PLAN	10
	Give a detailed plan, with milestones and timelines of how the project will be executed	10
6	VALUE ADDED	10
	Any demonstrable added value proposed by the bidder	10
7	PREFERENTIAL POINTS	10
	7.1 Ownership by people who had no franchise in national elections prior to the introduction of the Constitution of the RSA, 1983 (Act 110 of 1983) or the Constitution of the RSA, 1993 (Act 200 of 1993) ("the Interim Constitution)	4
	7.2 Location within the Eastern Cape Province	3
	7.3 Ownership by women	3
Total		130

8. ENQUIRIES:

Contact Persons: Monde Duma

E-mail: monded@ecgbb.co.za

Tel: 043 7028305

INVITATION TO BID

YOU ARE HEREBY INVITED TO QUOTE FOR REQUIREMENTS OF THE **EASTERN CAPE GAMBLING AND BETTING BOARD**

BID NUMBER: **ECGBB RC 004/2008**

CLOSING DATE: **10 October 2008**

CLOSING TIME: **16:00**

DESCRIPTION: **Branding of ECGBB offices**

The successful service providers will be required to enter into contract with ECGBB

DOCUMENTS MAY BE COURIERED or DEPOSITED IN THE TENDER BOX AT THE FOLLOWING ADDRESS:

**EASTERN CAPE GAMBLING & BETTING BOARD
QUENERA PARK, QUENERA DRIVE, BEACON BAY, EAST LONDON 5205**

Service providers should ensure that quotations are delivered timeously to the correct address. If the quotation is late, it will not be accepted for consideration.

The ECGBB offices are open from 08:00 until 16:30 week days (Monday to Friday).

ALL QUOTS MUST BE SUBMITTED ON THE OFFICIAL FORMS (NOT TO BE RETYPED)

THIS REQUEST FOR QUOTATION IS SUBJECT TO THE GENERAL CONDITIONS OF CONTRACT (GCC) AND, IF APPLICABLE, ANY OTHER SPECIAL CONDITIONS OF CONTRACT

THE FOLLOWING PARTICULARS MUST BE FURNISHED

(FAILURE TO DO SO MAY RESULT IN YOUR BID BEING DISQUALIFIED)

NAME OF SUPPLIER:

POSTAL ADDRESS:

STREET ADDRESS:

TELEPHONE NUMBER: CODE:.....NUMBER:.....

CELLPHONE NUMBER:

FACSIMILE NUMBER: CODE:NUMBER:.....

VAT REGISTRATION NUMBER:

HAS A TAX CLEARANCE CERTIFICATE BEEN SUBMITTED (SBD 2)? YES/NO

ARE YOU THE ACCREDITED REPRESENTATIVE
IN SOUTH AFRICA FOR THE GOODS/SERVICES OFFERED? YES/NO
(IF YES, ENCLOSE PROOF)

SIGNATURE OF SUPPLIER:

DATE:

CAPACITY UNDER WHICH THIS BID IS SIGNED:.....

TOTAL BID PRICE:.....

TOTAL NUMBER OF ITEMS OFFERED:

TAX CLEARANCE REQUIREMENTS

IT IS A CONDITION OF BIDDING THAT –

1. The taxes of the successful bidder **must** be in order, or that satisfactory arrangements have been made with the Receiver of Revenue to meet his/her tax obligations.
2. The attached form “Application for a Tax Clearance Certificate (in respect of bidders)”, must be completed in all respects and submitted to the Receiver of Revenue where the bidder is registered for tax purposes. The Receiver of Revenue will then furnish the bidder with a Tax Clearance Certificate that will be valid for a period of six (6) months from the date of issue. The original Tax Clearance Certificate must be submitted together with the bid. Failure to submit the **original** and valid Tax Clearance Certificate **may** invalidate the bid.
3. In bids where Consortia/Joint Ventures/Sub-contractors are involved, each party must submit a separate Tax Clearance Certificate. Copies of the Application form for a Tax Clearance Certificate are available at any Receiver’s Office.

PRICING SCHEDULE

(Professional Services)

NAME OF BIDDER:

BID NO.: ECGBB RC004/2008

CLOSING TIME 16:00

OFFER TO BE VALID FOR 90 DAYS FROM THE CLOSING DATE OF BID.

ITEM DESCRIPTION BID PRICE IN RSA CURRENCY

DESCRIPTION: Branding of ECGBB offices

General instructions:

1. THE ACCOMPANYING INFORMATION MUST BE USED FOR THE FORMULATION OF PROPOSALS.
2. SUPPLIERS ARE REQUIRED TO INDICATE A CEILING PRICE BASED ON THE TOTAL ESTIMATED TIME FOR COMPLETION OF ALL PHASES AND INCLUDING ALL EXPENSES INCLUSIVE OF VAT FOR THE PROJECT. R.....
3. PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)
4. PERSON AND POSITION HOURLY RATE DAILY RATE
 ----- R-----
 ----- R-----
 ----- R-----
 ----- R-----
 ----- R-----
5. PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BES PENT
 ----- R----- days
 ----- R----- days
 ----- R----- days
 ----- R----- days

5.1 Travel expenses (specify, for example rate/km and total km, class of air travel, etc). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT
-----	-----	-----	R.....
-----	-----	-----	R.....
-----	-----	-----	R.....
-----	-----	-----	R.....

TOTAL: R.....

Bid No.:

Name of Bidder:

5.2 Other expenses, for example accommodation (specify, eg. Three star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED RATE QUANTITY AMOUNT

.....	R.....
.....	R.....
.....	R.....
.....	R.....

TOTAL: R.....

- 6. Period required for commencement with project after acceptance of quotation
- 7. Estimated man-days for completion of project
- 8. Are the rates quoted firm for the full period of contract?

DECLARATION OF INTEREST

1. Any legal person, including persons employed by the principal, or persons having a kinship with persons employed by the principal, including a blood relationship, may make an offer or offers in terms of this invitation to bid. In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the principal, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority and/or take an oath declaring his/her interest, where the bidder is employed by the principal; and/or the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.

2. In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

2.1 Are you or any person connected with the bidder, employed by the principal? **YES/NO**

2.1.1 If so, state particulars.
.....
.....

2.2 Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the principal and who may be involved with the evaluation and or adjudication of this bid? **YES/NO**

2.2.1 If so, state particulars.
.....
.....

DECLARATION

I, THE UNDERSIGNED (NAME).....
CERTIFY THAT THE INFORMATION FURNISHED IN THE ABOVE PARAGRAPHS IS CORRECT.

I ACCEPT THAT THE PRINCIPAL MAY ACT AGAINST ME I SHOULD THIS DECLARATION PROVE TO BE FALSE.

Signature..... Date.....

Name of bidder..... Position.....

**PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL
PROCUREMENT REGULATIONS, 2001**

Failure on the part of a bidder to declare HDI status will be interpreted to mean that preference points are not claimed.

ECGGB reserves the right to require of a bidder, either before a bid is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the purchaser.

This preference form must form part of all bids invited. It contains general information and serves as a claim form for Historically Disadvantaged Individual (HDI) preference points as well as a summary for preference points claimed for attainment of other specified goals

NB: BEFORE COMPLETING THIS FORM, SERVICE PROVIDERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF EQUITY OWNERSHIP BY HISTORICALLY DISADVANTAGED INDIVIDUALS (HDIs), AS PRESCRIBED IN THE PREFERENTIAL PROCUREMENT REGULATIONS, 2001.

1. GENERAL CONDITIONS

1.1 The following preferential point systems are applicable to this bid:

- the 90/10 system for requirements with a Rand value above R500 000.

1.2 The value of this bid is estimated not exceed R550 000 and therefore the **90/10** system shall be applicable.

1.3 Preference points for this bid shall be awarded for:

(a) Price and functionality

(b) Specific contract participation goals, as specified in the attached forms.

1.3.1 The points for this bid are allocated as follows:

POINTS

1.3.1.1 PRICE AND FUNCTIONALITY 90

1.3.1.2 SPECIFIC CONTRACT PARTICIPATION GOALS 10

(a) Historically Disadvantaged Individuals:

- (i) who had no franchise in national elections before the 1983 and 1993 Constitutions..... **4**
- (ii) who is female..... **3**
- (iii) who has a disability **0**

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

- (i) Promotion of Eastern Cape business..... **3**
- (ii) Empowerment of the work force by standardising the level of skill and knowledge of workers. **0**

Total points for Price, HDIs and other RDP goals must not exceed 100

Separate Preference Points Claim Forms will be used for the promotion of the specific goals for.