



CRICKET SOUTH AFRICA

INVITATION TO BID

BID DESCRIPTION: PROVISION FOR DIGITAL MARKETING – 3 YEARS.

BID NO: CSA/05/2023/24

Cricket South Africa ("CSA") is the national governing body for the sport of cricket in South Africa. It administers all aspects of South African cricket, men and women, both in the professional and amateur spheres.

NATURE OF SERVICE REQUIRED

Cricket South Africa NPC ("CSA") is looking to appoint an experienced agency to provide digital marketing services for a period of three (3) years. The digital marketing agency should be able to provide a proposal that articulates the approach to delivering on the objectives with a focus on (but not limited to):

- **Website Development and Management**

Redevelop and manage CSA's website. Website will be designed to scope as provided by CSA upon declaration of interest in the RFP.

- **Digital Strategy Development**

- Channel Management
- Content Creation
- Digital Marketing Campaigns

- **Reporting**

- **Social Media Listening Tools**

OBTAINING OF BID DOCUMENTS AND DEADLINE

Bid documents can only be obtained on presentation of proof of payment to bongat@cricket.co.za

- **Non- Refundable deposit is payable for the bid document:** R 230 (Incl. Vat), Two hundred and Thirty Rands only. Payable through EFT on the Following Banking Details:

Bank: Standard Bank

Branch: 004305

Account No: 001640267

Ref: CSA/05/2023/24

- **Obtaining of Bid Documents:** bid documents are to be obtained from bongat@cricket.co.za before or by Tuesday, 13 June 2023 at 16:00
- **Compulsory Briefing Session Date:** Monday, 12 June 2023 at 11:00 (via MS Teams)
- **Closing Date for Questions:** Tuesday, 13 June May 2023 at 16:00 PM
- **Closing Date and Time for Bid Submissions:** Thursday, 22 June 2023, at 12:00 PM. The proposal must be emailed to bongat@cricket.co.za

NB: *It is the bidder's responsibility to ensure that all parts of the bid submission have been delivered by the closing date and time.*

CONTACT DETAILS

All Enquiries: Mr. Bonga Thwala email: bongat@cricket.co.za