



ADDENDUM TO DOCUMENT

RFP/2023 - 010

CLOSING DATE: 02 March 2023

CLOSING TIME: 11H00

EXTENDED CLOSING DATE:

06 March 2023 @ 11H00

**REQUEST FOR PROPOSALS FOR THE APPOINTMENT OF A SERVICE PROVIDER
TO RENDER PUBLIC RELATIONS (PR) SERVICES FOR TWELVE (12) MONTHS
FOR THE NATIONAL LOTTERIES COMMISSION**

**BIDDERS ARE NOTIFIED OF THE FOLLOWING AMENDMENT AND
CORRECTIONS**

Category	Criteria Description	Weightings (%)	Scoring matrix
1. Company Experience and Capacity	<p>1.1 Company Experience: Maximum of 20 Points</p> <p>The service provider should:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge and understanding of the Lottery Regulation and Funding sector. • Demonstrate their experience and expertise in all the various aspects 	35%	<ul style="list-style-type: none"> • 5 years and above relevant experience in PR, Media and Communications = 5 • 3 – 4 years and above relevant experience in PR, Media and Communications = 3

	<p>of PR and Communication services.</p> <ul style="list-style-type: none"> • Demonstrate that PR, Media and Communication services was rendered within the past five (5) years. <p>1.2 Written Reference Letters (Maximum of 15 Points)</p> <p>Provide three (3) written reference letters from contactable existing/ recent clients (public / private sector) within the past 3 years of similar services (PR, Media and Communications) Letters must include the company name, contact name, address, phone number, duration of contract, value of the contract, a brief description of the services that you provided, and the reference letter should not be older than two (2) years. The reference letters must be on the client's letterhead and must be dated and signed.</p> <p><i>No appointment letters from clients will be accepted as reference letters.</i></p>		<ul style="list-style-type: none"> • 1 – 2 years and above relevant experience in PR, Media and Communications = 1 • 0 year = 0 Point • No references = 0 points • One (1) relevant reference =1 • Two (2) relevant reference letters =3 • Three (3) relevant reference letters = 5
<p>2. Team Members Experience</p>	<p>Considers the technical and professional skills of the project team. Abbreviated Curriculum Vitae (CV's) of personnel involved on the implementation and execution of the project or related project, not longer than one page each, shall be included in an Appendix. Kindly provide CVs of a maximum of three (3) team members containing of a Team Leader, PR, Media Relations and Communication Practitioners.</p>	<p>25%</p>	<p>2.1 Team experience (Maximum of 5 Points)</p> <ul style="list-style-type: none"> • Combined team experience of more than 5 years' experience in PR, Media Relations and Communications services = 5 points • Combined team experience of 3 - 4 years' experience in PR, Media Relations and

			<p>Communications services = 3 points</p> <ul style="list-style-type: none"> • Combined team experience of 1 - 2 years' experience in PR, Media Relations and Communications services = 2 points • No information available = 0 point <p>2.2 Team leader Experience (Maximum of 10 Points)</p> <ul style="list-style-type: none"> • 4- 5 years' experience in PR, Media Relations and Communications services =5 • 2 - 3 years of experience in PR, Media Relations and Communications services = 3 points • 1 - years of experience in PR, Media Relations and Communications services = 1 points • No experience in PR, Media Relations and Communications services = 0 point <p>2.3 PR, Media and Communication Practitioners (Maximum of 10 Points)</p> <ul style="list-style-type: none"> • Postgraduate / Honours and above relevant field = 5 • Bachelor's Degree relevant field = 4 Points
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			<ul style="list-style-type: none"> • National Diploma in relevant field = 3 Points • No proof of qualification or qualification is lower than the National Diploma or irrelevant qualification provided = 0 Point
3. Project Plan / Methodology	<p>The bidder must provide a project implementation plan which details how the service will be carried out. The project plan must have deliverables and time frames.</p> <p>3.1 Project Plan (Maximum of 20 Points)</p> <p>The project plan must address the following:</p> <ul style="list-style-type: none"> • Statement of the work • Resource list • Define deliverables. • Work breakdown structure • Project schedule. <p>Project implementation plan (project execution)</p> <p>3.2 Methodology (Maximum of 20 Points)</p> <p>Bidders are required to submit a proposal of no longer than 10 pages (Minimum of 7 pages & Maximum of 10 pages) setting out a recommended approach in PR, Marketing and Communications services. The approach should include the approach in terms of the deliverables as per the TOR, including the crisis communication plan.</p>	40%	<ul style="list-style-type: none"> • Excellent project implementation plan proposed = 5 • Good project implementation plan proposed = 3 • Fair project implementation plan proposed = 1 • Poor project implementation plan proposed = 0 <ul style="list-style-type: none"> • A comprehensive methodology describing all the activities in logical sequence with clear time frames = 5 • A detailed methodology describing some of the activities in logical sequence with clear time frames = 3 • A generic methodology provided = 1

			<ul style="list-style-type: none"> No information provided = 0 point
	Total Weighting:	100	
	Minimum qualifying score required:	80	