



The KwaZulu-Natal Performing Arts Company
Declared in terms of section 3(1) of the Cultural Institutions Act, 1998(Act No 119 of 1998) on 01 April 2003
PO Box 5353, DURBAN, 4000, 29 Acutt Street, DURBAN, 4001, KwaZulu-Natal, South Africa
Tel: (031) 3699555, Fax: (031) 306 2166, Production Services Mayville, Tel (031) 208 4171 Fax: (031) 208 4162
email: info@playhousecompany.com; <http://www.playhousecompany.com>

**THE PLAYHOUSE COMPANY
REQUEST FOR PROPOSALS – MARKETING SERVICES; REF: PHC 50/2017**

The Playhouse Company is looking to outsource the Marketing function to a suitable and experienced service provider on a 1 year contract.

The Playhouse Company is a Cultural Institution registered in terms of Section 3(1) of the Cultural Institution Act, 1988, to advance, promote and preserve the performing arts in South Africa.

The scope of the work will include *inter alia*:

- To assist with the development and implementation of marketing strategies, plans and campaigns that will ensure the effective strategic positioning of The Playhouse Company, maintaining and enhancing The Playhouse Company brand and image
- To devise and execute marketing, media and publicity campaigns for various in-house and Educational and Developmental productions as per the 2017 Arts Plan.
- Generating publicity for the various productions as per the 2017 Arts Plan.
- Strategic PR activations(Social media, Media interviews, and lobbying to generate positive media coverage)
- Compilation and dissemination of press releases
- Corporate and Production advertising including the printing of all Marketing related material, to include Billboards, Banners, Street-Pole advertisements, programmes
- Marketing of The Playhouse Company venues, i.e. Theatres, Recording Studios, Functions and Rehearsal venues.
- Conduct market research and surveys to improve marketing strategies; and
- Other marketing services as per the detailed scope of work.

One person, with relevant managerial experience to manage the duties and responsibilities must be onsite weekdays. After hours work may be required.

Tender documents will be available at The Playhouse Company Head Office, 29 Acutt Street from 10h00 on **13 January 2017** for a non-refundable fee of R 350 which should be paid in cash to Mr. Sudesh Harilal.

A compulsory briefing session will be held on **26 January 2017 10h00** at The Playhouse Company, 231 Anton Lembede Street, Durban.

Closing date for the submission of proposals is **20 February 2017 at 11h00**. No late submissions will be considered. Submissions must be clearly marked and enclosed in a sealed envelope/package addressed to: The Chief Executive Officer at the above address.

Tenderers will be required to do a presentation of their proposals on a date to be advised by The Playhouse Company.

Additional requirements are listed below:

- Registration on the National Treasury Central Supplier Database (C.S.D)
- Proposals must be hand delivered to the abovementioned address in a sealed package;
- A SARS issued pin or valid Tax Clearance certificate is compulsory;
- BEE Certificate;
- The Playhouse Company is not compelled to accept the lowest proposal.

For general enquiries please contact - Mr. Siya Manqele, on Tel: 031- 369 9507 or at accountingassistant@playhousecompany.com