**TENDER QUESTIONS**

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| **QUESTION 1**: What specific information must be included in a valid invoice for it to be accepted by Soul City?  |
| **ANSWER**: Please visit <https://www.sars.gov.za/businesses-and-employers/government/tax-invoices/> for invoicing requirements. |

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| **QUESTION 2**: How is intellectual property developed by the service provider before the agreement treated? |
| **ANSWER**: All intellectual property belongs to the service provider during the selection phase, until such a time one is appointed. IP developed/used during the contractually agreed period belongs to SCI. |

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| **QUESTION 3**: What specific principles of good corporate governance are expected from both parties? |
| **ANSWER**: We expect all suppliers engaging with SCI to be to be committed to our mission, vision & strategic objectives. More specifically these include:* Accountability: Both parties should be accountable for their actions and decisions to stakeholders.
* Transparency: There should be clear, accurate, and timely disclosure of all material matters.
* Fairness: Both parties should treat all stakeholders fairly and equitably.
* Responsibility: Both parties should act responsibly and ethically, ensuring that their actions align with the long-term interests Soul City and its stakeholders.
* Compliance: Both parties should comply with relevant laws, regulations, and standards, and adhere to the company's internal policies and procedures.
* Sustainability: There should be a commitment to sustainable development, balancing economic, environmental, and social considerations in decision-making.
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| **QUESTION 4**: In the briefing session last weekit was mentioned that we will be required to coordinate media buying when client requires it. My question iscan we factor in coordination of media buying in our pricing? |
| **ANSWER**: Yesplease factor in media buying costs |

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| **QUESTION 5:** Are you able to share your strategic plan referenced in the brief? |
| **ANSWER**: We are not comfortable to share the strategic plan at this stage of the tender process. |
| **QUESTION 6**: The SOW does not speak to events yet the KPIs speak to event reports - please confirm what event support is needed? |
| **ANSWER**: Events will be co-managed with internal Soul City staff, but some support would be required from the service provider, including: |
| **Promotion and Publicity:*** Media Relations: Develop and distribute press releases, media advisories, and pitch stories to relevant media outlets to generate pre-event coverage.
* Social Media Campaigns: Create social media campaigns to promote the event, engaging with followers and using relevant hashtags to increase visibility.
* Advertising: Design and place advertisements in appropriate channels (online, print, radio, etc.) to reach the target audience.

**Content Creation:*** Marketing Materials: Design event brochures, flyers, banners, and other promotional materials.
* Multimedia Content: Produce videos, and other multimedia content to enhance the event experience and provide post-event highlights.

**On-Site Support:*** Media Liaison: Act as the point of contact for media representatives attending the event, coordinating interviews and photo opportunities.

**Post-Event Activities:*** Media Coverage Analysis: Monitor and analyse media coverage to measure the event's reach and impact.
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| **QUESTION 7:** What type of assets are needed - moving images, static, animation, video? |
| ANSWER: Images (static and moving) and video |

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| **QUESTION 8**: Is Soul City open to influencer engagement? |
| ANSWER: We are extremely hesitant to use influencer engagement as it is difficult to find influencers that align with our brand and the work we do. We are open to exploring this. |

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| **QUESTION 9**: 5-10 years professional experience in PR and communications. Would you like us to submit CVs of the team that will work on the account to support this? |
| ANSWER: Yes  |

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| **QUESTION 10**: We have noticed that there are two submission dates. We would like to confirm correct tender closing date. |
| ANSWER: All submissions are due on Monday, 01 July 2024 @ 16:00 |