

JOHANNESBURG DEVELOPMENT AGENCY



Contract No. JDA 022.1.3\CN112

Nasrec Development

**Request for Proposals for a Marketing and
Communications Consultant**

Invitation to Tender

Suitably qualified and experienced Marketing and Communications Consultants are hereby invited to tender for the development of a marketing and branding strategy for the Nasrec Development Area.

BACKGROUND

The City of Johannesburg wishes to develop Nasrec as a fully fledged world-class sports/recreation and expo hub which relates to other tourism-driven development in Johannesburg that is complimented by residential and commercial development and road, rail and public transport facilities and linkages. The initial phase of the implementation of this development requires the services of the abovementioned consultants to develop a marketing and branding strategy for the area.

APPOINTMENT

The JDA requires the services of a Marketing and Communications Consultant to develop a brand and marketing strategy for the development of Nasrec as a world-class sports/recreation and expo hub.

Location

The Nasrec Development Area (NDA) is bounded by Crown Mines Golf Course to the east, Randshow Road to the south, the N1 Concrete highway to the west and the Soweto Highway to the north. NDA incorporates the Johannesburg Expo Centre and FNB Soccer City. The affected roads include Randshow Road, Nasrec Road and the Soweto Highway.

TENDER DOCUMENTS

Documents can be obtained from the offices of the Johannesburg Development Agency, No 90 Market Street, Johannesburg, from 9:00 on Tuesday, 31 January 2006 on payment of a non-refundable deposit of R200.00. Cheques will be crossed and made payable to the Johannesburg Development Agency.

The completed tender document must be placed in a sealed envelope. The words: "Tender for Contract No JDA 022.1.3\CN112 Marketing and Communications Consultant" must be written/typed clearly on the envelope. The envelope must be deposited in the tender box at the Johannesburg Development Agency, Ground Floor, 90 Market Street, Johannesburg, only between the hours of 07:00 and 10:00, on 7 February 2006. The tender closes at 10:00 on Tuesday, 7 February 2006.

Envelopes will be stamped on receipt. There will be no public opening of tenders.

No late/telephonic/faxed/postal tenders will be accepted or considered.

The Johannesburg Development Agency's selection of qualifying tenders will be in the Johannesburg Development Agency's sole discretion and will be final. The Johannesburg Development Agency does not bind itself to accept any particular tender and no correspondence will be entered into.

Enquiries: Robert Bathke, tel. (011) 688-7837,
fax: (011) 688-7899.

