



INVITATION TO TENDER FOR THE ADMINISTRATION OF 'LIFE IS A GARDEN' MARKETING CAMPAIGN 2015/2017

November 2014

The South African Nursery Association (SANA)
P. O. Box 514, Halfway House, 1685
Tel: 072 994 5371 Cell: 082 780 7628

TENDER NOTICE

Life is a Garden Marketing Campaign 2015/2017

The tenderer is hereby invited to submit a motivation for consideration for the tender to act as administrator. This will involve complete management and coordination of the South African Nursery Association's 'Life is a Garden' Marketing Campaign for 2 years – starting 1 March 2015 and ending February 2017, working within the current prescribed strategy as set by the Association.

CONDITIONS OF TENDER

A tender may not be regarded as complete unless it comprises the return of:

- A motivation of 300 words as to why the applicant should be considered suitable and competent with a list of 3 references.
- Applicant is expected to work within limited campaign budget of R380 000 and prescribed strategy as set by the Association including a media, online and social media strategy.
- On receipt of motivation, more detailed documentation can be requested.

CLOSING DATE

The tender and supporting documents must be e-mailed with subject header:

'[Tender for the Administration of the Life is a Garden Marketing Campaign 2015/2017](#)'

To marketing@sana.co.za on or before Friday, 28 November 2014 and is not considered received without email confirmation from SANA.

ACCEPTANCE OR REJECTION OF TENDERS

The employer does not bind itself to accept any tender. The employer is not obliged to state any reason for the rejection of the tender.

ADJUDICATION OF TENDERS

Tenders will be adjudicated based on the following selection criteria:

- Motivation
- Relevant experience
- Ability and capacity to deliver

Short listed tenderers will be required to attend a final evaluation interview with SANA.

SPECIFICATIONS

SANA will not be liable for any expenses incurred in submitting the tender.

The SANA STANDING COMMITTEE reserves the right to amend/alter the specifications for the tender should this be required. These amendments would then be negotiated with the successful tenderer.