TECHNICAL AUDIO VISUAL SERVICES PROPOSAL

Response to Tender Reference: IEC/EM-02/2025

Tender Reference: IEC/EM-02/2025

Service Description: Technical Audio Visual Services

Closing Date: 30 January 2026

Submitted By: Moondawg Media (Pty) Ltd

Submission Date: [Current Date]

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Authorized Signatory

Moondawg Media (Pty) Ltd

1.0 EXECUTIVE SUMMARY

Moondawg Media (Pty) Ltd is pleased to submit this comprehensive proposal in response to the Electoral Commission of South Africa's tender for Technical Audio Visual Services (Reference: IEC/EM-02/2025). Established in 2018, we have positioned ourselves as a leading provider of audio-visual solutions, media production services, and event planning expertise.

Our proposal demonstrates our extensive experience in delivering high-profile broadcast events and turnkey audio-visual technical services, including our successful coverage of the State of the Nation Address Broadcast for Parliament TV & Hilaal TV, the SAMA Awards for SABC, and the Gauteng Sports Awards for the Gauteng Sports Department.

With a passionate team of event managers, photographers, videographers, visual technicians, and graphic designers, we are committed to creating platforms where diverse narratives come to life. Our fresh, innovative approach ensures that every project we undertake provides a world-class experience, tailored to exceed expectations.

We have structured our proposal to address all mandatory requirements outlined in Section 5.1 of the RFQ, demonstrating our capacity, experience, and commitment to supporting the Electoral Commission in ensuring free and fair elections through exceptional audio-visual services.

2.0 COMPANY PROFILE (5.1.1)

2.1 Company Overview

Moondawg Media (Pty) Ltd is a South African registered company specializing in audio-visual solutions, media production services, and event planning. Founded on the principle that every voice deserves to be heard, we are committed to creating platforms where diverse narratives come to life.

Company Registration Details:

- **Company Name:** Moondawg Media (Pty) Ltd
- **Registration Number:** [To be inserted]
- **VAT Number:** [To be inserted]
- **CSD Registration Number:** [To be inserted]
- **Physical Address:** 153 Smuts Drive Halfway Gardens Midrand 1686
- **Postal Address:** [To be inserted]
- **Contact Person:** [To be inserted]
- **Contact Number:** +27 83 425 7007
- **Email:** admin@moondawgmedia.com
- **Website:** moondawgmedia.com

2.2 Company History and Growth

Moondawg Media was established in 2018 and has rapidly grown to become a trusted service provider in the audio-visual industry. Our journey has been marked by significant milestones and achievements that demonstrate our commitment to excellence and innovation.

- **2018:** Company establishment with focus on event photography and videography
- **2019:** Expansion into audio-visual solutions and technical event support
- **2020:** Development of live streaming capabilities in response to market needs
- **2021:** Successful delivery of high-profile events including the State of the Nation Address Broadcast
- **2022:** Expansion of equipment inventory and technical team
- **2023:** Continued growth with coverage of major national events including SAMA Awards
- **2024:** Further expansion of service offerings and team capabilities
- **2025:** Positioning as a leading provider of audio-visual services for government institutions

2.3 Mission, Vision, and Values

Mission: To deliver exceptional audio-visual services that transform ideas into impactful realities, creating platforms where diverse narratives come to life.

Vision: To be Africa's leading audio-visual solutions provider, recognized for innovation, excellence, and commitment to client success.

Core Values:

- **Excellence:** We are committed to delivering exceptional quality in everything we do.
- **Innovation:** We embrace fresh approaches and cutting-edge technology.
- **Integrity:** We conduct business with honesty, transparency, and professionalism.
- **Collaboration:** We believe in the power of teamwork and strong partnerships.
- **Diversity:** We celebrate different perspectives and create inclusive environments.

2.4 Service Offerings

Moondawg Media offers a comprehensive range of audio-visual and media services:

Media Production & Creative Services

- Videography & Photography: Capturing moments with cinematic quality and creative storytelling
- Media Buying & Monitoring: Amplifying brand visibility through strategic placements and tracking
- Creative Design: Graphic design for branding, marketing materials, and custom event visuals

Audiovisual & Technical Solutions

- Audio-Visual Solutions: Sound systems, 65" screens on trusses, mixers, LED big screens, and lighting setups for impactful events
- Live streaming Services: Seamless live event broadcasting with cutting-edge equipment
- Equipment Hire: Rental of high-end audiovisual and technical equipment like cameras, lights, and sound systems

2.5 Market Position and Target Sectors

Moondawg Media has established itself as a trusted partner for media production and event solutions. We have cultivated strong and healthy relationships with marketing companies, event planners, hotels, and conference centers, enabling us to serve both the private and public sectors effectively.

Our target sectors include:

- Government institutions and constitutional bodies

- Corporate entities

- Event management companies

- Broadcasters and media houses

- Conference centers and hotels

- Entertainment industry

- Educational institutions

2.6 B-BBEE Status

Moondawg Media (Pty) Ltd is committed to transformation and broad-based black economic empowerment. Our current B-BBEE status level is [To be inserted], with a particular focus on [Specific B-BBEE elements such as black ownership, black women ownership, etc.].

We continuously strive to improve our B-BBEE rating through meaningful initiatives that promote economic transformation and inclusivity in our operations and procurement practices.

2.7 Quality Management and Certifications

Moondawg Media is committed to maintaining the highest standards of quality in all our operations. Our quality management approach includes:

- Regular equipment maintenance and calibration

- Continuous professional development for our team

- Strict adherence to industry best practices

- Implementation of standard operating procedures

- Client feedback mechanisms to ensure continuous improvement

3.0 DEMONSTRATED CAPACITY (5.1.2)

3.1 Personnel Capacity

Moondawg Media has assembled a passionate team of experienced professionals dedicated to delivering exceptional results. Our personnel complement includes:

Role/Position	Number of Staff	Qualifications/Experience
Project Managers	3	Minimum 10 years experience in AV project management
Visual Technicians	8	Certified AV technicians with 5+ years experience
Videographers	6	Professional cinematographers with broadcast experience
Photographers	4	Professional photographers with event coverage experience
Sound Engineers	5	Certified sound engineers with live event experience
Lighting Technicians	4	Certified lighting technicians with experience in various venues
Live Streaming Specialists	3	Specialists in multi-platform live streaming
Graphic Designers	2	Experienced in event branding and visual materials
Editors	3	Post-production specialists with broadcast experience
Administrative Support	2	Experienced in tender administration and documentation

3.2 Owned Equipment Inventory

Moondawg Media maintains a comprehensive inventory of audio-visual equipment to support diverse event requirements. Our equipment inventory includes:

Audio Equipment

- Professional sound systems (various capacities from small venues to stadiums)
- Digital mixing consoles (including Yamaha QL and CL series)
- Wireless microphone systems (Shure, Sennheiser)
- Public address systems
- Audio recording equipment
- Intercom systems for production coordination

Video Equipment

- Broadcast-quality cameras (Sony, Panasonic, Blackmagic)
- 4K production switchers

- LED video walls (various sizes and pixel pitches)
- Projection systems (high-lumen projectors for various venue sizes)
- 65" screens on trusses
- Video monitors and confidence monitors

Lighting Equipment

- Intelligent lighting systems
- LED wash lights
- Moving head lights
- Spotlights and follow spots
- Lighting control consoles
- Trussing and rigging equipment

Live Streaming Equipment

- Live streaming encoders (including Teradek and LiveU solutions)
- Bonded cellular transmission units
- Multi-camera streaming setups
- Streaming platforms integration (YouTube, Facebook, custom platforms)

Support Equipment

- Generators and power distribution units
- Cable management systems
- Staging and risers
- Transport vehicles

3.3 Third-Party Arrangements

While Moondawg Media owns a comprehensive equipment inventory, we maintain strategic partnerships with reputable third-party suppliers to:

- Provide specialized equipment for unique requirements
- Ensure redundancy and backup capacity for critical projects
- Access cutting-edge technology for specific client needs
- Scale operations for very large-scale events

Our key third-party partners include:

- **Equipment Suppliers:** [To be inserted - names of reputable AV equipment suppliers]
- **Technical Specialists:** [To be inserted - names of specialized technical service providers]
- **Crewing Agencies:** [To be inserted - names of reliable crewing agencies for additional personnel]
- **Transport Services:** [To be inserted - names of specialized transport providers for equipment logistics]

3.4 Scalability

Moondawg Media has demonstrated its ability to scale operations to meet diverse client requirements, from small corporate events to national broadcasts. Our scalability is enabled by:

- **Modular Equipment Systems:** Our equipment inventory is designed to be scalable, allowing us to configure systems appropriate to each event.
- **Flexible Personnel Structure:** We maintain a core team of experienced professionals supplemented by a pool of qualified technicians available for larger projects.
- **Strategic Partnerships:** Our third-party arrangements provide additional capacity and specialized capabilities when required.
- **Proactive Planning:** We implement rigorous project planning processes that anticipate scalability requirements and ensure adequate resources are allocated.
- **Proven Track Record:** Our successful delivery of events of varying scales demonstrates our ability to scale operations effectively.

For the Electoral Commission's requirements, we can scale our operations to provide comprehensive coverage across multiple locations simultaneously, with dedicated teams and equipment for each site as required.

4.0 REFERENCE PROJECTS (5.1.3)

Moondawg Media has successfully delivered numerous high-profile projects across various sectors. Below are three detailed reference projects from the past five years that demonstrate our capacity to deliver audio-visual services of the caliber required by the Electoral Commission:

4.1 Project 1: State of the Nation Address Broadcast

Project Details	Information
Client Name	Parliament of South Africa
Contact Person	[To be inserted - Name], [Position]
Contact Details	[To be inserted - Email], [To be inserted - Phone]
Nature of Event	State of the Nation Address (SONA) - Live Broadcast
Event Date	February [Year]
Location	Cape Town, South Africa
Duration	3 days (setup, event, breakdown)
Contract Value	[To be inserted - Amount]
Services Provided	- Multi-camera live broadcast setup - Audio-visual solutions for main venue and overflow areas - Live streaming services for Parliament TV and Hilaal TV - Technical support throughout the event - Equipment supply and installation
Staffing Complement	1 Senior Project Manager 4 Visual Technicians 3 Sound Engineers 2 Lighting Technicians 6 Camera Operators 2 Live Streaming Specialists 4 General Technicians
Equipment Supplied	8 Broadcast cameras - Video switcher and production equipment - Sound system with mixing console - Lighting rig with intelligent lights

- LED screens and projectors
- Live streaming encoders
- Trussing and rigging

Project Outcome	Successful live broadcast with no technical failures. Client commended our professional approach and technical expertise. The broadcast was transmitted flawlessly to multiple platforms.

4.2 Project 2: SAMA Awards

Project Details	Information
Client Name	South African Broadcasting Corporation (SABC)
Contact Person	[To be inserted - Name], [Position]
Contact Details	[To be inserted - Email], [To be inserted - Phone]
Nature of Event	South African Music Awards - Live Broadcast
Event Date	May [Year]
Location	Durban, South Africa
Duration	5 days (setup, rehearsals, event, breakdown)
Contract Value	[To be inserted - Amount]
Services Provided	- Complete audio-visual production for awards ceremony - Multi-camera live broadcast setup - Concert sound system design and implementation - Lighting design and operation - LED video wall installation and operation - Live streaming services for SABC platforms
Staffing Complement	1 Senior Project Manager 6 Visual Technicians 4 Sound Engineers 4 Lighting Technicians 8 Camera Operators 2 Live Streaming Specialists

	• 6 General Technicians
Equipment Supplied	• 12 Broadcast cameras • Video switcher and production equipment • Concert sound system with digital mixing console • Comprehensive lighting rig • Large-scale LED video wall • Live streaming encoders • Trussing and rigging
Project Outcome	Successfully delivered a high-quality broadcast of the awards ceremony. The event was well-received by viewers and stakeholders, with particular praise for the audio and visual quality. Our team demonstrated professionalism throughout the extended engagement.

4.3 Project 3: Gauteng Sports Awards

Project Details	Information
Client Name	Gauteng Sports Department
Contact Person	[To be inserted - Name], [Position]
Contact Details	[To be inserted - Email], [To be inserted - Phone]
Nature of Event	Gauteng Sports Awards Ceremony
Event Date	November [Year]
Location	University of Johannesburg, South Africa
Duration	3 days (setup, event, breakdown)
Contract Value	[To be inserted - Amount]
Services Provided	• Complete audio-visual production for awards ceremony • Multi-camera event coverage • Sound system design and implementation • Lighting design and operation • Projection and screen solutions • Live streaming services for online viewers

Staffing Complement	• 1 Project Manager • 4 Visual Technicians • 3 Sound Engineers • 3 Lighting Technicians • 5 Camera Operators • 1 Live Streaming Specialist • 4 General Technicians
Equipment Supplied	• 8 Broadcast cameras • Video switcher and production equipment • Sound system with digital mixing console • Lighting rig with intelligent lights • Projectors and screens • Live streaming encoders • Trussing and rigging
Project Outcome	Successfully delivered a high-quality event that met all client requirements. The Gauteng Sports Department expressed satisfaction with our services and commended our team's professionalism and technical expertise. The event was well-received by attendees and online viewers.

4.4 Additional Reference Projects Summary

In addition to the detailed projects above, Moondawg Media has successfully delivered numerous other events across various sectors:

Event Type	Client	Year	Services Provided
Corporate Conference	[To be inserted]	[Year]	Full AV production, live streaming
Product Launch	[To be inserted]	[Year]	Audio-visual solutions, creative content
Music Concert	[To be inserted]	[Year]	Sound, lighting, video production
Electoral Announcement	[To be inserted]	[Year]	Full broadcast setup, live streaming
Government Event	[To be inserted]	[Year]	Audio-visual solutions, technical support
Wedding	[To be inserted]	[Year]	Photography, videography
Festival	[To be inserted]	[Year]	Multi-stage production, live streaming

5.0 EXPERIENCE IN TURNKEY SERVICES (5.1.4)

Moondawg Media has extensive experience delivering turnkey Audio Visual Technical Services, including project management of creative content and high-profile broadcast events. Our turnkey approach ensures seamless execution from concept to completion, providing our clients with a single point of accountability and comprehensive service delivery.

5.1 Turnkey Audio Visual Technical Services

Our turnkey audio-visual technical services encompass:

- **Initial Consultation and Needs Analysis:** We work closely with clients to understand their requirements, objectives, and constraints, developing a comprehensive understanding of the event or project.
- **Technical Design and Planning:** Our technical team develops detailed solutions that address audio, visual, lighting, and streaming requirements, ensuring optimal performance within budget constraints.
- **Equipment Procurement and Logistics:** We manage all aspects of equipment sourcing, transportation, and setup, ensuring all required resources are available on site when needed.
- **Technical Installation and Setup:** Our experienced technicians handle all installation requirements, ensuring systems are configured correctly and operate flawlessly.
- **Technical Operation and Support:** We provide comprehensive technical support throughout events, with skilled operators managing all technical aspects.
- ~~**Content Creation and Management:**~~ Our creative team develops compelling visual content tailored to event requirements.
- **Event Documentation:** We provide professional photography and videography services to document events.
- **Dismantling and Post-Event Support:** We handle all equipment removal and post-event requirements, including content delivery and reporting.

5.2 Project Management of Creative Content

Moondawg Media's project management approach for creative content includes:

- **Concept Development:** We collaborate with clients to develop creative concepts that align with their brand and event objectives.
- **Content Planning and Storyboarding:** We create detailed content plans and storyboards to ensure all creative elements align with event flow and messaging.
- **Content Production:** Our in-house team produces high-quality visual content, including graphics, animations, and videos.
- **Content Integration:** We ensure all content is properly integrated into event presentations, displays, and broadcasts.
- **Quality Assurance:** We implement rigorous quality control processes to ensure all content meets technical standards and client expectations.
- **Content Management:** We organize and manage all content files, ensuring proper versioning and easy access during events.

5.3 High-Profile Broadcast Events

Moondawg Media has significant experience delivering high-profile broadcast events, including:

- **State of the Nation Address Broadcast:** We provided comprehensive audio-visual services for this nationally significant event, ensuring flawless broadcast transmission.
- **SAMA Awards:** We delivered a complete broadcast solution for this prestigious music industry event, meeting the high technical standards required for national television.
- **Gauteng Sports Awards:** We provided end-to-end audio-visual production for this government-hosted event, including live streaming components.
- **Electoral Announcements:** We have supported various electoral events with technical solutions that ensure clear communication and public engagement.

For high-profile broadcast events, we implement enhanced quality control measures, redundant systems, and comprehensive contingency planning to ensure flawless execution regardless of circumstances.

5.4 Integrated Project Management Approach

Our integrated project management approach ensures seamless coordination of all technical and creative elements:

- **Dedicated Project Management:** Each project is assigned a dedicated project manager who serves as the primary point of contact and ensures all aspects are coordinated effectively.
- **Comprehensive Planning:** We develop detailed project plans that outline all tasks, timelines, responsibilities, and dependencies.
- **Regular Communication:** We maintain regular communication with clients throughout projects, providing updates and seeking feedback to ensure alignment with expectations.
- **Risk Management:** We identify potential risks and implement mitigation strategies to minimize the likelihood and impact of issues.
- **Quality Control:** We implement rigorous quality control processes at all stages of project execution.
- **Resource Coordination:** We ensure all personnel, equipment, and resources are coordinated effectively to meet project requirements.
- **Post-Project Review:** We conduct thorough post-project reviews to identify lessons learned and opportunities for improvement.

6.0 OPERATIONAL TEAM CVs (5.1.5)

Moondawg Media's operational team comprises experienced professionals with diverse skills and extensive industry experience. Below are the CVs of key team members who would be involved in delivering services to the Electoral Commission:

6.1 Project Manager - [To be inserted]

Summary: [To be inserted] is an experienced Audio-Visual Project Manager with over 10 years of experience in the events and broadcast industry. [He/She] has successfully managed numerous high-profile events and broadcast projects, demonstrating exceptional organizational skills and technical knowledge.

Experience:

- [Year]-Present: Project Manager, Moondawg Media (Pty) Ltd
- [Year]-[Year]: Senior AV Technician, [Previous Company]
- [Year]-[Year]: AV Technician, [Previous Company]

Key Skills:

- Project Management
- Audio-Visual Systems Design
- Team Leadership
- Broadcast Operations
- Technical Problem Solving

Qualifications:

- [To be inserted - Relevant qualification]
- [To be inserted - Relevant certification]

6.2 Senior Visual Technician - [To be inserted]

Summary: [To be inserted] is a highly skilled Visual Technician with extensive experience in video production, broadcast operations, and live event support. [He/She] has demonstrated technical expertise across numerous high-profile events.

Experience:

- [Year]-Present: Senior Visual Technician, Moondawg Media (Pty) Ltd
- [Year]-[Year]: Visual Technician, [Previous Company]
- [Year]-[Year]: Camera Operator, [Previous Company]

Key Skills:

- Video System Design and Operation
- Broadcast Camera Operation
- Video Switching
- LED Video Wall Operation
- Technical Troubleshooting

Qualifications:

- [To be inserted - Relevant qualification]
- [To be inserted - Relevant certification]

6.3 Senior Sound Engineer - [To be inserted]

Summary: [To be inserted] is an experienced Sound Engineer with extensive expertise in live sound reinforcement, broadcast audio, and recording. [He/She] has delivered exceptional audio solutions for numerous high-profile events.

Experience:

- [Year]-Present: Senior Sound Engineer, Moondawg Media (Pty) Ltd
- [Year]-[Year]: Sound Engineer, [Previous Company]
- [Year]-[Year]: Audio Technician, [Previous Company]

Key Skills:

- Sound System Design
- Live Sound Mixing
- Broadcast Audio Operations
- Audio Recording
- Technical Troubleshooting

Qualifications:

- [To be inserted - Relevant qualification]
- [To be inserted - Relevant certification]

6.4 Lighting Designer/Technician - [To be inserted]

Summary: [To be inserted] is a creative Lighting Designer and Technician with extensive experience in event lighting design and operation. [He/She] has created stunning lighting designs for numerous events across various sectors.

Experience:

- [Year]-Present: Lighting Designer/Technician, Moondawg Media (Pty) Ltd
- [Year]-[Year]: Lighting Technician, [Previous Company]
- [Year]-[Year]: Stagehand, [Previous Company]

Key Skills:

- Lighting Design
- Lighting Programming
- Intelligent Lighting Operation
- Stage Lighting
- Technical Rigging

Qualifications:

- [To be inserted - Relevant qualification]

- [To be inserted - Relevant certification]

6.5 Live Streaming Specialist - [To be inserted]

Summary: [To be inserted] is a skilled Live Streaming Specialist with expertise in multi-platform live streaming, encoding, and transmission. [He/She] has successfully delivered numerous live streaming events with high quality and reliability.

Experience:

- [Year]-Present: Live Streaming Specialist, Moondawg Media (Pty) Ltd
- [Year]-[Year]: Broadcast Technician, [Previous Company]
- [Year]-[Year]: IT Technician, [Previous Company]
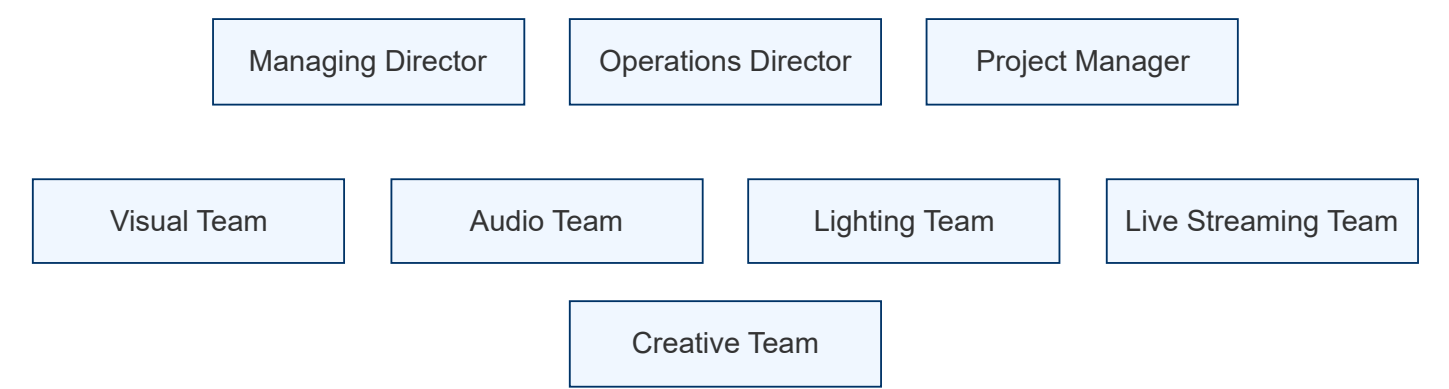
Key Skills:

- Live Streaming Operations
- Encoding and Transmission
- Multi-Platform Broadcasting
- Network Configuration
- Technical Troubleshooting

Qualifications:

- [To be inserted - Relevant qualification]
- [To be inserted - Relevant certification]

7.0 ORGANOGRAM AND TEAM STRUCTURE (5.1.6)

Moondawg Media's organizational structure is designed to ensure efficient project delivery and clear lines of accountability. The organogram below illustrates our team structure for the Electoral Commission project:

Managing Director	Operations Director	Project Manager

Visual Team	Audio Team	Lighting Team	Live Streaming Team

Creative Team

7.1 Project Team Roles and Responsibilities

For the Electoral Commission project, Moondawg Media would deploy the following team structure:

Role	Responsibilities	Reporting Line
Project Manager	- Overall project coordination and client liaison - Resource allocation and scheduling - Quality assurance and control - Risk management and contingency planning - Reporting and documentation	Operations Director
Visual Team Lead	- Video system design and setup - Camera operation and management - Video switching and direction - Screen and projector management - Visual team coordination	Project Manager
Audio Team Lead	- Audio system design and setup - Sound mixing and operation - Microphone management - Audio recording - Audio team coordination	Project Manager
Lighting Team Lead	- Lighting design and setup - Lighting programming and operation - Rigging and safety compliance	Project Manager

	• Power distribution • Lighting team coordination	
Live Streaming Team Lead	• Streaming platform configuration • Encoding and transmission • Network management • Quality monitoring • Streaming team coordination	Project Manager
Creative Team Lead	• Creative content development • Graphic design • Video content production • Content integration • Creative team coordination	Project Manager
Administrative Support	• Documentation and reporting • Logistics coordination • Financial administration • Communication support	Project Manager

7.2 Team Scalability

Our team structure is designed to be scalable to accommodate projects of varying sizes and complexities. For the Electoral Commission project, we can scale our team by:

- Adding additional technicians to each team for larger venues or multiple simultaneous events
- Deploying multiple project managers for geographically dispersed events
- Utilizing our pool of qualified freelance technicians when required
- Leveraging our third-party partnerships for specialized requirements

8.0 PROJECT PLAN AND TIMELINE (5.1.7)

Moondawg Media has developed a comprehensive project plan and timeline aligned to the provisional milestones in Section 4 of the RFQ. Our approach ensures meticulous planning, execution, and delivery of audio-visual services for the Electoral Commission.

8.1 Project Planning Methodology

Our project planning methodology includes:

- **Detailed Requirements Analysis:** We work closely with the Electoral Commission to understand specific requirements for each event or phase of the project.

- **Resource Planning:** We identify and allocate appropriate personnel, equipment, and resources for each deliverable.
- **Risk Assessment:** We identify potential risks and develop mitigation strategies to ensure project success.
- **Quality Planning:** We establish quality criteria and control measures to ensure deliverables meet requirements.
- **Communication Planning:** We establish communication protocols to ensure effective information flow between all stakeholders.
- **Contingency Planning:** We develop backup plans for critical aspects of the project to ensure resilience.

8.2 Example Timeline

The following timeline provides an example of how Moondawg Media would approach a typical electoral event, from planning through execution and post-event activities:

Phase 1: Initial Planning (8-12 weeks before event)

- Requirements confirmation with Electoral Commission
- Site visits and technical assessments
- Technical design and solution development
- Resource allocation and scheduling
- Risk assessment and contingency planning
- Initial project plan submission for approval

Phase 2: Detailed Planning (4-8 weeks before event)

- Detailed technical specifications finalization
- Equipment preparation and testing
- Team briefing and role assignment
- Content development and preparation
- Logistics planning
- Updated project plan submission

Phase 3: Pre-Event Preparation (1-4 weeks before event)

- Equipment dispatch to site
- Pre-event setup and testing
- Technical rehearsals
- Content integration and testing
- Final risk assessment and contingency confirmation
- Final project plan submission

Phase 4: Event Execution (Event day(s))

- Final equipment setup and configuration
- Technical support throughout event
- Real-time monitoring and adjustment
- Contingency activation if required

- Event documentation

Phase 5: Post-Event Activities (1-2 weeks after event)

  - Equipment dismantling and removal
  - Content delivery and archiving
  - Post-event reporting
  - Project review and lessons learned
  - Equipment maintenance and preparation for next event

8.3 Project Management Tools and Documentation

Moondawg Media utilizes proven project management tools and documentation to ensure efficient project execution:

  - **Project Management Software:** We use industry-standard project management software to track tasks, resources, and timelines.
  - **Technical Documentation:** We develop detailed technical drawings, schematics, and specifications for all installations.
  - **Checklists:** We implement comprehensive checklists for all critical activities to ensure nothing is overlooked.
  - **Reporting:** We provide regular status reports to keep stakeholders informed of project progress.
  - **Communication Logs:** We maintain detailed records of all communications to ensure clarity and accountability.

9.0 FINANCIAL ARRANGEMENTS (5.1.8)

Moondawg Media proposes a transparent and fair financial arrangement aligned with the Electoral Commission's requirements and standard South African government tender practices.

9.1 Pricing Structure

Our pricing structure is designed to be competitive while ensuring the delivery of high-quality audio-visual services. The pricing includes:

- **Personnel Costs:** Rates for all personnel based on roles and experience levels
- **Equipment Rental:** Rates for all audio-visual equipment provided
- **Transportation:** Costs for equipment and personnel transport
- **Setup and Dismantling:** Costs for installation and removal of equipment
- **Technical Support:** Costs for technical support throughout events
- **Content Development:** Costs for creative content development if required
- **Contingency:** Allowance for unforeseen circumstances

All pricing is inclusive of VAT as required by South African tax regulations.

9.2 Payment Structure

We propose the following payment structure, which aligns with standard government practice and provides fairness to both parties:

Milestone	Percentage of Total Value	Description
Initial Payment	30%	Upon signing of Service Level Agreement (SLA) and confirmation of first event details
Pre-Event Payment	30%	Upon completion of setup for each event (or monthly for ongoing services)
Post-Event Payment	30%	Upon successful completion of each event and submission of deliverables (or monthly for ongoing services)
Retention	10%	Held until satisfactory completion of all services under the SLA, released within 30 days of final sign-off

9.3 Service Level Agreement (SLA)

Moondawg Media is prepared to enter into a comprehensive Service Level Agreement with the Electoral Commission, which would include:

- **Scope of Services:** Detailed description of all services to be provided
- **Service Standards:** Clear definition of quality standards and performance metrics
- **Responsibilities:** Clear delineation of responsibilities for both parties
- **Payment Terms:** Agreed payment structure and terms

- **Performance Monitoring:** Mechanisms for monitoring and evaluating service delivery
- **Dispute Resolution:** Procedures for addressing any disputes or issues
- **Termination Clauses:** Conditions under which the agreement may be terminated

9.4 Cost Control and Transparency

Moondawg Media is committed to cost control and transparency in all financial matters:

- **Detailed Quotations:** We provide detailed quotations that clearly itemize all costs.
- **Cost Variations:** Any variations to agreed costs are clearly documented and approved in advance.
- **Regular Reporting:** We provide regular financial reports tracking expenditure against budget.
- **Audit Trail:** We maintain clear records of all financial transactions.

9.5 Indicative Pricing

The following table provides indicative pricing for key service categories:

Service Category	Unit of Measurement	Indicative Price Range (ZAR)
Project Management	Per day	[To be inserted]
Visual Technician	Per day	[To be inserted]
Sound Engineer	Per day	[To be inserted]
Lighting Technician	Per day	[To be inserted]
Camera Operator	Per day	[To be inserted]
Live Streaming Specialist	Per day	[To be inserted]
General AV Equipment Rental	Per day	[To be inserted]
Specialized Equipment Rental	Per day	[To be inserted]
Content Development	Per hour	[To be inserted]

Note: These are indicative prices only. Actual pricing will be provided in the detailed pricing schedule accompanying this proposal.

10.0 CONTINGENCY PLANS AND RISK ANALYSIS

Moondawg Media has developed comprehensive contingency plans and risk management strategies to ensure service continuity and minimize disruptions to Electoral Commission events.

10.1 Risk Identification and Assessment

We have identified the following potential risks associated with delivering audio-visual services for the Electoral Commission:

Risk Category	Risk Description	Probability	Impact
Technical	Equipment failure during critical events	Low	High
Technical	Power outages at event venues	Medium	High
Personnel	Key personnel unavailability due to illness or emergencies	Medium	Medium
Logistics	Transportation delays affecting equipment or personnel arrival	Low	High
Environmental	Severe weather affecting outdoor events	Low	Medium
Security	Security incidents affecting event operations	Low	High
Communication	Communication failures between team members or with client	Medium	Medium

10.2 Contingency Planning

For each identified risk, Moondawg Media has developed specific contingency plans:

Technical Contingencies

- **Equipment Redundancy:** We maintain backup equipment for critical components, including cameras, microphones, mixers, and streaming encoders.
- **Power Backup:** We provide UPS systems and generators where necessary to ensure continuous power supply.
- **Technical Support:** We deploy additional technical support personnel during critical events to address issues immediately.
- **Equipment Testing:** We conduct rigorous pre-event testing to identify and address potential issues.

Personnel Contingencies

- **Backup Personnel:** We maintain a pool of qualified backup personnel who can be deployed if primary team members are unavailable.
- **Cross-Training:** Our team members are cross-trained to perform multiple functions, enhancing flexibility.
- **Standby Arrangements:** For critical events, we maintain standby personnel who can be called in if needed.

Logistics Contingencies

- **Transport Planning:** We develop detailed transport plans with buffer time to accommodate delays.
- **Alternative Routes:** We identify alternative transport routes to avoid potential disruptions.
- **Equipment Dispatch:** We dispatch equipment well in advance of events to allow for contingencies.
- **Local Resources:** We establish relationships with local equipment suppliers in various regions to access backup resources if needed.

Environmental Contingencies

- **Weather Monitoring:** We monitor weather forecasts leading up to outdoor events.
- **Protective Measures:** We implement appropriate protective measures for equipment in case of adverse weather.

- **Alternative Venues:** Where possible, we identify alternative indoor venues for outdoor events.
- **Weather-Resistant Equipment:** We use weather-resistant equipment for outdoor events where appropriate.

Security Contingencies

- **Security Liaison:** We work closely with event security teams to understand security protocols.
- **Secure Equipment Storage:** We implement secure storage for equipment when not in use.
- **Emergency Procedures:** We develop clear emergency procedures for team members.
- **Communication Protocols:** We establish communication protocols to ensure team safety during security incidents.

Communication Contingencies

- **Multiple Channels:** We utilize multiple communication channels to ensure redundancy.
- **Regular Check-ins:** We implement regular check-in protocols to maintain communication.
- **Contact Lists:** We maintain comprehensive contact lists for all team members and stakeholders.
- **Communication Protocols:** We establish clear protocols for different types of communication.

10.3 Single Points of Failure and Mitigation

We have identified potential single points of failure in our operations and implemented mitigation measures:

Single Point of Failure	Mitigation Measures
Project Manager unavailability	Deputy Project Manager designated; clear delegation protocols established
Key equipment failure	Redundant equipment maintained; rapid replacement protocols established
Primary power source failure	UPS and generator backup implemented; power distribution redundancy
Live streaming failure	Multiple streaming platforms configured; backup encoders maintained
Communication system failure	Multiple communication systems implemented; satellite phones available for critical events

11.0 MAINTENANCE AND TECHNICAL SUPPORT

Moondawg Media is committed to providing comprehensive maintenance and technical support to ensure the reliable operation of all audio-visual equipment and systems deployed for the Electoral Commission.

11.1 Equipment Maintenance

We maintain a rigorous equipment maintenance program to ensure optimal performance:

- **Regular Maintenance:** All equipment undergoes regular scheduled maintenance according to manufacturer specifications.
- **Pre-Event Testing:** All equipment is thoroughly tested before deployment to events.
- **Quality Control:** We implement quality control checks to ensure equipment meets performance standards.
- **Calibration:** Sensitive equipment is regularly calibrated to ensure accuracy and performance.
- **Replacement Planning:** We maintain a replacement schedule for equipment nearing end-of-life.
- **Maintenance Records:** We maintain detailed records of all maintenance activities for each piece of equipment.

11.2 24/7 Technical Support

Moondawg Media provides 24/7 technical support for critical Electoral Commission events and operations:

- **On-Site Support:** For critical events, we provide on-site technical support throughout the duration of the event.
- **Remote Support:** We offer remote technical support via phone, email, and video conferencing.
- **Emergency Response:** We maintain an emergency response team that can be deployed rapidly to address critical issues.
- **Troubleshooting Protocols:** We have established troubleshooting protocols for common technical issues.
- **Spare Parts:** We maintain an inventory of commonly needed spare parts for rapid repairs.
- **Technical Documentation:** We provide comprehensive technical documentation for all systems deployed.

11.3 Support Channels

We offer multiple support channels to ensure timely assistance:

Support Channel	Availability	Response Time	Best For
On-Site Support	During scheduled events and by prior arrangement	Immediate	Critical issues during events
Phone Support	24/7 for critical events; business hours for general support	Within 15 minutes for critical issues	Urgent technical issues
Email Support	Business hours	Within 4 hours	Non-urgent technical questions

| Video Conferencing | By prior arrangement | Within 1 hour of request | Complex technical issues requiring visual assistance |

11.4 Performance Monitoring

We implement comprehensive performance monitoring to identify and address issues proactively:

- **Real-Time Monitoring:** During events, we monitor all systems in real-time to identify potential issues.
- **Performance Metrics:** We track key performance metrics to evaluate system performance.
- **Regular Reporting:** We provide regular performance reports to the Electoral Commission.
- **Continuous Improvement:** We use performance data to continuously improve our services.

12.0 INSURANCE CONFIRMATION

Moondawg Media maintains comprehensive insurance coverage to protect against risks associated with our audio-visual services. We confirm that all equipment supplied to the Electoral Commission is fully insured, and insurance costs are included in our rental pricing.

12.1 Insurance Coverage

Our insurance coverage includes:

- **All-Risk Equipment Insurance:** Comprehensive coverage for all equipment against loss, theft, damage, and other risks.
- **Public Liability Insurance:** Coverage for third-party claims arising from our operations.
- **Professional Indemnity Insurance:** Coverage for claims arising from professional services provided.
- **Employer's Liability Insurance:** Coverage for employee claims arising from workplace incidents.
- **Business Interruption Insurance:** Coverage for losses arising from business interruption due to insured events.

12.2 Insurance Details

Insurance Type	Coverage Limit	Insurer
All-Risk Equipment Insurance	[To be inserted]	[To be inserted]
Public Liability Insurance	[To be inserted]	[To be inserted]
Professional Indemnity Insurance	[To be inserted]	[To be inserted]
Employer's Liability Insurance	[To be inserted]	[To be inserted]
Business Interruption Insurance	[To be inserted]	[To be inserted]

12.3 Claims Process

In the event of an incident requiring an insurance claim, Moondawg Media will:

- Immediately notify the insurer of the incident

- Provide all required documentation to support the claim
- Liaise with the insurer throughout the claims process
- Keep the Electoral Commission informed of claim progress
- Take all necessary steps to mitigate further losses

We confirm that insurance costs are included in our pricing, and there are no additional charges to the Electoral Commission for insurance coverage.

13.0 VAT INCLUSION STATEMENT

Moondawg Media (Pty) Ltd confirms that all pricing quoted in this proposal and any accompanying schedules is inclusive of Value Added Tax (VAT) at the current rate of 15%.

We are a registered VAT vendor in South Africa (VAT Registration Number: [To be inserted]), and all invoices issued to the Electoral Commission will include valid VAT numbers and comply with South African tax regulations.

Should the VAT rate change during the term of the agreement, we reserve the right to adjust our pricing accordingly to reflect the new rate, with appropriate notice to the Electoral Commission.

Our VAT compliance is confirmed by our tax compliance status on the Central Supplier Database (CSD), which is maintained current and up-to-date.

14.0 OFFICE AND STORAGE SPACE REQUIREMENTS

Moondawg Media confirms that we have adequate office and storage space to support the National Results Operations Centre (NROC) and other Electoral Commission requirements.

14.1 Current Facilities

Our current premises at 153 Smuts Drive Halfway Gardens Midrand 1686 include:

- **Office Space:** 150 square meters of office space for administrative and management functions.
- **Storage Space:** 300 square meters of secure storage space for equipment inventory.
- **Workshop Space:** 100 square meters of workshop space for equipment preparation and maintenance.
- **Parking:** Secure parking for our fleet of vehicles.

14.2 Additional Space Requirements for Electoral Commission Project

To support the Electoral Commission project effectively, we anticipate requiring additional space as follows:

Space Type	Additional Area Required	Purpose
Office Space	50 square meters	Dedicated project management and coordination for Electoral Commission project
Storage Space	200 square meters	Additional equipment storage for Electoral Commission project

Workshop Space	50 square meters	Equipment preparation and maintenance for Electoral Commission project

14.3 Space Acquisition Plan

To meet these additional requirements, we have developed the following space acquisition plan:

- **Option 1:** Lease additional space adjacent to our current premises to create a dedicated Electoral Commission project facility.
- **Option 2:** Lease separate facilities in close proximity to our current premises.
- **Option 3:** If required by the Electoral Commission, establish dedicated facilities at or near the NROC location.

We are flexible and willing to adjust our space arrangements based on the specific requirements and preferences of the Electoral Commission.

14.4 Facility Security

All our facilities maintain appropriate security measures:

- 24/7 security monitoring and alarm systems
- Access control systems
- Security fencing and gates
- Security personnel where required
- Fire detection and suppression systems

15.0 APPENDICES

This proposal is supported by the following appendices, which provide additional detail and documentation:

- **Appendix A:** Detailed CVs of Key Personnel
- **Appendix B:** Detailed Organogram
- **Appendix C:** Comprehensive Project Plan
- **Appendix D:** Detailed Risk Register
- **Appendix E:** Additional Reference Projects
- **Appendix F:** Detailed Equipment Inventory
- **Appendix G:** Insurance Certificates
- **Appendix H:** B-BBEE Certificate
- **Appendix I:** CSD Registration Confirmation
- **Appendix J:** Tax Compliance Status
- **Appendix K:** Company Registration Documents
- **Appendix L:** Detailed Pricing Schedule

This proposal is submitted by Moondawg Media (Pty) Ltd in response to the Electoral Commission's tender for Technical Audio Visual Services (Reference: IEC/EM-02/2025).

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Authorized Signatory

Moondawg Media (Pty) Ltd

Date: _____