



RFQ19 VN 13082019

13 August 2019

Production of New Ushaka Marine World Mascot Performance Material

Ushaka Marine World invites eligible and accredited service providers to submit a written quotation on their official letter head for the above services.

The quotation must be submitted with the following documents:

- A valid tax clearance certificate
- A current BEE status certificate
- Proof of CSD registration
- Declaration of interest form MBD4
- Letter of good standing (Department of Labour)

NB: Failure to submit any of the above will lead to disqualification

Description / Specification

Ushaka Marine World requests suitable production companies to submit proposals for the production of the following Ushaka Mascot performance components:

- 1. "Happy Birthday" (2-3min):** Fun, upbeat age appropriate birthday celebration song.
- 2. Christmas show/medley (8min):** Themed Christmas, which includes renderings of fun Christmas songs and an appropriate seasonal message.
- 3. New Year /2020 anthem (2:30):** Fresh, contemporary anthem to add to the Mascot playlist. Use of contemporary South African Genres encouraged.
- 4. New Mascot show (8min):** Development and production of a new mascot show, including theme suggestion.

Please note, that the scope of work includes all direction, staging and choreography of the above performance audio components. As such, proposals must include examples of past productions, which demonstrate ability to facilitate the above requirement.



Production notes:

- Songs choices need to be age appropriate and in keeping with the style of the existing production. Companies are requested to submit examples of previous work demonstrating experience in producing work for the age group.
- All music content and sound must be pre-approved by uShaka Marine World prior to production, so as to approve music style, lyrics etc.
- Use of current voice artists not negotiable as uShaka wishes to maintain the mascot voices, personalities and performance styles.
- Musical choices must be in keeping with the current mascot songs. (Fresh, fun with a contemporary South African twist.)

About the Ocean Warriors

Phila the Penguin: Phila is fun and funky. He likes rapping (although he is still learning). He's a little bit like a cuddly teddy bear.

Siva the Seal: Siva the seal is a man on a mission. He's got his finger on the pulse – from east to west, he knows what's best.

Delia the Dolphin: Delia is a delight. She is kind and sweet and has a beautiful lyrical voice.

Raggy the Shark: Raggy is our botjie. He has a gentle Afrikaans accent and like rugby and all things SA!

Scope of work must include:

- Source and booking of voice talent. Current voices of the mascots **MUST** remain the same, as this is now their brand: The below artists voices must be sought and secured:
 - Delia the Dolphin (Lasandra Majola)
 - Raggy the Shark (Jacobus Van Heerden)
 - Siva the Seal (Rory Booth)
 - Phila the Penguin (Mpume Mthombeni)



- Creative direction, script development and supervision.
- Music selection and sourcing
- Direction, staging and choreography of all 4 performance components.
- Service provider to ensure that any original works are registered with relevant bodies.

Costs must include:

- All Producer, director and choreographic fees.
- All performance audio production costs
- Annually renewable “Live performance” licenses for any original works. (Allowing for unlimited on and off site live performance and CD production)

The service provider:

- Must be registered on CSD
- Must have proven previous experience in supplying similar works (where possible , examples to be submitted)
- Must be able to take creative direction from the client
- Must be able to access and record the same voices as the current new music
- Must be based in Durban/Kwa Zulu Natal for ease of recording other related work e.g. pre-recorded radio interview answers and advertisements.

NB: All quotes to be dropped off at uShaka reception no quotes will be accepted on email

Enquiries can be directed to: Vuyiswa King Tel: +27 31 328 8009 E-Mail: yking@ushakamarineworld.co.za

Quotation for the above mentioned, must be submitted, and marked “**RFQ19 VN 13082019**” “**Production of New Ushaka Marine World Mascot Performance Material**” “must be placed in our quotation box, located at our main reception area, **not later than 11.00hr on 20th August 2019.**”



THE ADJUDICATION PROCESS

The adjudication of this quote will be in terms of the example below, The Preferential Procurement Regulations 2011 and compliance with this Brief. Before a final decision is taken, USHAKA MARINE WORLD may wish to call suppliers in for presentations on their submissions.

Criteria	Max. Points Scoring
Price	80 Points
Price	80
Empowerment:-	20 Points
Empowerment Status of the Company	20
Total Points (Max.)	100