

Requesting Office:Magalies water Vaalkop plant	
Contact Person: Selina Maledu	
Contact Numbers:014 597 4636	
Facsimile:N/A	RFQ – 10028126
E-mail address: quotationswest@magalieswater.co.za	

DATE ISSUE:07 September 2026

CLOSING DATE:11 September 26

PLACE OF DELIVERY: **Magalies water Head office**

For More information/query email quotationswest@magalieswater.co.za

Description/Specification	Quantity
MEDIA BUYING SEE ANNEXURE A FOR SCOPE OF WORK NB : FAILER TO SUBMIT SAMPLE, NOTE THAT YOUR QUOTE WILL BE DISQUALIFIED	

RFQ Number must always be stated on the quotation.

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Quotations should be submitted on or before the Request for Quotation Deadline **Date by no later than 12h00** to the email below. Email: quotationswest@magalieswater.co.za.

No hand delivered quotations will be accepted, all quotations to be submitted to the email indicated on the RFQ.

1. 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.

2. Documents required

ADMINISTRATIVE REQUIREMENTS 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.

MANDATORY REQUIREMENTS REQUIREMENTS:

- Quotation must be line with the specification.
- Quotations received after the closing date will not be accepted.

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

3. EVALUTION OF QUOTATION

All Quotations with a rand value equal to or below R50 million, will be evaluated in terms of the PPR 2022 using the 80:20 Preference point system.

CRITERIA	POINTS
Price	80

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Specific goals	20
TOTAL	100 points

Specific goal	Number of points (80/20 system)	Means of verification
Black people ownership equity	5	Central Supplier Database (CSD) report
Women equity	3	Central Supplier Database (CSD) report
Youth equity	2	Central Supplier Database (CSD) report
Disability	2	Medical certificate or (CSD)
Promotion of small businesses Medium- 2 Points Small- 3 Points Micro- 4 Points Other- 0 Points	4	1. Central Supplier Database (CSD) report for transactions from rand value to R500 000.00. 2. Signed Financial Statements for transactions above R500 000.00
Locality Within 100km radius of where goods/service is required	3	Proof of address (tribal authority letter/ Lease agreement accompanied by municipal rates invoice/statement)
Military Veterans (MVA)	1	MVA force number/CSD
Total	20	

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4. TERMS & CONDITIONS

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

ANNEXURE A



REQUEST FOR QUOTATIONS

**MAGALIES WATER MEDIA
BUYING CAMPAIGN–
WATERBERG AND
BOJANALA DISTRICTS**

DATE ISSUED: 08 September 2026

DEADLINE FOR SUBMISSION: 11 September 2026

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 3B State-owned Enterprise (SoE) and derives its mandate from the Department of Water & Sanitation.

The mandate of Magalies Water is to provide water services in terms of Section 29 and 30 of the Water Services Act which provides for the establishment of Water Boards and defines their primary and secondary function respectively. The service area of Magalies Water is determined by the Minister in the Pienaars River and Crocodile River catchments. Also, as a Water Board, Magalies Water contributes to the socio-economic development of its service areas by providing and supplying bulk potable water services to Water Authorities, Water Service Institution, and other users in some parts of the North West Province, Limpopo, and Gauteng Province.

The Head Office of Magalies Water is in Rustenburg.

In South Africa, Water Boards play an integral part of advancing achievement of water services delivery targets as set by government. Therefore, the role of MW in the water value chain, is to abstract, purify and supply potable water to Water Authorities, Water Service Institutions, and other users. Critical to the Water Board's central role is to manage the entities, sustainably.

2. Scope of Work

Magalies Water requires the services of an external service provider to assist in the sourcing of and media buying process on its behalf for the purposes of Information, Education and Communication (IEC) in local radio stations based in Bojanala Platinum and Waterberg Districts – which form part of its service area. The two Districts are at the center of a multi-year capital infrastructure project called the Moretele North Klipvoor Bulk Water Scheme, which upon completion will service the following area local municipal jurisdictions:

- Moretele Local Municipality

- Madibeng Local Municipality
- Bela-Bela Local Municipality
- Modimolle-Mookgophong Local Municipality
- Mogalakwena Local Municipality

3. IEC Project Objectives/Key Themes

- ✓ To share with stakeholders the business rationale and conceptualization of the Moretele-North Klipvoor Bulk Water Supply Scheme
- ✓ Provide progress-to-date with the funding modalities and agreements
- ✓ Detail the construction progress-to-date, including expenditure, acquisition of contractors, and local-laborers and the impact of beneficiation.
- ✓ Detail current water challenges in Waterberg District (Magalies Water's area of supply) with respect to demand and supply.
- ✓ Detail the entire project scope including technical information relating to design and implementation of infrastructure.
- ✓ Highlight the stakeholder participation and collaboration with respect to the project (municipalities and provincial governments).

4. Mechanics and Media Platforms for Use

It is required of the service provider to conduct a benchmark and in doing so, source the most competitive quotes for Magalies Water for the following services:

4.1 Scripted Radio interviews (Studio Set-Up at Location)

- 4.1.1 Scripted 15 – 20-minute Radio interviews shall include the Chairperson of Magalies Water, the Chief Executive, Spokesperson, and any technical team member as and when required.

Focus radio platforms must have broadcast reach in Waterberg and Bojanala Platinum Districts as well as neighbouring municipalities.

4.2 Scripted Radio Promos

- 4.2.1 30'' Radio promos shall be developed on behalf of Magalies Water to be featured on prominent daytime shows in local and radio stations. Promos

shall be approved by Magalies Water prior to airing in accordance with an agreed promo schedule.

5. Delivery Date

- 5.1.1 RFQ deadline date is 11 September 2026 at 12:00.
- 5.1.2 A production schedule shall be provided and agreed to with Magalies Water 5 days after inception meeting with the service provider. Other dates to be confirmed in the schedule.
- 5.1.3 Media campaign/ activities shall take place for a period of one month spread out over four weeks, from the date of appointment.

6. Request for Proposals

MW hereby invites Service Providers to submit quotations to provide media buying as well as design services as and when required on behalf of Magalies Water. Service providers are requested to itemize costs of service as well as the hourly rates of all individuals that will work on the project.

7. 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 the organisations. 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.

The Service Provider shall cede to ownership of the product format, look and feel /format and the latter shall become a property of MW that shall not be duplicated without the copyrighting process of authorisation.

8. Specifications

5.1 Technical specifications Consolidation

While the Service Providers may recommend additional content or items to be incorporated in the scope of the works, the quotations should fully address and respond to each of the following technical requirements:

Item	Description	Schedule	Service Providers to provide
Radio interviews	Local Radio Stations	Once a week • Week 1 • Week 2 • Week 3 • Week 4	Scripted Radio interviews shall include those of: ✓ <i>Finance or CFO</i> ✓ <i>Committee Chairperson: Capital Investment & Stakeholder Engagement Committee</i> ✓ <i>Chief Operations Officer</i> ✓ <i>Stakeholder & Business Development</i> ✓ <i>GM: Water Services</i> ✓ <i>Project and Engineering Services</i>
Radio Promos <i>3 x promos weekly per station</i>	Local and/or regional	Twice a week • Week 1 • Week 2 • Week 3 • Week 4	Scripted 30" Radio promos shall be developed on behalf of Magalies Water to be featured on prominent daytime shows in local radio stations. Promos shall be approved by Magalies Water prior to airing in accordance with an agreed promo schedule.

5.2 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.

5.3 Cost proposal

The service providers must submit a comprehensive detailed line-by-line itemised 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 (Specific Goals) 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 (Simulcast/Syndicate and Outside Broadcasting): Service providers provide a minimum of four (4) samples/evidence of previous work in relation to media buying specifically - simulcast/syndicate broadcasting and outside broadcasting services. Appointment Letters should be specific to these services and company profiles to be attached. • One Letter = 10 points • Two Letters = 20 points • Three Letters = 30 points • Four Letter = 40 points Samples must be submitted with the quotation	40
Scripting of Radio Content: Service providers provide samples of broadcast ready radio scripts for Simulcast or Outside Broadcasting (translated to the language of broadcast) • One Script = 2 points • Two Scripts = 5 points • Three Scripts = 10 points Samples must be submitted with the quotation	10
Designing: Service Providers to clearly illustrate their creative ability and experience of designing radio adverts/ on-air promotional content by providing four (4) samples of previous campaigns for simulcast projects. • One PoE = 10 points • Two PoE = 20 points • Three PoE = 30 points	30

Samples must be submitted with the quotation	
Track record and experience (25)	
A minimum of two 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 four (4) years on similar projects and the ability to meet project requirements.	15

Phase 2: B-BBEE and price

Criteria	Weight
Specific Goals	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 expenses.
- 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 prior to the completion of project.***
- Submission of previous work done and contactable references.

7. Enquiries

All communication and enquiries relating to this RFQ must be submitted in writing to: quotations@magalieswater.co.za with "Magalies Water Media Buying Campaign – Waterberg and Bojanala Platinum Districts" as the subject. For Supply Chain Management related enquiries, communication must be submitted in writing to quotations@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 organised 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 finalisation 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

Proposals must be submitted to the following address:

Magalies Water
38 Heystek Street
Rustenburg
0300

On Friday 11th September 2026 at 16:00