



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  
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## REQUEST FOR QUOTATIONS – PHC-MARKETING 02/2019

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 Playhouse Company is looking to appoint suitable service providers for various marketing related services from 01 April 2019 to 31 March 2020 (1 year contract).

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

Reference	Description	Scope of work
PHC-PR/2019	Publicity/PR	<ul style="list-style-type: none"> <li>▪ Monthly status meetings covering:               <ul style="list-style-type: none"> <li>- Project status updates</li> <li>- Upcoming projects/ briefs</li> </ul> </li> <li>▪ Services               <ul style="list-style-type: none"> <li>Press releases</li> <li>Interview Q&amp;A</li> <li>Copy writing: Monthly Newsletter, magazine articles, pamphlets/flyers and radio scripts, content for digital space (social media/website)</li> </ul> </li> <li>▪ <b>Please quote for a monthly retainer x12 months.</b></li> </ul>
PHC-ACT/2019	Activations	<ul style="list-style-type: none"> <li>▪ Mall and events activations (hourly rate or full day- 6 hour activation)- Set up and packing activations materials to be delivered back at PHC</li> <li>▪ Outdoor activations/ exhibitions/ road shows (flyer distribution and mobilization)</li> <li>▪ On Opening Nights or big functions to have a promoter(s) with tablet to encourage people to like our page, comment or tag us on their posts and conduct customer surveys.</li> <li>▪ Facilitate product training prior to activations.</li> <li>▪ <b>Please quote an hourly rate including all your costs</b></li> </ul>
PHC-PRINT/2019	Printing	<ul style="list-style-type: none"> <li>▪ Printing of 550 street pole posters (<b>A1, full colour gloss</b>) for each of our productions.</li> <li>▪ <b>Please quote for 1 production.</b> We will advise on the number of productions and dates after awarding the contract.</li> </ul>
PHC-BER/2019	Back, Erect and removal of street poles	<ul style="list-style-type: none"> <li>▪ Back, erect and remove 500 street pole posters for each of our productions.</li> <li>▪ <b>Please quote for 1 production.</b> We will advise on the number of productions and dates after awarding the contract.</li> </ul>
PHC-VID/2019	Videography Services	<ul style="list-style-type: none"> <li>▪ Videography services for each of our productions.</li> <li>▪ <b>Please quote an hourly rate for 1 production.</b> We will advise on the number of hours, productions and dates after awarding the contract.</li> </ul>

		<ul style="list-style-type: none"> <li>▪ <b><u>Recording of all Final Dress Rehearsals.</u></b></li> <li>▪ A 30 second social media promo clip to be made available within 24 hours of the respective Final Dress Rehearsal.</li> <li>▪ A DVD copy (2) to be dropped off within the week of the shoot before payment can be issued.</li> <li>▪ <b><u>Recording of Opening Night</u></b></li> <li>▪ Recording of the Opening Night of our productions for archive purposes.</li> <li>▪ One camera position for our Loft Theatre.</li> <li>▪ One/Two/Three/Four Camera position for our Drama and Opera Theatres (depending on the scale of the production) – *please provide a quote for each amount of camera positions.</li> <li>▪ Copies (2) of raw and edited footage to be delivered to The Playhouse on DVD before payment can be issued.</li> </ul>
<b>PHC-PHOT/2019</b>	Photography Services	<ul style="list-style-type: none"> <li>▪ Photographic services for each of our productions</li> <li>▪ <b>Please quote an hourly rate for 1 production.</b> We will advise on the number of hours, productions and dates after awarding the contract.</li> <li>▪ <b><u>Pre-publicity photo shoots</u></b></li> <li>▪ Set Ups and additional lighting is required.</li> <li>▪ Copies (2) of photographs to be delivered to us on CD before payment can be issued.</li> <li>▪ <b><u>Opening night photo shoots</u></b></li> <li>▪ Pre-show pictures of guests arriving and interacting.</li> <li>▪ Pictures of our VIP functions on.</li> <li>▪ The photographer must be able to stay until the VIP guests leave.</li> <li>▪ Pictures 10-15 must be made available on the night for upload onto our social media networks.</li> <li>▪ We also require hard copies (2) on CD to be delivered to us before payment can be issued.</li> </ul>

**Special conditions:**

- Please quote the correct **reference number and description** on your quotation for the services you apply for.
- If you are quoting for more than 1 service please send separate quotations.
- The Playhouse Company is not compelled to accept the lowest quotation.
- Tenders will be evaluated based on functionality & quality and then price & B-BBEE points.
- Capability to provide professional & timely service, response to the scope of work, good track record and previous experience (minimum 75/100 points);

**Closing date** for the submission of quotations is **18 March 2019 at 11h00.**

No late submissions will be considered. If you do not get a response from us in 7 days from the closing date please consider your quotation unsuccessful.

**Additional requirements are listed below:**

- Registration on the National Treasury Central Supplier Database (C.S.D);
- A SARS issued pin or valid Tax Clearance certificate is compulsory;
- BEE Certificate;
- Quotations must be emailed to Mr. Siya Manqele, at [accountingassistant@playhousecompany.com](mailto:accountingassistant@playhousecompany.com);
- *For general enquiries please contact Mr. Siya Manqele, on Tel: 031 369 9507.*