

PRICING SCHEDULE

(Professional Services)

APPOINTMENT OF A SERVICE PROVIDER TO SUPPORT THE PETROLEUM AGENCY SOUTH AFRICA (PASA) WITH THE PLANNING, DEVELOPMENT, PRODUCTION AND EXECUTION OF A HIGH-IMPACT MULTI-MEDIA EDUCATION AND AWARENESS CAMPAIGN

NAME OF BIDDER:			
BID NUMBER:	PASA-T-2027-xxx	CLOSING TIME:	12:00
CLOSING DATE:	___ / ___ / 20___		

- The accompanying information must be used for the formulation of proposals.
- Bidders are required to indicate a price based on the total estimated time for completion of all phases and including all expenses inclusive of all applicable taxes for the project. This amount must equal the total of the itemised cost breakdown required in item 10, including expenses and VAT.

R _____

- PERSONS WHO WILL BE INVOLVED IN THE PROJECT AND RATES APPLICABLE (CERTIFIED INVOICES MUST BE RENDERED IN TERMS HEREOF)

4. PERSON AND POSITION

PERSON AND POSITION (name and role)	HOURLY RATE (R)	DAILY RATE (R)	ESTIMATED MAN-DAYS
Project Manager / Team Lead	R	R	
Campaign Strategist	R	R	
Creative Director	R	R	
Producer / Director	R	R	
Scriptwriter / Content Writer	R	R	
Director of Photography / Videographer	R	R	
Editor (video and audio)	R	R	
Graphic Designer / Motion Graphics Animator	R	R	
Photographer	R	R	
Social Media and Digital Manager	R	R	
Media Planner / Buyer	R	R	
Monitoring and Evaluation Specialist	R	R	
Community Engagement / Stakeholder Liaison	R	R	
Translator / Language Specialist	R	R	
Other (specify):	R	R	
Other (specify):	R	R	
Other (specify):	R	R	

5. PHASES ACCORDING TO WHICH THE PROJECT WILL BE COMPLETED, COST PER PHASE AND MAN-DAYS TO BE SPENT

PHASE	KEY DELIVERABLES (Specification, Section 4)	MAN-DAYS	COST PER PHASE (R)
Phase 1 (Month 1)	Campaign strategy, stakeholder mapping, key messages framework, content calendar, risk assessment		R
Phase 2 (Month 2–3)	Pre-production: scripting, casting, location scouting and permits across 9 provinces, storyboards, platform set-up, recording sessions, community consent processes		R
Phase 3 (Month 4–5)	Post-production: editing, brand alignment review, stakeholder testing and approval, final master files		R
Phase 4 (Month 6–12)	Campaign launch, phased content rollout, paid amplification, community events, ongoing monitoring and monthly performance reports		R
TOTAL			R

5.1 Travel expenses (specify, for example rate/km and total km, class of air travel, etc.). Only actual costs are recoverable. Proof of the expenses incurred must accompany certified invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT (R)
			R
			R
			R
			R
			R
TOTAL			R

5.2 Other expenses, for example accommodation (specify, e.g. three-star hotel, bed and breakfast, telephone cost, reproduction cost, etc.). On the basis of these particulars, certified invoices will be checked for correctness. Proof of the expenses must accompany invoices.

DESCRIPTION OF EXPENSE TO BE INCURRED	RATE	QUANTITY	AMOUNT (R)
			R
			R
			R
			R
			R
TOTAL			R

6. Period required for commencement with project after acceptance of bid

7. Estimated man-days for completion of project

8. Are the rates quoted firm for the full period of contract?
YES / NO
9. If not firm for the full period, provide details of the basis on which adjustments will be applied for, for example consumer price index.

10. Bidders must attach a detailed, itemised cost breakdown for each phase listed in item 5. For each phase, the breakdown must list every deliverable and activity with its unit of measure, quantity, unit rate and total amount together with the personnel and man-days allocated to it.
- The breakdown must cover, as a minimum:
- (a) **Phase 1 (Month 1):** Campaign strategy, stakeholder mapping, key messages framework, content calendar and risk assessment.
 - (b) **Phase 2 (Month 2–3):** Pre-production, including scripting, casting, location scouting and permits across 9 provinces, storyboards, platform set-up, recording sessions and community consent processes.
 - (c) **Phase 3 (Month 4–5):** Post-production, including editing, brand alignment review, stakeholder testing and approval, and final master files.
 - (d) **Phase 4 (Month 6–12):** Campaign launch, phased content rollout, paid amplification, community events, ongoing monitoring and monthly performance reports.
- The total for each phase must agree with the Cost per Phase (R) shown in item 5, and the sum of all phases, plus the expenses in items 5.1 and 5.2 and VAT, must agree with the bid price in item 2. Bids without an itemised breakdown may not be evaluated.

*** "all applicable taxes" includes value-added tax, pay as you earn, income tax, unemployment insurance fund contributions and skills development levies.*