

Joburg Inner City Fun Event - Invitation to Tender

Contract No JDA 150807 Marketing

The following organisations have formed a strategic alliance for purposes of hosting a joint inner city fun event:

- The Johannesburg Development Agency
- Nando's
- Discovery

They hereby solicit proposals from reputable sports events management agencies for the concept and implementation of an inner city fun event, focused on reaching a core market of LSMs 5-8 (spilling over to LSMs 8-10), which will become the signature annual sporting event associated with the Joburg inner city. At the core of this event will be one central thematic idea within the realm of the historical archives of the founding years of the City of Johannesburg culminating into the dominant creative concept around which this event will be held.

Typically, such a service provider would have amassed expertise in a wide variety of traditional events, including soccer, cricket, cycling, rugby, motorsport, football and golf, as well as non-traditional sports, such as adventure racing, extreme/lifestyle sports, basketball, netball and snowboarding.

Proposals should not be longer than 15 pages in PowerPoint softcopy format (Microsoft Office 2003) and should contain content, which is to be evaluated as outlined beneath:

Chapter 1: Organisational Profile: 20% weighting

- General background ● Experience in such events ● BEE Status ● Tax Clearance Certification and general Supply Chain Management ● Legislative compliance

Chapter 2: Unique concept creative: 30% weighting

- Informed by the City of Joburg's rich heritage ● Global benchmarking assessment of similar city experiences

Chapter 3: Ability to execute such an event within timing proposed: 40% weighting

- Past experience ● Communications plan ● Stakeholder management plan ● Additional sponsorship (if required) ● Sports authority permissions

Chapter 4: Event detail: 10% weighting

- Proposed date ● Programme of the day ● Logistical plan ● Security

Tender documents outlining the detailed brief in terms of what is required, are available for collection from the Procurement Officer at the offices of the JDA, First Floor, The Bus Factory, 3 President Street, Newtown, Johannesburg from 09:00 on Friday, 17 August 2007. These documents are made available to interested parties for an amount of R500.00, to be deposited into the bank account of the JDA as follows: ABSA, Account no: 405 439 4825; branch code: 301305. The tender documents will only be released upon issuing proof of payment. No cash will be accepted.

The closing date and time for the submission of the tender response documents is Friday, 31 August 2007 at 12:00 (noon). The documents are to be clearly marked "JDA Contract No JDA 150807 Marketing" with the heading: "Joburg Inner City Fun Event - Invitation to tender" and are to be placed in the tender box on the Ground Floor, The Bus Factory, 3 President Road, Newtown, Johannesburg.

No late/telephonic/faxed/postal tenders will be accepted or considered.

The Johannesburg Development Agency's selection of qualifying tenders will be at the sole discretion of the Johannesburg Development Agency and its partners, Nando's and Discovery. The JDA and its partners do not bind themselves to accept any particular tender and no correspondence will be entered into.

For further information and queries, please contact:

Mr Sammy Mafu

Tel: (011) 688-7853

Fax: (011) 688-7863

E-mail: info@jda.org.za

