TENDER NOTICE

The ZULULAND DISTRICT MUNICIPALITY
hereby invites tenders for:

Tender Ref. No	Tender Name & Details	Closing Date
ZDM18/2026-2027	**PANEL OF SERVICE PROVIDERS FOR RENDERING OF BRANDING, MARKETING AND PUBLICITY SERVICES FOR A PERIOD OF 36 MONTHS** Zululand District Municipality (ZDM) invites suitably qualified and experienced service providers to render Branding, Marketing and Publicity services to the Municipality for a period of 36 months.	**07 December 2026**

No Compulsory Clarification Meeting required: Tender documents will be available to download as from **23 November 2026 on the Municipality websites www.zululand.org.za and E-Tender for free.**

Technical Enquiries can be directed to: Ms N Hlongwane on **Tel: 035 874 5500 during office hours or Email: nqhlongwane@zululand.org.za.Further Supply Chain and related enquiries may be directed to: The SCM on 035 874 5500 during office hours or** Email **tenders@zululand.org.za.**

STAGE 1: TEST FOR RESPONSIVENESS

Tender submissions will first be assessed for responsiveness. Only submissions that fully comply with the mandatory requirements and include all returnable documents will proceed to the next stage of evaluation. Non-responsive submissions will be disqualified

In order for a tender to be considered responsive, it must comply with ALL the following criteria:

1…. Bids will be evaluated in accordance with the applicable Preferential Point Scoring System as set out in the Councils Supply Chain Management Policy. The following form, MBD 1, MBD 4, MBD 6.1, MBD 8 and MBD 9 must be completed and submitted with the bid.
2…. A valid Tax Clearance Compliance Status Pin Certificate must accompany all bids.
3…. Full CSD Report.
4…. Bids must be accompanied with CIPC documentation to verify ownership.
5…. Current Municipal Account not in arrears for more than 90 days/ Valid Lease Agreement.
6…. Company profile with traceable reference.

STAGE 2: FUNCTIONALITY/ELIGIBILITY CRITERIA

KEY ASPECT OF CRITERION	BASIS FOR POINT ALLOCATION	POINTS	MAX SCORE	VERIFICATION METHOD
Experience of similar work and environment (Name of traceable reference, contract details to be included for verification).	The Tenderer has successfully completed 5 projects of a similar nature involving branding, marketing and publicity services.	25	25	Attach the recent appointment letters with Reference Assessment form.
	The Tenderer has successfully completed 4 projects of a similar nature involving branding, marketing and publicity services.	20		
	The Tenderer has successfully completed 3 projects of a similar nature involving branding, marketing and publicity services.	15		
	The Tenderer have successfully completed 2 projects of a similar nature involving marketing, branding and publicity services.	10		
	The Tenderer has successfully completed 1 project of a similar nature involving branding, marketing and publicity services.	05		
	No experience	0		
Qualifications and Experience:	Degree in Marketing Management, Communication Studies or Public Relations with 10 and above years' of experience.	25	25	Attach copies of qualifications and Recent CV.
	Degree in Marketing Management, Communication Studies or Public Relations with 9-7 years' of experience.	15		
	Degree in Marketing Management, Communication Studies or Public Relations with 6-5 years' of experience	05		
	Less than 5 years of experience or No Submission	0		
Methodology: Demonstrates clear understanding and addressing all operational requirements	Excellent, detailed, and well-structured methodology with clear implementation plan	25	25	Bidders shall submit a detailed methodology demonstrating their understanding of the scope of work and operational approach for the provision of branding, marketing and publicity services. The methodology must include the approach to **branding and creative design, marketing and publicity campaigns, content development, project management, turnaround times, quality assurance, communication and approval processes, monitoring and reporting, risk management, and the personnel/resources** to be allocated to the contract. The methodology will be evaluated based on the bidder's understanding of the assignment, practicality of the **proposed approach, turnaround times, quality control measures, monitoring and reporting, risk management, and**
	Good methodology with clear execution plan	15		
	Acceptable methodology but lacks detail	10		
	Poor methodology with limited understanding of scope	5		
	No submission	0		

				availability of appropriate resources and personnel.
Credits: Accreditation: Regulatory Authority	Professional accreditation for Public Relations and Marketing (Public Relations institutes of Southern Africa (PRISA)) and Marketing Association of South Africa(MASA) respectively.	25	25	Proof of Regulatory registration.
	Professional accreditation for Public Relations and Marketing (Public Relations institutes of Southern Africa (PRISA)) or Marketing Association of South Africa(MASA) respectively.	15		
	No information provided OR submission of no substance / irrelevant information provided.	0		
MAXIMUM SCORE:			**100**	

Bidders must score at least 70 points to move forward in the evaluation process. Those who score below 70 will be disqualified and excluded from further consideration.

STAGE 3: FINANCIAL OFFER AND SPECIFIC GOALS

No.	The specific goals allocated points in terms of this Tender	Number of points claimed (80/20) system)	Means of Verification
1.	Locality (within Zululand District Municipality)	16	Proof of municipal accounts/ proof of residence signed by ward Councilor (for those residing in rural areas) / lease agreement
2.	Director/ Owner with disability	1	Medical certificate
3.	Director/ Owner black women	1	CSD report / CK document
4.	Director/ Owner black youth	2	CSD report / CK document
5.	Non-compliant contributor	0	

The 80/20 preference point system for the acquisition of services, works or goods will be allocated for as per Zululand District Municipality Supply Chain Management Policy.

Duly completed tender documents **sealed in an envelope marked with the tender number and the closing date** are to be deposited into the **tender box at Zululand District Municipality, Lot B-400 Gagane Street, Ulundi, 3838 by no later than 12h00 on the closing date where they will be opened in public**. Telegraphic, telefaxed or posted tenders **WILL NOT** be accepted.

Tenders may only be submitted on the tender documentation that is issued. Requirements for sealing, addressing, delivering, opening and assessment of tenders are stated in the Tender Data.

The Bid Committee of Zululand District Municipality does not bind itself to accept the lowest or any tender.

Mr S.P. MOSIA
MUNICIPAL MANAGER
ZULULAND DISTRICT MUNICIPALITY