Cover Letter

3 April 2024

Dear Sir / Mdm

INVITATION TO TENDER FOR THE PROVISION OF CREATIVE AND SOCIAL MEDIA MARKETING SERVICES FOR SINGAPORE ART MUSEUM

- 1. Singapore Art Museum ("SAM") seeks to appoint a creative and social media marketing agency to devise platform-specific content strategies and implement impactful, creative campaigns for SAM's exhibitions, programmes and initiatives.
- 2. The quotation shall be provided based on the Requirement Specifications document.
- 3. Quotations shall be evaluated based on the following criteria:
 - a. Compliance with all instructions for the submission of Tender Offers as set out in the Invitation to Tender (including use of Prescribed Forms)*
 - b. Not debarred from SAM's tenders on or after the Closing Date*
 - c. Company's financial standing based on the last three years*
 - d. Price competitiveness
 - e. Quality of proposed Annual Strategy Work Plan for SAM and Content Strategy for Olafur Eliasson: Your curious journey
 - f. Strength of portfolio, track record & industry reputation
 - g. Proposed account servicing team

* These are critical criteria. Quotations that do not meet these criteria are liable to be disqualified.

- 4. Documents to be submitted by vendor are:
 - a. All Prescribed Forms (Section D)
 - b. Price Quotation Table
 - c. Annual Strategy Work Plan ("the Strategy") for SAM
 - d. Content Strategy ("Campaign") for Olafur Eliasson: Your curious journey
 - e. Company Portfolio and Relevant Track Record
 - f. Credentials of Account Servicing Team
 - g. Resumes or portfolios of any proposed external parties, partners or suppliers, if applicable
- 5. Vendors are to submit their quotation and other relevant/required supporting documentation to tender.mailbox.c@singaporeartmuseum.sg by 24 April 2024, 5pm.

SAM/ITT/2023/0007

6. For further clarifications, you may email the following:

Tracy Lam Assistant Manager, Marketing Communications tracy.lam@singaporeartmuseum.sg

7. Singapore Art Museum does not bind itself to accept the lowest or the whole of any quotations. This ITT will be governed by the attached Conditions of Contract.

Yours faithfully

Esther Conyard

Director, Marketing Communications, Visitor Experience and Business Development