



**Sustainable Development & City Enterprises  
Economic Development Unit**

11<sup>th</sup> Floor, 41 on Victoria Embankment  
41 Margaret Mncadi Avenue, Durban, 4001  
PO Box 5856, Durban. 4000  
Tel 031 311 4227 Fax 031 332 1720

[www.durban.gov.za](http://www.durban.gov.za)

**DURBAN FILM OFFICE REQUEST FOR COST ESTIMATES FOR DESIGN AND PRODUCTION OF MARKETING AND PROMOTIONAL MATERIALS FOR THE PRODUCERS LAB PROGRAMME**

The Durban Film Office requests proposals for the facilitation of the Producers Lab Project Packaging Programme. DFO aims to raise the profile and credibility of the Producers Lab incubatees and the programme through various promotional materials including:

- brochures,
- pull up banners
- and a DVD showreel.

The consultant/consortium appointed should have at least three years individual or combined experience and must individually or as part of a consortium be competent in the following key knowledge areas in the Film & Television Industry:

- Design, Desk top publishing
- Corporate imaging and communication
- Videography, editing and film production

A complete Terms of reference outlining the scope of work can be obtained from the Durban Film Office 11<sup>th</sup> Floor Rennies House, 41 Margaret Mncadi Av. Durban or from Musonda Chimba at [chimbam@durban.gov.za](mailto:chimbam@durban.gov.za)  
Tel: 031 311 4248 Fax: 031 311 4092. Submission deadline is 12h00, 6 May 2011.

**April 2011**

## **Request for Cost Estimates for design and production of Marketing and promotional materials for the Producers Lab programme**

### **1. Durban Film Office**

The Durban Film Office was established by eThekweni Municipality, in October 2003, to serve all the content-related interests of the City of Durban including the music sector. The core aim of the Office is to position Durban as a globally competitive film city, thereby boosting tourism, job creation and the development of core skills and SMME's. To achieve these goals, the Durban Film Office is mandated to promote Durban to the entertainment industry as a world class production destination as well as:

- Coordinate the development of industry specific skills & capacity to support the potential growth of the industry.
- Facilitate the development of audience and creation of business and employment opportunities within the sector.

#### **1.1 Producers Lab**

The Producers Lab (Plab) incubator programme aims to assist filmmakers who have yet to bridge the career gap into professional filmmaking to develop creative and collaborative skills and build solid business strategies. The programme is run in partnership with and is hosted at the Smartxchange Technology and Innovation incubation hub (SXC).

### **2. Aims**

DFO aims to raise the profile and credibility of the Plab incubatees and the programme through various promotional materials including brochures, pull up banners and a DVD showreel.

### **3. Scope of Work**

- a. A +- 10 pages e-brochure profiling the Plab programme and incubatees
- b. Production of brochure (200)
- c. Design and production of two pop up banners (not pvc) including mechanism
- d. Profile Plab programme and incubatees on Plab DVD showreel in line with the DFO Corporate identity.
  - Interview heads of eThekweni Municipality, Economic development, DFO and SXC;
  - Profile and interview Plab incubatees, including reference to incubatees' previous works and showreels where applicable
  - Edit existing raw footage of Producer skills workshops and present as part of showreel
  - Duplication of DVD (100 copies) packaged in well designed case in line with the DFO Corporate identity,

### **6. Commencement and termination dates**

Appointment is anticipated by **11 May 2010** and contract will end on **27 June 2011**

Once the appointment has been made the consultant has five (5) working days to hand in the inception report detailing the following:

- Project time line : Schedule of interviews; Schedule of first / second view.

## 7. Professional Team

The consultant/consortium appointed should have at least three years individual or combined experience and must individually or as part of a consortium be competent in the following key knowledge areas in the Film & Television Industry:

- Design, Desk top publishing
- Corporate imaging and communication
- Videography, editing and film production

The successful consultant/consortium must submit demonstrable proof that they have sufficient expertise in the compilation of such work. This brief is subject to any changes, which may stem from a negotiation of final terms with the successful bidder for the project.

## Copyright on Documents

*It is a requirement of appointment that the output and copyright and intellectual property of the appointment, including databases and publications, will become the property of the eThekweni Municipality. Use and further distribution of the output material is subject to written agreement of the Head: Economic Development, which in the spirit of collaboration, will not be unreasonably withheld. In the event of termination of this appointment, the Department reserves the right to use all or any of the documentation for completion of the project.*

*The plans and documents developed in terms of this brief will become the property of the eThekweni Municipality. The chosen consultants will be required to sign a confidentiality agreement with the Municipality.*

## Project Budget and Reimbursement

Reimbursement for the contract is subject to the range of costs as quoted by service providers for similar contracts and is capped at R80, 000.00 **Including VAT and disbursements**, for the full scope of deliverables. **Price competitiveness will be scored..**

## 9. Method of Payment

Payment terms and contractual arrangements will be discussed with the selected service provider prior to a letter of appointment. Tranche payments will be paid on completion of monthly project deliverables and the receipt of original invoice.

## 10. Requirements and evaluation.

Applicants are required to provide

- A Profile and curriculum vitae
- Previous works (eg. showreel, corporate identity)
- Please see page 5 (point 14) for other required documentation.

## 11. Format Requirements for Proposal.

- Proposal to be produced in A4 size
- Text in MS Word
- MS Word to be font size 12, Arial
- Final proposal to be submitted in electronic format

## 12. Copyright on Documents

*It is a requirement of appointment that the output and copyright of the appointment, including databases and publications, will become the property of the EThekwini Municipality. Use and further distribution of the output material is subject to written agreement of the Head: Economic Development, which in the spirit of collaboration, will not be unreasonably withheld. In the event of termination of this appointment, the Department reserves the right to use all or any of the documentation for completion of the project. The plans and documents developed in terms of this brief will become the property of the eThekwini Municipality. The chosen consultants will be required to sign a confidentiality agreement with the Municipality.*

## 13. Specification and Procurement Priorities

The following requirements must be adhered to as part of the process:

- The proposal shall include reimbursement, VAT and disbursements as separate figures.
- **A current tax clearance certificate must be submitted** (Proposals are to include with their proposal submission a valid tax clearance, or obtain one prior to evaluation of submissions, which has sufficient validity to ensure the process is adequately covered)
- If companies are already registered on the EThekwini Municipality Procurement database, kindly quote reference number.
- **If companies are not registered on the eThekwini Municipality Procurement database, the following must be requested, completed and submitted timeously (registration on database takes four [4] weeks):**
  - **Company Letterhead with Bank details printed on it**
  - **Copy of Company Registration documentation**
  - **Copy of I.D. Documents of All shareholders**
  - **Copy of top part of Bank Statement OR Cancelled cheque**
  - **If a company is a (PTY), CM29 & Share certificates needs to be submitted**
- In the event that consortia send in proposals, all companies forming part of the consortium are to fill out all of the supporting documentation in full.

This terms of reference is subject to any changes which may stem from a negotiation of the final terms with the consultant(s), as well as any additional budget which may be allocated to the project. Payment arrangements will be negotiated on the basis of the completion of project milestones and will be outlined in the letter of appointment. Final payment will be paid on full completion of the project and the receipt of the final report.

## 14. Evaluation and Adjudication

In appointing the consultant, the Municipality's Procurement- and Black Empowerment policies will be applied. The adjudication criteria and weighting that

will be applied are as follows:

<b>CRITERION</b>	<b>Maximum</b>
<b>1 Functionality</b>	<b>60</b>
1.1 Adherence to Brief/Understanding of TOR	10
1.2 Methodology/Strategy/Approach	20
1.3 / Related Experience	20
1.4 Proposed Programme/Timetable of Activities	10
<b>2. Budget</b>	<b>80</b>
<b>3. Empowerment</b>	<b>20</b>

**Note:**

14.1 Evaluation will be limited only to those companies that have achieved 60 % functionality / minimum standard of quality required. Interviews will be held in Durban.

14.2 Proposals meeting the minimum standard of quality (60% on functionality) will then be evaluated on the proposed budget and empowerment credentials.

**15. For Further Information:**

Musonda Chimba [chimbam@durban.gov.za](mailto:chimbam@durban.gov.za)  
Durban Film Office  
P: 031 311 4243  
F: 031 311 4092

**16. Submission of Proposal:**

Sealed proposals are to be submitted to the Durban Film Office, 11<sup>th</sup> Floor, Rennies House, 41 Margeret Mncadi Av. Durban 4001 by **12h00, 6<sup>th</sup> May 2011** and/or emailed to [chimbam@durban.gov.za](mailto:chimbam@durban.gov.za) All envelopes must be clearly marked "Request for Proposals: Producers Lab Project Packaging Programme." No late submissions will be accepted.