



# Oranjemund Town Council

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Enquiries: Ms. F. /Uises

Our Ref: 10/4

## REQUEST FOR PROVISION OF MARKETING & ADVERTISING SERVICES FOR ORANJEMUND DIAMOND FESTIVAL 2023

### INTRODUCTION

With this Terms of reference, the Oranjemund Town Council (herein with referred to as the “client”) wishes to attract eligible services providers (herein with referred to as the “service provider”) to provide marketing & advertising services for Oranjemund Diamond Festival 2023.

### BACKGROUND

1. The Oranjemund Town Council is a local authority that was established in year 2012 and is still at an infancy stage and in the process to strengthen its staff complement. On an annual basis the Council hosts the Oranjemund Diamond Festival driven by the Local Economic Development Division.
2. As part of event management, its required for the Council events to be properly documented for record purposes and most importantly for marketing purposes on all social media platforms and media platforms.
3. Through the required services, its Council objective to ultimately, render good quality, cost-effective products that will improve the visibility of Council events and market the town in a positive and memorable view.

The aforementioned services requested for will be provided to Council have primarily been designed around the following four priorities of Oranjemund Town Council such as:

#### **Timely delivery of requested services that may range from;**

- Provision of Photographic and Videographic services, the client will provide relevant timelines and duration for the services as the need arises;
- Provision of marketing, design and printing services, the client will provide relevant timeline and duration for the services as the need arises.



- Take note that this may include designing and printing of brochures, posters, logos, event wrist bands and social media adverts.
- Provision of advertisement services, the client will provide relevant timeline and duration for the services as the need arises;

## **ELIGIBILITY CRITERIA**

The ideal service provider is expected to have the following documentation in line with the Public Procurement Act, 2015 (Act No. 15 of 2015) (from the date of appointment and for the duration of the contract);

To be eligible to participate in this Quotation exercise, you should:

- (a) have an originally certified copy of a valid company Registration Certificate;
- (b) have an originally certified copy of valid good Standing Tax Certificate;
- (c) have an originally certified copy of a valid good Standing Social Security Certificate;
- (d) have an originally certified copy of a valid Affirmative Action Compliance certificate.
- (e) Have a valid originally certified copy of a fitness certificate.
- (f) The service provider must have proven experience in the services stipulated under this contract and must attached relevant proof of such.
- (g) Testimonials from previous clients will be an added advantage.

## **PROPOSED APPROACH**

The following is the approach which will be taken by the client and if and when they use to utilise any of the services listed herein with;

- 1. Client request-**the Oranjemund Town Council - Procurement Management Unit will make formal request(s) for quotation for a specific service(s) listed under this contract if and when the need arises from the client.
- 2. Service Provider-** the service provider will then submit reasonable quotation(s) for the requested service(s). All quotations issued to the client must be relevant for a duration of ninety days (90) days.
- 3. Client confirmation-** Council will confirm in writing or via purchase order for the service provider to make the necessary arrangements for the requested service(s).



- 4. Payments-** Once services has been provided, the client will then be responsible for paying the invoice as per the services utilised by the client. Due to the nature of events and services required, no advance payments will be made for any services to be rendered. Service provider must ensure financial capacity to deliver required products and services.

#### **ROLE AND RESPONSIBILITY OF THE SERVICE PROVIDER**

- a) Issuing of service-related quotations for services requested by the client.
- b) Uphold a good name and act in the best interest of the client as well as any other service provider that might be tasked to carry out other related services.
- c) The service provider will not interfere with the dealings of the Local organising committee and by extension – the client in any manner.
- d) The service provider shall report directly to the Local Economic Development Division as well as the Oranjemund Town Council Procurement Management Committee.
- e) Due the distance of Oranjemund from the rest of the region, the service provider shall ensure that all services needed are up and ready at least one day before the actual event. Additionally, they shall see to it that all artists, Masters of Ceremony and (or) Comedians requested are in Oranjemund at least the day before the actual show.
- f) It is the role and responsibility for the service provider to ensure that they have all necessary equipment, software and internal capacity needed to carry out the aforementioned the services as the need may arise.
- g) The successful bidder may not release any posters, photos or any information pertaining to Council during or after the duration of the contract.
- h) It is the role and responsibility of the service provider to ensure all deliverables are delivered to the clients address well on time to ensure success of the events and campaigns planned.

#### **ROLE AND RESPONSIBILITY OF THE CLIENT**

- a) Upon receipt of the invoice, the client shall honour payments within 14 working days.
- b) The client shall ensure to timely communication of all instructions to the service provider to ensure ample time is given for preparations.



## **PROPOSALS**

### **Technical Proposal**

In addition to the company profile, the technical proposal has to include;

- Possible methods of photography/ videography envisaged to be undertaken;
- A time Schedule for delivery of services to be rendered;
- Experience in provision of similar services
- Proof of ownership of rental agreements of equipment, devices needed for the services to be rendered.

### **Financial Proposal**

The financial proposal has to provide a detailed breakdown of the cost:

- Professional fees (daily rates per service);
- Direct cost; and indirect cost.

### **Take Note:**

- Please ensure all documentation submitted for this Request for Proposals are properly binded.
- Envelopes should clearly indicate the procurement reference number as well as the Name of the Company as indicated.
- Bids must be addressed to the Oranjemund Town Council Procurement Management Unit and must be sent in a Sealed envelope to C/O 8<sup>th</sup> and 12<sup>th</sup> Avenue, Oranjemund Town Council Bid Box at the Finance Building on or before the closing date as per indicated in the bidding document.

## **GENERAL REQUIREMENTS**

- Quotation shall be valid for three months after the closing date.
- The financial proposal shall be in matrix form, provided a breakdown of the time needed for delivery of said services, and cost estimate. The bid shall specify the basics of calculation (i.e., unit cost, quantities, mark-up percentages, taxes foreign and local cost- component etc) of all prices (i.e., main categories, personnel, transport, office supplies, subcontractors, etc.).
- It will be expected that the Service Provider will operate accordingly to sound ethical conduct.
- All fees will be quoted in Namibia Dollars and clearly marked if and where Value added tax has been charged.



## **GENERAL INFORMATION**

- Council shall have the right to negotiate with the successful Service provider on the proposed items, should this be deemed necessary.
- The client may choose to utilise the some or all of the services listed herein depending on the client's financial capacity.
- Prior to the contract being signed with the successful consultant(s) terms of reference and the full scope of work to be executed shall be finally agreed upon in order to iron out any uncertainties and ensure that further claims for work not specified do not arise. Limited assignments may be added to the scope of work after a consultant has been appointed.

## **CONTACT DETAILS FOR ENQUIRIES**

Procurement Management Unit  
Oranjemund Town Council  
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