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**CENTRAL GAUTENG**  
**LIONS**  
CRICKET BOARD

Bidvest Wanderers Stadium,  
Corlett Drive, Illovo,  
Johannesburg  
PO Box 55309, Northlands, 2116

**5 June 2019**

## **REQUEST FOR PROPOSAL – CENTRAL GAUTENG LIONS FOOD AND NON-ALCOHOLIC MASTER CONCESSIONAIRE**

### **Part A - About Central Gauteng Lions**

The Central Gauteng Lions ('CGL') is the custodian of all cricket activities in the greater Sedibeng, West Rand, Vaal and Johannesburg area and is the majority shareholder of bizhub Highveld Lions and manages the Bidvest Wanderers Stadium.

CGL's vision is to create unrivalled passion for cricket in central Gauteng. The mission is to advance and transform cricket in central Gauteng by ensuring winning teams, nurturing club and schools' cricket and offering a world-class experience at the Bidvest Wanderers Stadium.

To achieve its vision and mission, CGL strives to create a culture of excellence in all its endeavours both on and off the field. It is CGL's belief that 'Culture is the glue that binds an organisation together'.



**JOIN THE CHARGE**

**To Create a Culture of Excellence!!!**

- On field - National representation, Quality Winning Teams and Thriving Pipeline Cricket – Mini, Youth, Women, Clubs & Strikers
- Off field - Winning the hearts of our fans, Bullring as an Iconic Stadium, Good Governance & Operational Excellence and Commercially successful & Financially sustainable company



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\* Independent director \*\* Alternate director

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CGL brand campaign is a call to action that says #JoinTheCharge which simply means join the charge to create a culture of excellence.



**To Create a Culture of Excellence!!!**

#JoinTheCharge is a community (inward and outward) call to all our stakeholders (our supporters, service providers, suppliers, partners, sponsors, associated, CGL staff & board etc). Join us in creating a culture of excellence in everything we do.

Ultimately, CGL aims to be catalyst brand that seeks to ignite the culture of excellence in our society. The call is far beyond cricket but using cricket as a vehicle and drive of change.

The successful bidder shall adhere to all CGL's brand promise and CI.

### **Part B - About the Request-For-Proposal**

CGL has over 13-sub brands including the mother brand Central Gauteng Lions, bizhub Highveld Lions, Bidvest Wanderers Stadium, Lions School of Cricket, Under 13, Hubs, High Performers, Women/Lioness cricket, Community Clubs, Pride/Semi Professional, Deaf cricket, Blind cricket, Scorers and Umpires through association. Jozi Stars is a Cricket South Africa brand managed by CGL.

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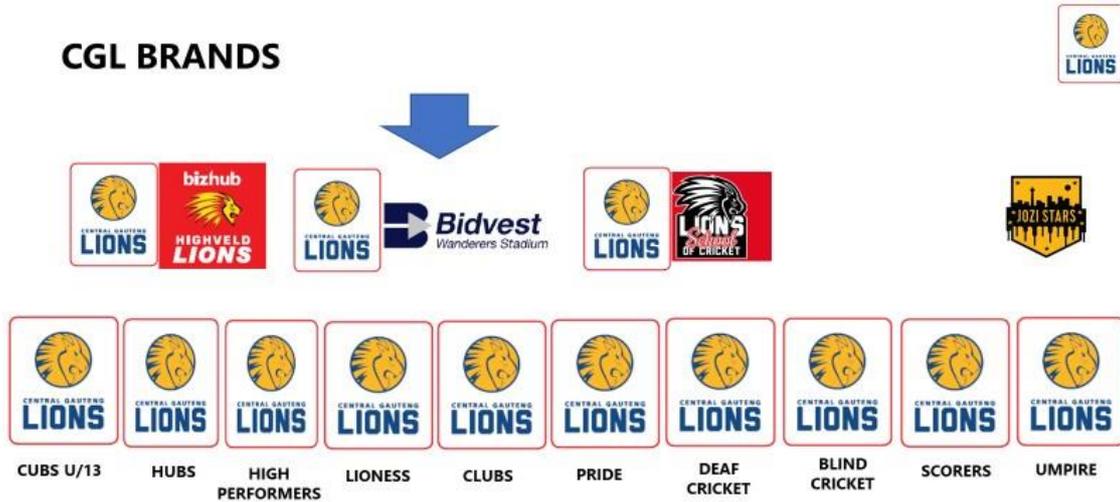
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*The RFP is only related to the CGL Bidvest Wanderers Stadium brand.*

## CGL BRANDS



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Bidvest Wanderers Stadium is ranked in the top 10 best cricket-stadium in the world. It scores high on its aesthetics, history and mostly atmosphere. Positioned as an iconic amphitheatre where lasting memories are created. Therefore, the call is to #JoinTheCharge in creating lasting memories both on field and off field.

### Services required

Central Gauteng Lions is looking to contract a **FOOD AND NON-ALCOHOLIC MASTER CONCESSIONAIRE** service provider for a period of 3-years (1 August 2019 to 31 July 2022) that will enhance the Bidvest Wanderers Stadium experience in terms of food catering requirements for all audience group.

**Bidvest Wanderers Stadium Audience Group** - Bidvest Wanderers Stadium welcomes all citizens both domestic and foreign, all gender, race groups, all age groups, religious beliefs, rich and poor, single, married, students, families and varying food preference (e.g. vegan, vegetarian, Halaal, kosher, nuts-free etc). The successful bidder shall strive to cater for all audience groups and preference as mentioned. The bid document must clearly state how all target groups and preferences will be serviced.

**Price** - The successful bidder shall clearly stipulate final consumer prices per product line and all final prices shall be subjected to final approval and negotiation with CGL management. All proposed food price increases shall be presented, negotiated and

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approved by CGL management three months before the start of the new season (i.e. 1 August annually).

**Pre-submission inspection** - All bidders are welcome to tour the stadium facilities and food areas in order to gain a full understanding and scope of requirements. All bidders are expected to present a well-thought through proposal taking into account the full understanding of the different domestic and international cricket formats and audience groups (i.e. domestic One Day Cup, Mzansi Super League T20i, International Test, One Day International and T20i) and the placement of each vendor as well as the easy and communication to all fans. Below is the stadium map that will assist in developing a well-thought through plan.

## STADIUM MAP



**Exploitation of food selling rights** - CGL is looking for a bidder that will assist CGL in the full exploitation of its facilities in terms of food selling rights for both cricket matches and non-cricket events.

**Compliance with all SA safety, security and health regulations** - CGL is looking for a single management company to manage all food vendors including compliance, quality and customer service. The successful bidder shall ensure food is of the

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utmost highest quality standard, complies with all regulations and offers latest food offering in comparison with other domestic and foreign food markets (e.g. Fourways Farmer's market etc).

The successful bidder shall work with the Bidvest Wanderers Stadium management to provide world-class stadium experience by undertaking various projects.

1. The successful bidder shall be required to conduct biannual customer surveys (pre and post season) and present to the Bidvest Wanderers Stadium management with recommended solutions aimed at enhancing stadium food and catering experience.
2. The successful bidder shall be expected to assist Bidvest Wanderers Stadium marketing to promote various vendors and food offering as part of the integrated lead up events and on event day promotion using own media assets as well as cross promotion.
3. The successful bidder shall be expected to conduct regular audits on how facilities can be upgraded to offer expanded food offering (e.g. recommendation on how stadium infrastructure upgrades and catering requirements etc).
4. The successful bidder shall be expected to develop and offer bespoke offering either by match, tournament and/or event. By way of example, with the expected England tour, Bidvest Wanderers Stadium management intends to offer its off-shore visitors an African cuisine experience coupled with international favourite cuisines. Visitors must walk away with the feeling of having tasted an African dish thereby creating a memorable lasting experience. With PinkDay as the marquee event, the successful bidder must present a menu befitting the theme and experience. It's all Pink, Glamour, Fashion, Lifestyle and mostly raising funds to a worthy cause. What percentage of day's food sales will be donated to the cause?
5. The successful bidder shall be expected to serve high end to entry level cuisines like South Africa's most favourite cuisine pap and braai as well as a "known" vendors that are a popular consumer attraction.
6. The successful bidder shall be expected to contract atleast 25% previously disadvantage vendors. Previously disadvantaged vendors mean 100% black owned and level 1 BEE score. The successful bidder must a present a plan

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demonstrating how the bidder will assist develop previously disadvantaged vendors (e.g. assist with compliance certification etc).

The successful bidder shall be expected to work with Bidvest Wanderers Stadium management and marketing to execute various cricket and non-cricket related events. The successful bidder shall be expected to;

7. Assist in planning and executing all Bidvest Wanderers Stadium sponsors and partners' desired stadium experience (e.g. Weber is a long standing Bidvest Wanderers Stadium sponsor offering stadium braai experiences, the successful bidder shall work closely with Webber to execute desired experience. Sun International is also another long standing sponsor and aims to offer fans lifestyle experience while watching the match, the successful bidder will work closely with Sun International to achieve the desired goal).
8. Conceptualise, develop, present and execute one annual non-cricket related food festival or similar event with the aim of attracting a minimum of 5000 attendees. Such event will be co-owned by both the bidder and CGL with equal profit and risk sharing.
9. Conceptualise, develop, present and execute a monthly non-cricket related food offering event with the aim of attracting a minimum of 1000 attendees (e.g. 1<sup>st</sup> Saturday fresh produce market). Such event will be co-owned by both the bidder and CGL with equal profit and risk sharing.
10. Bidvest Wanderers Stadium has multiple venues for various budgets and customer needs. The successful bidder shall be expected to regularly pitch various concepts and ideas on how to fully exploit stadium facilities and offering (e.g. outside of cricket season, the Bidvest Wanderers Stadium Long Room kitchen can be leased as a venue hire to various catering companies and used to prepare food serving for non-related Bidvest Wanderers Stadium events).

All bidders are expected to present a detailed scorecard and key performance indicators (KPIs) that will be used throughout the contract period. The scorecard must include proposed measurement period, sources of evidence and scoring method. Bi-annual customer survey shall be a non-negotiable.

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**Technology usage** – the successful bidder shall be expected to present a detailed plan on how technology will be incorporated as part of enhancing stadium experience as well as ensuring the stadium remains one to the top 10-best cricket stadium in the world. By way of example, the successful bidder is expected to show how fans can pre-order their food requirements prior to arriving at the stadium or place food orders at the comfort of their seat and food delivered to their seat. This is similar technology that Uber Eats and Mr Delivery employs but only within stadium vendors. The bidder can opt to have selected food pick up points or deliver where the fan is seated. This service is intended for all fans so that they don't miss any moment of their favourite game or make it easier for the parent to enjoy the game while attending to the needs of their children.

### Other requirements

A brief company profile inclusive of company registration documents, tax clearance, and a valid BBBEE certificate.

CGL is looking to procure a service provider with the at least minimum level 3 BBBEE certificate and 30% percent black women shareholding.

Final scoring will be based on:

- 50 points - technical inclusive of the following;
  - A well-thought through vendor management and food rights exploitation plan (2.5-points)
  - Bidder demonstrated understanding of the audience profile and needs (2.5-points)
  - The bidder's submission included transparent consumer prices per product line and an undertaking that prices shall be subjected to final approval and negotiation with CGL management. (2.5-points)
  - Bidder demonstrated full understanding of all regulations and related compliance. (2.5-points)
  - The bidder shall conduct biannual customer surveys (pre and post season). (2.5-points)
  - Bidder presented bespoke offering either by match, tournament and/or event. (2.5-points)
  - Bidder's proposed % donation towards the PinkDay cause. (2.5-points)
  - Bidder presented high end to entry level cuisines like South Africa's favourite cuisine pap and braai. (2.5-points)

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- Bidder prepared to contract at least 25% previously disadvantaged vendors. Previously disadvantaged vendors mean 100% black owned and level 1 BEE score. Bidder presented a plan demonstrating how the bidder will assist develop previously disadvantaged vendors (e.g. assist with compliance certification etc). (7.5-points)
- In term point 7 above, Bidder presented one case study demonstrating work executed in partnership with the sponsor or client. Attach recent client reference letter not more than 24-months old. (2.5-points)
- In terms of point 8 above, bidder presented a concept document on the annual food festival aimed attracting in excess of 5000 attendees. The bidder must present supporting documents. (2.5-points)
- In terms of point 9 above, bidder presented a concept document on the monthly food market aimed attracting in excess of 1000 attendees. The bidder must present supporting documents. (2.5-points)
- Bidder presented a detailed and well-thought through scorecard and KPIs. (2.5-points)
- Bidder presented a detailed plan to incorporate use of technology to enhance customer experience. (10-points)
- Bidder presented some knowledge and understanding of cricket, various formats, international cricket and domestic franchise. (2.5-points)
- 20 points - Price. The bidder must propose three options.
  - Option 1 – a full outright purchase of the food rights for the contract period and cashflow commitment.
  - Option 2 – partial food rights purchase fee with percentage revenue share.
  - Option 3 – joint partnership commercial agreement.
- 25 points – BEE Shareholding.
  - 25-points to Level 1 with a minimum of 30% black female shareholding.
  - 20-points for Level 1 with less than 30% black female shareholding.
  - 15-points for Level 2
  - 10-points for Level 3
  - 5-points for Level 4
  - 0-points for Level 5 and below
- 5 points - Value added benefits.
  - The service provider's willingness, commitment and a detailed plan attached on the recruitment and training of previously disadvantaged vendors.

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All submissions must be delivered before 12h00 on Friday, 28 June 2019. The delivery address is Central Gauteng Lions, Bidvest Wanderers Stadium, Corlette Drive for attention Wanele Mngomezulu.

Required documents - 1X original hard copy, 3X copies of the original document and 1X memory stick with all paperwork included in a clearly marked envelope with all the service provider's company details and contact person.

CGL plans to contact all shortlisted service providers before close of business Friday, 5 July 2019 and expected to present on Tuesday 9 July 2019. Exact presentation time will be communicated to all shortlisted bidders.

Shortlisted bidders will be expected to present for a 45-minutes followed by a 15-minute Q&A at the Bidvest Wanderers Stadium Offices. All work submitted shall be property of CGL.

Please feel free to contact Wanele Mngomezulu for any clarification and further information requests.

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