

BID DESCRIPTION: MARKETING AND PUBLIC RELATIONS AGENCY

BID NO: CSA/CWC/04/2024/25

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

PITCH CONSULTING COMPANY

CSA has engaged a pitch consulting company Independent and Agency Search and Selection Company (IAS) to oversee the selection and the appointment of Marketing and Public Relations Agency. The bid process is conducted in collaboration with IAS.

NATURE OF SERVICE PROVIDED

CSA is seeking proposals from experienced Marketing and Public Relations (PR) Agencies to develop and implement the ICC Men's World Cup 2027 hosting awareness campaign. This RFP outlines the scope of services we are seeking, the qualifications required, and the submission guidelines.

BRIEF SPECIFICATION:

We are seeking a Marketing and Public Relations PR Agency that can provide a comprehensive range of services that will translate into the attainment of the objectives. The services include the following but not limited to:

- Campaign Strategy
- Media Relations
- Strategic PR
- Content Creation
- Mainstream and Social Media Monitoring and Reporting
- Event Planning and Activations
- Storytelling

The contract shall be for a duration of 12 months. The contract shall commence on 01 June 2025 and conclude on 31 May 2026.

PAYMENT, OBTAINING OF BID DOCUMENTS AND DEADLINE

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

A non-Refundable deposit is payable for the bid document: R 2 000.00 (Incl. VAT), Two Thousand Rands only. Payable through EFT on the following Banking Details:

Account Name: Cricket South Africa (NPC)

Bank: Standard Bank

Branch: 004305

Account No: 001640267

Ref: CSA/CWC/04/2024/25 – Marketing and PR Agency CWC RFP

Obtaining of Bid Documents: provide proof of payment to mncedisin@cricket.co.za before or by Wednesday, 12 March 2025 at 16H00

Closing Date and Time for Bid Submissions: Wednesday, 26 March 2025, 16H00.

All submissions should be sent to Tebatso Masete at the IAS as follows:

Electronic submission via email to Tebatso@agencyselection.co.za

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

CONTACT DETAILS

SCM related queries – Mncedisi Nomvetho

Email address: mncedisin@cricket.co.za

Technical queries – Tebatso Masete

Email Address: Tebatso@agencyselection.co.za