



**TENDER DOCUMENT**

**TENDER NO: DTCB 031-2026**

**REQUEST FOR A FRAMEWORK AGREEMENT: PROVISION OF  
AGENCY & DIGITAL MARKETING SERVICES TO DTCB**

**TENDER CLOSING DATE: 30<sup>TH</sup> APRIL 2026**

**CLOSING TIME: 1400HOURS**

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## 1. Overview

Diamond Trading Company Botswana (DTC Botswana) is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers. It is the world's largest and most sophisticated rough diamond sorting and valuing operation.

DTC Botswana sorts and values Debswana Diamond Company's rough diamond production. Debswana Diamond Company (Pty) Ltd is a 50/50 Joint Venture partnership between the Government of the Republic of Botswana and De Beers. The main purpose of the company is to mine and recover diamonds optimally and responsibly.

## 2. Invitation to Tender

DTCB intends to build its corporate image and awareness of its operations and social performance activities through providing information via various mediums of communications such as social media platforms, radio, newspapers, magazines, TV, electronic billboards, etc. Trade shows and other related educational events will also be among the activities DTCB intends to take part in.

DTCB's objective is to enlist a communications agency with the right competencies and experience to ensure that DTCB is well positioned through a well-orchestrated communication campaigns.

**This invitation to tender is restricted to 100% citizen owned companies.**

## 3. Scope of Work

**The Agency** will perform for **DTCB**, all the activities customarily performed by a Communication Agency. These duties shall include but not limited to the following:

- i. Creation, production and execution of approved communications campaigns, inclusive of media plans.
- ii. Contracting various forms of media for communication purposes.
- iii. Develop, implement and measure a digital strategy inclusive of social media.
- iv. Provide digital marketing recommendations and deliver a content plan appropriate for each channel.
- v. Drive effectiveness of digital marketing strategy by continually monitoring channels and analytics while proactively ensuring external communication

efforts aligned with current strategy.

**vi.** Recommend new digital opportunities as appropriate, such as platforms, tools, trends etc.

**vii.** Prepare monthly social media reports.

**viii.** Produce a corporate video and filming of DTCCB events.

**ix.** Produce Photography at events and any other photography required by DTCCB.

**x.** Keep up to date and brief team on latest industry standards in digital marketing to reach key audiences.

**xi.** Work with internal teams to develop digital paid, earned, shared, owned (PESO) marketing campaigns based on channels, goals, and audience.

**xii.** Supply reports entailing press cut-outs (including media coverage), activities undertaken, costs, media schedules, etc.

**xiii.** Manage DTCCB's events.

**xiv.** Effectively communicate the DTCCB's Social Performance activities.

**xv.** Design DTCCB artwork

**xvi.** Manage trade shows, customer events and branding work.

**xvii.** Develop and provide all creative designs, concepts and graphics for advertising purposes.

**xviii.** Schedule regular briefings to management.

**xix.** Source corporate gifts and related promotional materials including memorabilia.

**xx.** Quarterly Social Performance Awareness Reports and brand reports to cover all activities undertaken in that quarter.

**xxi.** Conduct a yearly Internal Communications Audit

#### **4. Deliverables**

As part of your submission, the deliverable is to develop a 12-month brand communication campaign supported by a digital strategy.

#### **5. Period/Duration of the Service**

5.1 The period of engagement shall be in the form of a framework agreement.

5.2 There shall be quarterly performance reviews between agency and DTCCB. Key Performance Areas will be agreed upon engagement.

#### **6. Staff**

- 6.1. The agency shall submit to DTC Botswana Curriculum Vitae (CV) of its current key personnel to be deployed for the account. Furthermore, no members of staff shall be withdrawn or new staff provided without prior communication and approval of DTC

Botswana.

- 6.2. The Agency shall indicate the level of citizen involvement in terms of shareholding, directorship and management.

## **7. Expertise**

- 7.1 The bidder should demonstrate experience in the provision of similar assignment.
- 7.2 The bidder should provide abridged curriculum vitae detailing experience and qualification of key personnel to be used for this assignment.
- 7.3 Directors' / Partner's profiles
- 7.4 Contact details: Physical and postal addresses, telephone numbers and other related information.
- 7.5 Valid Tax Clearance certificates and Valid trading licenses
- 7.6 Certificate of incorporation

## **8. Required Information**

Prospective consultant is expected to provide the following:

- 8.1 Company names and Contact details where similar work is or has been carried out within the past four years.
- 8.2 Nature and scope of the assignment.
- 8.3 Projected Retainer Cost.

Please note that shortlisted bidders shall expect their client references to be contacted during the tender evaluation process.

## **9. Methodology and Approach**

- 9.1 The bidder must provide a detailed description of their proposed methodology and approach including full description of deliverables and timelines.
- 9.2 The methodology and approach must clearly indicate assumptions that are being made.

## **10. Cost and Payment Schedule/Remuneration of the Agency**

Prospective consultant is required to provide the following

- 10.1 Breakdown of the fees for the assignment.
- 10.2 Details of all cost shall be submitted as part of the tenderer's proposal. The details shall, inter alia, include options of hourly rates, production mark ups, retainer fees, etc.
- 10.3 Currencies in which tenderers require payments to be made shall be stated. All payments for local supply shall be made in Pula.
- 10.4 Proposed payment schedule and the deliverables. Please note that payment will only be made after completion of the proposed deliverable.

## **11. Company information**

The following are required in your proposal;

11.1 The company/firm/consultant's profile – (when it was established, how long it has been operating, main line of business, the size of its operations in terms of manpower etc.).

11.2 Directors' / Partner's profiles

11.3 Contact details: Physical and postal addresses, telephone numbers and other related information.

11.4 Valid Tax Clearance certificates and Valid trading licenses

11.5 Certificate of incorporation

## **12. Tender Evaluation**

Tender evaluation criteria are contained in Annexure **A**.

## **13. Form of Tender**

Tenderers are required to complete and submit form of tender contained in Annexure **F**.

## **14. Submission of Proposal**

The method of submission for the above captioned tender shall be through the DTCB Vendor Portal. Bidders are therefore required to register and create accounts on the portal by the **17<sup>th</sup> April 2026**, to facilitate successful bid submission. Bidders are encouraged to register before the submission deadline to allow the technical team to offer any assistance that may be required. Kindly do take the time to register on the link below; <https://procurement.dtcbotswana.com/>

**The deadline for submission of this tender is 30<sup>th</sup> April 2026 at 1400 hours**

## **15. Enquiries prior to tender closing date**

Enquiries or request for clarification regarding this tender must be submitted by email to [tenders@dtcb.co.bw](mailto:tenders@dtcb.co.bw). Enquiries should be sent by the **17<sup>th</sup> April 2026**. Responses will be posted on [www.dtc.co.bw](http://www.dtc.co.bw) by midnight **23<sup>rd</sup> April 2026**.

## **16. Authority of tender**

The Tender must be signed by a person duly authorised to do so and evidence of the authority of the signatory must be provided.

## **17. Tender Validity**

Tenders shall be valid for a period of ninety (90) days from the closing date.

## **18., TENDER SUBMISSION AND AWARD**

18.1 DTCB reserves the right to amend or cancel this tender.

18.2 DTCB is not bound to appoint the lowest or any other tenderer.

18.3 The decision on the award of the tender solely remains with DTCB.

18.4 DTCB shall not be liable for the expenses incurred during preparation and submission.

18.5 The proposals shall be written in English.

## **19. MODIFICATION AND WITHDRAWAL OF TENDER**

19.1 The tenderer may modify or withdraw its tender after submission of the tender provided that a written notice of the modification, including substitution or withdrawal of the tender is received by DTCCB prior to the deadline prescribed for submission of tender.

19.2 No tender may be modified after the deadline for submission of tenders.

19.3 No tender may be withdrawn on the interval between the deadline for submission of tenders and the expiration of the period of tender validity.

## **20. AMENDMENTS OF DOCUMENTS**

20.1 At any time prior to the deadline for submission of tenders, DTCCB, for any reason, whether at its own initiative or in response to a clarification requested by a prospective tenderer, may modify the tender document and send written amendments or addendum to all tenderers who have been invited to tender.

20.2 In order to allow prospective tenderers reasonable time in which to take the amendments into account in preparing their tender, DTCCB, at its own discretion, may extend the deadline for the submission of tenders.

## **21. LATE DELIVERY OF TENDERS**

No Tender will be considered unless it is delivered by the closing date and time.

## **22. ERRORS IN TENDER DOCUMENT**

There shall be no erasing or overwriting for any mistake which is corrected in the tender document.

## **23. INCOMPLETE TENDERS**

DTCCB will not consider tenders, which it considers incomplete in any respect.

## **24. CONFIDENTIALITY**

All documentation and any other information produced will be the intellectual property of DTCCB exclusively and should be treated as confidential. No information obtained by the Service Provider as a result of the consultancy shall be given or applied to a third party without written consent from DTCCB.

## ANNEXURE A: TENDER EVALUATION CRITERIA

The tender evaluation shall be carried out in the following stages:

- **Stage 1:** Compliance
- **Stage 2:** Technical Evaluation
- **Stage 3:** Financial Evaluation Assessment
- **Stage 4:** DTC Botswana Security Vetting

### STAGE 1: COMPLIANCE STAGE

Proposals should satisfy the following compliance requirements to be considered for further evaluation:

- Copy of a Certificate Of Incorporation
- Shareholders and Directors' details. Submit CIPA extract
- Proof of citizenship of Shareholders. Submit certified national ID's.
- Copy of a Valid Tax Clearance Certificate
- Completed form of tender (Annex F)

### STAGE 2: TECHNICAL EVALUATION

Compliant bids shall be evaluated to determine compliance with the set criteria. Technical evaluation shall account for **70%** of the marks.

Criteria	Weight (%)
1. Consultancy Firm years of experience in implementing similar work	20
2. Key Personnel's curriculum vitae inclusive of their academic qualifications and relevant experience according to the scope	25
3. Written and traceable references from clients where similar service has been provided in the past 4 years	25
4. Methodology and Approach Proposed methodology, approach to ensure quality delivery of the requirements of this tender, project plan. • Submission of comprehensive methodology in line with the scope of work	30



- |                                                                                                                                     |  |
|-------------------------------------------------------------------------------------------------------------------------------------|--|
| <ul style="list-style-type: none"> <li>• Submission of a comprehensive project plan showing deliverables and timeframes.</li> </ul> |  |
|-------------------------------------------------------------------------------------------------------------------------------------|--|

The total technical score above is **100%**.

**Bidders who get 70% and above will proceed to the next stage of evaluation.**

**NB: Site visit/presentation to those that satisfied the technical stage**

### **STAGE 3: FINANCIAL EVALUATION – 30%**

Technically compliant bids shall be subject to financial evaluation. In the financial evaluation of the tender, the following will be considered:

#### I. Arithmetic Check:

- The tender will be checked for arithmetic errors. Tenderers will be notified in writing for any errors.
- Where there is discrepancy between amounts in figures and in words, the amount in words will be considered.
- Where there is a discrepancy between a unit price and the total amount derived from the multiplication of the unit price and the quantity, the unit price quoted will be considered.
- Amounts corrected as above will be binding on the tenderer. If the tenderer does not accept them, their tender will be rejected
- Amount should include VAT if the tenderer is VAT registered

#### II. Reasonableness of the quoted price

$$\text{Financial} = \underline{30\% \times (\text{Lowest Financial Bid})}$$

**(Financial Bid of Tenderer)**

Tender award will be made to the most compliant bid based on the outcome of the three evaluation stages.

### **STAGE 4: SECURITY VETTING**

Bidders who have satisfied compliance, technical and financial requirements shall be subjected to the DTC Botswana internal security vetting process before award decision is made.

Tender award will be made to the most compliant bid based on the outcome of the four evaluation stages.

**ANNEXURE B: SAFETY HEALTH AND ENVIRONMENT OBLIGATIONS**

Every member of the Contractor's Team shall, whilst at DTCB adhere to the following DTC Botswana SHE requirements:

1. SHE induction
  - Members shall attend SHE induction prior to commencing work provided by the DTC Botswana SHE section. The induction will be in 2 parts, namely:
    - ❖ General induction
    - ❖ Site specific induction done in conjunction with the area line manager
2. Hazard identification and Risk Assessment (HIRA)
  - ❖ Individuals and groups shall conduct risk assessments in their areas of work and manage the identified risks.
3. SHE Training
  - ❖ Where required, individuals shall attend identified SHE training as per the training matrix and schedule.
4. Personal Protective Clothing (PPE)
  - ❖ Where required, every member shall wear protective clothing and keep same in the condition as stipulated in the PPE policy
5. OHSAS Requirements
  - ❖ All members shall comply with the DTC Botswana requirements regarding ISO 14001:2015 and 45001:2018. These may include being asked to partake in the audits/inspections, incident investigations and being available for interviewing during inspections, audits or investigations
  - ❖ SHE procedures as amended and or reviewed from time to time shall be complied with
6. Incident Reporting and Investigation
  - ❖ All members of the Contractor shall familiarise themselves with and report incidents and accidents as and when they happen to them or in their area(s) of work as described in the incident reporting and investigation procedure
7. DTC Botswana SHE Policy
  - ❖ The DTC Botswana SHE policy shall be the overriding SHE Policy on site

**ANNEXURE C: BUSINESS INTEGRITY PRINCIPLES**

The Contractor and, where applicable, each member of the Contractor's team shall adhere to the following requirements, during the time this agreement is in place:

1. Comply with all applicable laws dealing with corruption.
2. Ensure that no offer, promise or gift of money or anything of value, is made to any employee of DTCB or anyone else, to influence action or inaction or to obtain an improper advantage from DTB, or for DTCB or a third party.
3. In the event that the Contractor or any member of its team becomes aware of any act or omission, that is or seems to be fraudulent, corrupt or improper, involving DTCB in any way, a report should be made to DTCB by the next working day.
4. Have an anti-corruption, ethics or business integrity policy.
5. Conduct business in an ethical manner.

## **ANNEXURE D: SECURITY OBLIGATIONS**

The Contractor and each member of the team shall adhere to the following security requirements, whilst at DTCB:

### **1. Security Induction**

The members of the team must all undergo a detailed security induction carried out by DTCB.

### **2. Precious and Semi-Precious Stones Act Cap 66:03**

Comply with the Act, which regulates the rough diamond business in Botswana; in terms of which Debswana and DTCB premises have been declared Precious Stones Security Area.

### **3. DTCB Diamond Risk Management Policies as listed below**

#### **3.1 Access Control**

The policy details the requirements for entry and exit of employees, visitors and contractors within the security area.

#### **3.2 Goods Movement**

The policy details the requirements for entry and exit of all goods and assets carried by employees, visitors and contractors within the security area.

#### **3.3 Product Protection**

The policy details the requirements for control of some specific activities within DTCB carried out by employees, visitors and contractors within the security area.

### **4. DTCB Diamond Risk Management Procedures as listed below**

#### **4.1 Access Control**

#### **4.2 Goods Movement**

#### **4.3 Product Protection**

#### **4.4 Diamond Audit**

**ANNEXURE E: SECURITY VETTING FORM**

Please complete the form attached and submit with the tender proposal. Attach copies of Directors' IDs (find attached)

**ANNEXURE F: FORM OF TENDER**

**Diamond Trading Company Botswana  
Plot 63016, Airport Road  
Block 8  
Gaborone**

Having examined the invitation to tender (ITT) document the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the services in accordance with the tender documents at a price of .....(amount in figures)  
.....(amount in words) Vat exclusive.

We agree to abide by this for a period of ninety (90) days from the date fixed for tender opening and it shall remain bidding upon us and may be accepted at any time before expiration of that period.

We understand that you are not bound to accept the lowest or highest or any tender you may receive.

On behalf of the tenderer:

Name Of Company: .....

Name Of Company Representative: .....

Title: .....

Tel No.....

Email Address.....

Date: .....