



BA-PHALABORWA MUNICIPALITY
MEMORANDUM
- BUDGET AND TREASURY _

To : Prospective service provider
From : SCM /store
Date : 25/02/2026
Enquiries : Procurement Office
Telephone : 015 780 6400/2/4/6/8
Ref : REQ9899

Kindly provide this office with a written quotation for the supply of goods/ services as detailed below. The quotation must be submitted on the letterhead of your Business and Brought to our offices No.3 Nyala Street, Phalaborwa, not later than 05/03/2026 at 12H00

QUANTITY	Description	Price/unit (Inc. Vat)	Delivery Period
1	BPM TOURISM PROMOTIONAL VIDEO CAPTURING TOURISM AND HOSPITALITY, INVENTORY, HERITAGE AND CULTURAL ACTIVITIES AND ICONIC LEISURE ACTIVITIES		
	➤ SEE ATTACH SPECIFICATION		

Please number your quotes (Your Ref no)

The following conditions will apply:

- Price (s) quoted must be valid for at least thirty (30) days from date of your offer.
- The municipality retains the prerogative to reject any quotes it deems to be excessive
- A firm delivery period must be indicated.
- Tax Clearance Pin
- A service provider registered with central supplier database (CSD)
- Completed MBD4 (Declaration of Interest) Form
- Evaluation criteria: 80/20 (Whereby 80 is for price and 20 is for Objective goals)
20 is further evaluated: 20 for 100% Black owned.
18 for +51% Black owned; and
14 for Less than 51% Black owned

Ba-Phalaborwa Municipality complies with the requirements of Protection of Personal Information Act 4 of 2013 and Promotion of Access of Information Act 2 of 2000.

SPECIFICATION

APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP A TOURISM PROMOTIONAL VIDEO FOR BA-PHALABORWA LOCAL MUNICIPALITY

PURPOSE

1.1 Ba-Phalaborwa Local Municipality invites proposals from suitably qualified and experienced service providers to conceptualise, produce, and deliver a high-quality tourism promotional video.

1.2 The purpose of the video is to:

- 1.2.1 Market Ba-Phalaborwa as a premier tourism destination
 - 1.2.2 Showcase natural attractions, wildlife, cultural heritage and local experiences
 - 1.2.3 Promote investment and tourism opportunities
 - 1.2.4 Enhance the Municipality's brand visibility at exhibitions, digital platforms, and stakeholder engagements
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PROJECT OBJECTIVES

2.1 The promotional video must:

- 2.1.1 Position Ba-Phalaborwa as a premier destination for both leisure and business tourism and as a key gateway to the Kruger National Park
 - 2.1.2 Highlight tourism assets, including nature, wildlife, culture, heritage, and hospitality
 - 2.1.3 Attract domestic and international tourists
 - 2.1.4 Promote local economic participation and community-based tourism
 - 2.1.5 Be suitable for use at national exhibitions (e.g., tourism expos), municipal website, and social media platforms
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SCOPE OF WORK

The appointed service provider will be required to:

Concept Development

- 3.1.1 Develop a creative concept
- 3.1.2 Submit script for approval
- 3.1.3 Align messaging with municipal branding (Home of Marula, Mining & Wildlife Tourism) and tourism strategy

Video Production

Ba-Phalaborwa Municipality complies with the requirements of Protection of Personal Information Act 4 of 2013 and Promotion of Access of Information Act 2 of 2000.

- 3.2.1 Conduct on-site filming within Ba-Phalaborwa
- 3.2.2 Capture high-definition (HD) footage
- 3.2.3 Include aerial/drone footage (where legally permitted)
- 3.2.4 Capture tourism activities, landscapes, wildlife (where possible), cultural experiences, accommodation facilities, and local attractions

Post-Production

- 3.3.1 Professional video editing
- 3.3.2 Colour grading and sound design
- 3.3.3 Background music (royalty-free/licensed)
- 3.3.4 Professional voice-over (English)
- 3.3.5 Subtitles for accessibility
- 3.3.6 Incorporation of municipal logo and branding elements

Final Deliverables

- 3.4.1 1 x Main Promotional Video (2–4 minutes)
- 3.4.2 1 x Short Version (30–60 seconds) for social media
- 3.4.3 1 x 15–30 second teaser clip
- 3.4.4 High-resolution digital files suitable for: Website, Social media platforms and Exhibition screens
- 3.4.5 All final content must be delivered in commonly used formats (MP4, MOV).

CONTENT REQUIREMENTS

4.1 The video must include (but not be limited to):

- 4.1.1 Scenic landscapes and natural beauty
- 4.1.2 Wildlife and conservation areas
- 4.1.3 Cultural heritage and local traditions
- 4.1.4 Tourism establishments and accommodation
- 4.1.5 Adventure and outdoor activities
- 4.1.6 Community and lifestyle elements

The tone must be inspirational, authentic, and investment- friendly.

SERVICE PROVIDER REQUIREMENTS

5.1 Bidders must:

- 5.1.1 Demonstrate experience in producing tourism or destination marketing videos
- 5.1.2 Submit a portfolio of previous similar work
- 5.1.3 Have access to professional filming and editing equipment
- 5.1.4 Provide proof of drone licensing (if applicable)

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5.1.5 Be compliant with relevant statutory requirements

EVALUATION CRITERIA

6.1 Proposals will be evaluated based on:

- 6.1.1 Relevant experience and portfolio
 - 6.1.2 Technical approach and creativity
 - 6.1.3 Project timeline
 - 6.1.4 Cost-effectiveness
 - 6.1.5 Compliance with specifications
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INTELLECTUAL PROPERTY

7.1 All footage and final edited content produced under this contract shall become the exclusive property of Ba-Phalaborwa Local Municipality.
