



## MUSINA ANNUAL SHOW 2018 SPONSORSHIP PROPOSAL (RFP 22/2017-2018)

Musina Local Municipality (MLM) is calling for assistant from private company regarding marketing of 2018 annual event. Musina Annual Show is a three-day show organized by Musina Local Municipality. The municipality has been hosting the show for the past 18 years. It is characterised by exhibitions - showcasing local arts and culture, brands marketing, children playing in jumping castles, live performances by high-profile local and national artists and political leaders interacting directly with people. The show is organised annually and takes place in July every year. Thousands of people from almost all corners of South Africa and neighbouring countries enjoy the spectacle. It is a fun filled spectacle with a sole goal of bringing people of Musina together and introduce Musina culture to other societies. Fun lovers are catered for during the music festival which runs through the night. Since its inception, the show has always been organised to take place at Musina Show Grounds. MLM is planning to outsource the marketing of this annual event to a private company, the appointed service provider will be expected to mobilising sponsorship for the 2018 Musina Annual Show. The appointed service provider is expected to secure the sponsorship which will cover the current cost of the annual show; to submit a report of all companies and institutions engaged, whether there was a positive or negative response and to work hand-in-hand with the municipal organizing committee and give progress reports as required.

Bidders are expected to adhere the following conditions

- The service provider should be a registered company and also complies with SARS requirement.
- The company should be registered with the CSD.
- The appointed service provider will be expected to organize and coordinate sponsors at his own cost
- The attraction of sponsorship to Musina Annual Show will be coordinated by appointed service provider without any cost to be incurred by the Municipality.
- The appointed service provider must be creative in developing his own strategy for recovering his costs without the involvement of the Musina Local Municipality
- The Municipality will not be liable for any cost incurred by the service provider during the period of executing his responsibilities
- The appointed service provider will get 5% of the amount sponsored.
- The service provider will be responsible for marketing the show and able to attract potential stakeholders for partnerships.
- The company should be able to finalise the sponsorship within three weeks before the event commence.
- The agreement between two parties will lapsed after the event and all payments to the service provider will be finalised by then.
- Service Provider will submit progress report on monthly basis for the duration of agreement.
- The service provider will form part of the organizing committee herein referred as the Event Committee as a non-voting member.

Qualifications and Experience:

- Must have at least 5 years' experience with a traceable record in coordinating sponsorships and events managements in both private and public institutions.
- A bidder must provide reference of similar completed projects
- A bidder that score less than 70 points out of 100 points in respect of functionality will be regarded as submitting a non-responsive bid and the bidder will be disqualified.

### Functionality - 70 Points to qualify

FUNCTIONALITY	POINTS
1. Methodology	35
2. Company Profile (relevant experience and previous reference in a similar projects)	25
3. References	20
4. Professional qualification of team leaders and relevant experience	15
Total	100

Each bidder must submit 2 (two) copies of their proposal in a sealed envelope marked "REQUEST FOR PROPOSALS FOR MUSINA ANNUAL SHOW 2018 SPONSORSHIP" and must be deposited in the tender box at the address below by **Thursday 10<sup>TH</sup> May 2018 at 11:00am**

Civic Centre  
21 Irwin street  
MUSINA  
Notice number 22/2017-2018

TN TSHIWANMMBI  
Municipal Manager

5 April 2018