

Requesting Office: Magalies Water	
Contact Person: Dineo Mphasane	
Contact Numbers: 014 597 4636	
Facsimile:	
E-mail address: dineom@magalieswater.co.za	RFQ – 10026006

DATE ISSUE: 27 November 2025

CLOSING DATE: **05 December 2025**

PLACE OF DELIVERY: **Magalies Water**

For More information/query email: dineom@magalieswater.co.za or call 014 597 4636

Item No.	TAUNG MEDIA CAMPAIGN OB
	COMMUNITY MEDIA BUYING FOR SOUTHWEST REGION AWARENESS CAMPAIGN *PLEASE SEE BELOW TERMS OF REFERENCE

1. Submission of Quotations

RFQ Number must always be stated on the quotation.

Quotations should be submitted on or before the Request for Quotation Deadline **Date by no later than 12h00** to the email below. Email: dineom@magalieswater.co.za
No hand delivered quotations will be accepted, all quotations to be submitted to the email indicated on the RFQ.

2. Selection of Qualifying Quotation

The selection of the qualifying quotation will be at Magalies water's sole discretion. Magalies Water does not bind itself to accept any particular Quotation.

3. Documents required

The quotation will be verified for responsiveness according to the following **REQUIREMENTS:**

- Quotation must have CSD vendor number or CSD report
- Quotation must have RFQ reference number
- Completed and signed Declaration of Interest Form (SBD4)
- Quotation with validity period should be a minimum of 30 days or more from the date of issue.
- Quotation with physical address, date, contact details and banking details

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***NB All non-responsive bids will be rejected.**

4. EVALUATION OF QUOTATION

All Quotations above R30 000 will be evaluated in terms of the PPR 2022 using the 80:20 Preference point system.

CRITERIA	POINTS
Price	80
Specific goals (B-BBEE status level of contributor)	20
TOTAL	100 points

NB: Bidders to submit the following as proof of B-BBEE status level of contributor.

1. Valid B-BBEE status level certificate by an authorized body or person
2. A valid sworn affidavit as prescribed by the B-BBEE code of good practice.

Table 1: SPECIFIC GOALS (B-BBEE level) for the supplier and points claimed are indicated per the table below.

BBBEE Status Level of Contributor	Number of points 80/20 system
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non Compliant Contributor	

5. TERMS & CONDITIONS

- 5.1. Quotations received after the closing date will not be accepted.
- 5.2. All costs to be included in the quotation.
- 5.3. Delivery must take place at the specified place.
- 5.4. Quotations to be valid for a minimum of 30 days or more from date of issue.
- 5.5. The Government Procurement General Conditions of Contract shall apply.

1. Introduction & Background

Magalies Water (MW) is a Water Board, established under Section 28 of the Water Services Act, 1997 (Act 108 of 1997 as amended, WSA) which provides for the right of access to the basic water supply and the right to basic sanitation services. According to the Public Finance Management Act (Act No. 1 of 1999 as amended), it is classified as a schedule 1B State-owned Enterprise (SoE) and derives its mandate from the Department of Water & Sanitation.

In a concerted effort to create awareness about the organization in the new areas of operation since the disestablishment of Sedibeng Water and to further embark in public education awareness; the Communications and Stakeholder Relations Division will from time to time embark on a campaign to engage with and educate the public and communities to share knowledge and crucial information in the following field and beyond:

- To educate the public on conservation, pollution and the importance of protecting water resources.
- Create awareness about protecting critical water infrastructure from theft and vandalism.
- Seek community involvement in protecting the environment and infrastructure
- Spread the message of the importance of hygiene

2. Scope of Work

Magalies Water requires the services of a service provider who will handle the media buying activities on behalf of the organisation as it relates to the South West Region Media Awareness Campaign, for a two-week period, on a date to be confirmed after appointment. The services include the following:

Media Campaign

- Outside Broadcast van/services in Taung
- 05 x Scripted 10 Minute Scripted Radio Interviews in Setswana and or English on Vaaltar FM.
- Advertising
 - 4 x 30" recorded adverts and or scripted live reads to be run during the day-time weekday radio shows

2.1 Focal Areas

- 2.1.1 Water supply and demand management
- 2.1.2 Ongoing projects to augment supply and demand management
- 2.1.3 Areas of operation with Greater Taung Local Municipality and Dr RS.
Mompoti District in General
- 2.1.4 Customer Contact Center and Customer Engagement Processes
- 2.1.5 Theft and Vandalism of Critical Water Infrastructure.
- 2.1.6 Water Quality and Pollution Management

3. Request for Proposals

MW hereby invites Service Providers to submit Quotations to handle the media buying activities on behalf of the organisation as it relates to the South West Region Awareness Campaign

4. Proprietary Information

The information provided to the Service Providers for the Request for Quotations (RFQs) shall remain the intellectual property of Magalies Water. Information shared shall be kept confidential by the Service Providers, including all Officials including their employees, agents, and representatives of the organizations. The Service Providers shall obtain written consent of MW prior to making any disclosures or publications or advertisements that refer to this specification or related information, be it in part or as a whole. This applies regardless of whether the recipient of this RFQ call would have responded or not.

5.1 Track record component

The Service Provider must furnish satisfactory evidence on their capability and capacity to provide professional service that is timely and will meet the set requirements that include the following:

- Provide Magalies Water with information that would assist in assessing the Service Providers' capability, capacity, in-house skills, previous experience, and samples of similar previous work.
- Provided that the Service Providers have got experience in media buying or similar work, including a list of minimum five contactable references (Service Providers must include the name and surname, position of the referee, name

of company, contact details, nature of the work performed and amount). Magalies Water will perform due diligence to ascertain validity of all references submitted.

- Provide names, qualifications, and certification of any outside specialists.

5.2 Cost proposal

The Service Providers must submit a comprehensive detailed line-by-line itemized budget in a separate sealed envelope showing total costs of the services including hourly rates of key personnel that are going to be involved in the proposed project. All assumptions in drawing the cost estimate such as travel rates; meeting rates if applicable and any other assumptions made in drawing up a budget must be included (disbursements).

6. Evaluation

6.1 Preference point system

Magalies Water shall apply an 80 (Price) and 20 (B-BBEE) preference point system in the evaluation of the RFQ. The minimum score for functionality will be 75%. Service Providers who do not meet the minimum score for functionality will not be considered for the second evaluation stage.

Service Providers' certified valid B-BBEE Certificates to be included, and failure to submit that will lead to automatic disqualification.

Service Providers must be registered on the national Company Supplier Database (CSD)

6.2 Functional evaluation

Evaluation of RFQ will be performed in two phases:

Phase 1: Functionality

Criteria	Weight
Technical Criteria (75)	
Media Buying: Service Providers to provide proof of prior work in sourcing airtime on radio stations as well as securing space in newspapers. Company profile to be attached	75
Track record and experience (25)	

Curriculum Vitae (CVs) of project team members and / or of external experts if some parts of the services are going to be outsourced with contactable references.	5
Experience of a minimum of seven (7) years on similar projects and the ability to meet project requirements.	15
Reference clients that MW can source testimony of service from (Provided official reference letters or name with full contact details / whichever is easier will assist).	5

Phase 2: B-BBEE and price

Criteria	Weight
B-BBEE	20
Price	80

6.3 Bids must meet the following requirements:

- Each proposal must contain a comprehensive company profile.
- Certificate of BEE compliance or certificate of exemption to BEE compliance.
- Company registration certificate.
- Company Tax clearance certificate.
- Proposals must be hand delivered or couriered in a sealed envelope.
- All costs related to submission of proposals as per these requirements shall be at own expense.
- Proposals that do not meet all requirements, do not satisfy all key specifications and evaluation criteria, will be disqualified.
- If appointed, ***Magalies Water will not be making any advance payments i.e. prior to completion of the media campaign.***
- Submission of previous work done and contactable references.

7. Enquiries

All communication and enquiries relating to this RFQ must be submitted in writing to: trinityb@magalieswater.co.za with “Magalies Water Media Buying” as the subject. For Supply Chain Management related enquiries, communication must be submitted in writing to dineom@magalieswater.co.za

8. Medium of Communication

All documentation submitted in response to this RFQ must be in English.

9. Verification of Documents

Respondents must check their documents for completeness. Magalies Water will not be liable for any missing or poorly organized or duplicated pages.

10. General Terms and Conditions

Magalies Water is entitled to:

- Amend any RFQ conditions, validity period, specifications, or extend the closing date and/or time of RFQ before the indicated closing date.
- All respondents, to whom the RFQ documents would have been issued, will be advised in writing of such amendments, on time.
- Verify the information contained in the Quotation.
- Not to appoint any Service Provider.
- Vary, alter, and/or amend the terms of this RFQ at any time prior to the finalization of the quotations' adjudication.
- An omission to disclose material information, a factual inaccuracy, and/or misrepresentation of fact may result in the disqualification of a proposal.
- Call the Service Providers for a presentation if Magalies Water deems it so fit.
- Magalies Water reserves the right not to accept the lowest proposal or any proposal in part or in whole.

11. Submission of Proposals and closing date

Quotations should be submitted on or before the Request for Quotation Deadline Date by no later than 12h00 to the email below.

Email: dineom@magalieswater.co.za

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