



TERMS OF REFERENCE FOR SPONSORSHIP OF BRANDED BEACH UMBRELLAS, BRANDED BEACH CUSHIONS AND AUXILIARY SERVICES

1. INTRODUCTION

Bitou Municipality is a municipality in the Garden Route, Western Cape, South Africa. One of the key performance areas of Bitou Municipality is to encourage local economic development and through this key performance area stimulate economic activity.

To this end Bitou Municipality calls on potential suppliers for the sponsorship of branded beach umbrellas, branded beach cushions and auxiliary offerings for the purpose of creating informal trader opportunities and development from 1 December 2020 to end April 2023. In return, suppliers receive branding opportunities on Bitou Municipality's beaches.

Plettenberg Bay is well known for its beautiful beaches attracting thousands of visitors annually during the December school holiday. Our visitors are discerning clients and our beaches have many amenities and activities to serve our clients during this peak holiday period. This arguably makes Plettenberg Bay a favorite destination amongst domestic and international holiday makers. Bitou Municipality during this period aims to provide job opportunities for its citizens by encouraging informal trading at well visited beach areas. This is a job creation project aimed at unemployed citizens especially youth.

In conclusion; The Umbrella project is a standing programme on the Bitou Municipality annual calendar that provides opportunities for economic inclusion to unemployed citizens of Plettenberg Bay. The programme also provides a much needed services to our visitors enhancing their experience while visiting our town.

Bitou Municipality therefor encourages investment opportunities that increases the tourism footprint and tourist experience and ultimately lead to positive economic spinoffs for its citizens.



2. DELIVERABLES

Bitou Municipality hereby calls on potential suppliers for the sponsorship of umbrellas for creating informal trader opportunities from 1 December 2020 to end April 2023.

Suppliers must be able to provide opportunities for employment through the provision of umbrellas and beach cushions and auxiliary services in return for branding opportunities on Plettenberg Bay's beaches.

This is a local economic development initiative to-;

- Positively contribute to the tourism experience of the town.
- Create employment opportunities and transfer of skills to for the local community beneficiaries.
- Promote social cohesion.
- Facilitate optimal use of natural resources, amenities and facilities.
- Generate positive publicity for the town

2.1. Criteria

- Applicants must provide a proposal for all listed beaches in order of preference to qualify for proposal adjudication.(See beaches listed below)
- Provision of maximum 500 branded beach umbrellas per annum.
- Provisions of maximum 500 branded beach cushions per annum.
- Establishment of local support services for the repair/replacement of broken_umbrellas for the duration of the contract.
- Branded T-shirts for beneficiaries per annum.
- Provision of storage facilities nearby informal trader stands for the duration of the contract.
- Skills development opportunities to participants for the duration of the contract.

2.2. Beaches

- Central Beach
- Robberg 1 and Robberg 5
- Lookout Beach



- Hobie Beach
- Poortjies

2.3. Branding

- Branding must not be offensive and derogative.
- Branding must be non-political and non-religious.
- Branding must not diminish the tourism brand of Plettenberg Bay and corporate brand of Bitou Municipality
- Designs must include the Bitou Municipality and also the “Plett is a feeling” brand and logos

2.4. Scope of Rights

- The Selected service providers/brand owners will only have branding exclusivity in terms of this specific project and therefore no rights or privileges in terms of any other activity or property public or private in the same vicinity or designated areas as allocated to them by means of this Call For Proposals.
- Bitou Municipality reserves the right not to make any award and will make no award to organizations canvassing and lobbying Councilors and municipal officials.
- Bitou Municipality reserves the right to select one or more proposals or not to select any of the proposals submitted;
- No late submissions will be accepted.

2.6. Applications and enquiries

- Technical enquiries should be directed to Jofre Lottering only in writing at jlottering@plett.gov.za during office hours (7h30 – 16h30).



Send completed applications to The Manager Economic Development;

“The Bitou Umbrella Project”
Mr. L. Jacobs
Shop No. 57
Melvilles Corner Centre
PLETTENBERG BAY
6600

2.7. Closing Date

1. Only applications submitted with the required information and received by the Manager Economic Development, Mr. Lesley Jacobs by 12h00 on Friday 18 September 2020 shall be considered.

2.8. Successful Proposals

1. Successful proposals will be contacted directly to conclude contractual agreements.
2. Should applicants not hear from Bitou Municipality within 30 days after the closing date, consider the proposal submission unsuccessful.

3. GUIDELINES FOR SUBMISSION OF PROPOSALS

All proposals will be adjudicated in accordance with the Municipal Finance Management Act, Act 56 of 2003.

Accordingly, all proposals must be in writing and as a minimum must contain information under the following headings:

- Description and profile of the company/organization.
- A valid original tax clearance certificate issued by SARS.
- Company’s ability to provide the complete sponsorship and commitments of co-sponsors or brand.
- Experience in providing similar sponsorships of this nature. (I.e. please indicate previous programme rollouts, locations.)



3. **GUIDELINES FOR SUBMISSION OF PROPOSALS** (continue)

- Organization's key accomplishments relevant to this programme. (.i.e. direct economic and socio economic outcomes of programmes)
- Beaches applied for in order of preference.
- Names and contacts of three client/sponsor referees (who can comment on your company's ability and competency to undertake this event.)

Kindly refer to table 5 for more detail and assessment criteria.



4. EVALUATION OF PROPOSALS

Proposals will be evaluated as indicated below:

Proposals will be evaluated according the criteria below. Points will be allocated as outlined in the assessment criteria: Assessment Criteria	Total Points 75
Description and profile of the company	5
A valid original tax clearance certificate issued by SARS.	5
Company's ability to provide the complete sponsorship including commitments of co-sponsors or brand.	20
Experience in providing similar sponsorships of this nature. I.e. Please indicate previous programme rollouts and locations	20
Beaches applied for in order of preference	5



<p>Company's key accomplishments achieved that are relevant to this programme. i.e. Direct economic and socio economic outcomes of programmes</p>	<p>10</p>
<p>Names and contacts of three contactable client referees who can comment on your company/agency's ability to undertake this sponsorship and positive outcomes from latest projects.</p>	<p>10</p>



5. Assessment Criteria

Point allocations explained below:

Points will be allocated as outlined in the assessment criteria	Total Points 60
Description and profile of the company/organization.	0 No description or profile of company 5 Company/Organization description and profile including its main functions
A valid original tax clearance certificate issued by SARS.	0 No or lapsed tax clearance certificate 5 Valid tax clearance certificate



<p>Company's ability to provide the complete sponsorship including commitments of co-sponsors or brand.</p> <p>Information on implementation plan also relevant.</p>	<p>0 Company unable to prove its ability to provide sponsorship lack of co-sponsors or brand interest or no ability to rollout programme.</p> <p>10 Company shows by means of co-sponsor or brand interest its ability to provide sponsorship.</p> <p>20 Company have co-sponsor or brand agreement in place to provide sponsorship</p>
<p>Experience in providing similar sponsorships of this nature. I.e. Please indicate previous programme rollouts and locations</p>	<p>5 Less than 3 consecutive years experience</p> <p>10 More than 3 consecutive years experience</p> <p>15 More than 5 consecutive years experience</p> <p>20 More than 10 consecutive years experience</p>
<p>Beaches applied for in order of preference</p>	<p>0 Less than 5 beaches applied for.</p>



<p>Organization's key accomplishments achieved that are relevant to this programme. .i.e Direct socio economic outcomes of programmes;eg job creation opportunities permanent and seasonal created; skills development programmes as part of programme</p>	<p>0 No examples of direct socio economic outcomes of projects</p> <p>2.5 One example of direct socio economic outcomes of projects</p> <p>5 Two examples of direct socio economic outcomes of projects</p> <p>10 Three and more examples of socio economic outcomes of projects</p>
<p>Names and contacts of three client referees who can comment on your company/agency's ability to undertake this sponsorship and positive outcomes of latest projects.</p>	<p>2 points per referee</p> <p>1 point per positive comment on:</p> <p>1 Ability</p> <p>2 Positive Outcomes</p>