

INVITATION FOR PROPOSALS

The Provincial Government of the Western Cape is planning to develop a **brand and a brand delivery strategy**, and hereby invites interested and suitable agencies to submit proposals to assist Government to drive this process. The successful vendor shall work closely with the Provincial Government of the Western Cape and will be responsible for the development and implementation of the following deliverables and services, over a period of at least two years:

- The Provincial Government's brand and brand delivery strategy
- A communications strategy
- A corporate identity manual
- Above-the-line and below-the-line communication campaigns in alignment with the strategy
- Media buying.

Interested agencies are invited to attend a **compulsory information session on 15 October 2010 at 10:00 at the Auditorium**, 7th floor, 15 Wale Street, Cape Town (Provincial Legislature). The building is to be entered at No 7 Wale Street, Cape Town. Please ensure that you have a form of identification to facilitate access to the building.

You are kindly requested to RSVP your attendance, via e-mail, on or before **12:00 on 14 October 2010** to mcronje@pgwc.gov.za

Attendance is limited to a maximum of three representatives per agency. The following details are to accompany your response: agency name, name and surname of representatives, cell phone numbers and e-mail addresses of all representatives who will attend the information session.

Documents are obtainable from the Supply Chain Management unit, 2nd floor, 7 Wale Street, Cape Town. Contact person: Ms M Cronje: 021 483-2997. The reference number is FMA 0027/10.

The closing date and time for submissions is **22 October 2010 at 11:00**. All other details are reflected in the document.

