



**INVITATION TO TENDER FOR APPOINTMENT OF  
AN EVENT MANAGEMENT/PUBLICITY AGENCY  
FOR SINGAPORE HEART FOUNDATION'S  
WOOF-A-THON 2017 EVENT**

**Tender Notice**

Tender Ref. No.:	SHF/ITT/2016/002
Publication Date:	3 February 2017
Description:	INVITATION TO TENDER FOR APPOINTMENT OF AN EVENT MANAGEMENT/PUBLICITY AGENCY FOR SINGAPORE HEART FOUNDATION'S WOOF-A-THON 2017 EVENT
Closing Date and Time:	27 February 2017, 4pm
Amended Closing Date and Time:	NA
Offer Validity Duration:	3 calendar months
Tender Box No.:	9, Bishan Place #07-01, Junction 8 (Office Tower), Singapore 579837  Tender Box
Publication of Tender Documents:	The documents will be made available from <b>3 February 2017</b> at Singapore Heart Foundation website:  <a href="http://www.myheart.org.sg/about-us/business-opportunities">http://www.myheart.org.sg/about-us/business-opportunities</a>
Contact Person:	Ms Stephanie Ho (Tel: 6354 9345) <a href="mailto:stephanie@heart.org.sg">stephanie@heart.org.sg</a>
The Foundation does not bind itself to accept the lowest or any offers and is not under any obligation to inform any Tenderer of the reasons for non-acceptance of an offer.	

3 February 2017

To The Tenderer,

Dear Sir/Mdm,

**SHF/ITT/2016/002**

**INVITATION TO TENDER FOR APPOINTMENT OF AN EVENT MANAGEMENT/PUBLICITY  
AGENCY FOR SINGAPORE HEART FOUNDATION'S WOOF-A-THON 2017 EVENT**

1. Singapore Heart Foundation ("Foundation") invites Tender Offers for the goods and/or services described in detail in the Requirement Specifications and on the terms set out in the Tender Documents as a whole.
2. Submission for Tender Offers and the forms to be used. Tenderers must submit their Tender Offers by the Closing Date, which is at **4 pm on 27 February 2017**.
3. The Tender Documents will be published and made available from **3 February 2017** at Singapore Heart Foundation website:  
<http://www.myheart.org.sg/about-us/business-opportunities>
4. Tenderers who wish to seek clarifications on the Tender shall submit their written request no later than 3 working days prior to the close of the Tender to Ms Stephanie Ho at email: [stephanie@heart.org.sg](mailto:stephanie@heart.org.sg) or fax: 6258 5240.
5. The Foundation does not bind itself to accept the lowest or any Tender Offers.

Yours faithfully,



**Stephanie Ho**  
**Senior Manager, PR & Communications**  
**SINGAPORE HEART FOUNDATION**

**INVITATION TO TENDER FOR APPOINTMENT OF AN EVENT  
MANAGEMENT/PUBLICITY AGENCY FOR SINGAPORE HEART  
FOUNDATION'S WOOF-A-THON 2017 EVENT**

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**1. INTRODUCTION**

Studies have shown that pet ownership renders cardiovascular benefits such as lower systolic blood pressure, plasma cholesterol (men only) and triglyceride levels. Pet owners also exercise more, and it was hypothesized that exercise could be the common factor in explaining pet owners' lower cardiovascular risk profile.

Heart disease and stroke take lives prematurely and they are the world's No. 1 killer, claiming 17.5 million lives every year. In Singapore, 16 people die of cardiovascular disease daily.

Woof-a-thon was first held in 2015 with great success and overwhelming response from the public and media. 2017 will be the 2<sup>nd</sup> installment of Woof-a-thon and we aim to make it bigger and better, to reach out to a wider audience on the importance of heart health.

**2 SCOPE OF TENDER**

2.1 The Scope of Tender includes:

Full coverage of event and publicity management for Woof-a-thon 2017.

2.2 Woof-a-thon will be held on 8<sup>th</sup> July 2017 at Bishan Park Grand Lawn I. The event consists of various activities related to heart health such as a 2km walk with dogs, health screenings, exhibition booths, CPR & AED demonstration, nutrition corner and a workout class.

**3 Acceptance of Tender Offers**

3.1 SHF shall be under no obligation to accept the lowest or any Tender Offer.

3.2 SHF shall have the right to accept parts of Tender Offers from one or more Tenderers except in the case of Tenderers that expressly stipulate to the contrary in their Tender Offers.

3.3 The issuance by SHF of a Letter of Acceptance and/or Purchase Order accepting a Tender Offer or parts of a Tender Offer (subject to Sub-Clause 3.2) shall create a binding contract for the provision of the

goods and/or services required under this Invitation to Tender and to the extent accepted in the Letter of Acceptance and/or Purchase Order. The binding contract shall be governed by the terms of the Contract.

- 3.4 The Letter of Acceptance and/or Purchase Order may be issued to the successful Tenderer(s).
- 3.5 SHF may, at its sole discretion, require the successful Tenderer(s) to sign a written agreement.
- 3.6 SHF is not under any obligation to inform any Tenderer of the reasons for non-acceptance of a Tender Offer.

#### **4 GENERAL REQUIREMENT**

- 4.1 Licenses Application
  - FSSB/Temporary Permit License
  - Public Entertainment License
  - LEW & EMA License
  - Trade Fair Permit
- 4.2 Event Management
  - Coordinator to handle all correspondences before event
  - Coordinator for actual day
  - Venue layout planning and drafting
  - Logistics management
  - Route planning, marking and mapping (for 2km walk)
  - Safety evacuation route planning and management (inclusive of risk management)
  - Setup and dismantling
- 4.3 Design Services & Collaterals
  - Event identity conceptualization and creation
  - Event visual marketing and advertising materials
  - Event online marketing materials (e.g. website and Facebook banners, amongst others)
  - Event visual route, mapping and signages (inclusive of Start and End points for photo opportunities)
  - Event venue dress-up
  - Design and production of 8 x hearty health facts grass banners (5' x 3') to be placed around event venue
  - Design and production of 15 x fascia board signages for vendors
  - Design and production of 1 x photo wall (4' x 7')

- Design and production of dog bandanas (triangle shaped) for all registered dogs
  - 9" wide at top, 7" long at point, 4.5cm wide collar casing. Polyester material.
- Design and production of paw print medals for all registered dogs (1 per dog), please see *Appendix A*
- Design and production of wrist tags for all registered dog owners (1 per dog)
- Design and production of Certificates of Participation, A4 size, for all registered dogs (1 per dog)

#### 4.4 Structural Setup

- 16' x 12' x 2' stage with red carpet, skirting, shelter and backdrop
  - To leave space behind stage for storage area. Sound system to be covered by shelter as well.
  - Backdrop to include design and production.
- 8' x 8' x 3' stage with red carpet and skirting (for walk flag-off)
- 3 x portable toilets
- Generators with fencing and DB box to support whole event
- 10 x slope tents (inclusive of fan, rain curtain, planking and skirting)
  - 10' x 20' per tent
- 40 x square tables with red skirting
  - 3' x 3' per table
- 100 x red PVC chairs
- 5 x power points

#### 4.5 Audio Equipment

- Sound system for main stage
  - Mixer, must be able to play music from ipod, phone, CD etc.
  - Speakers
  - Sound technician
- 3 x wireless handheld mics
- 2 x handsfree mics
- 1 x rostrum with handsfree mic

#### 4.6 Logistics Equipment

- 3 x VIP cocktail tables with table cloth
- 10 x queue poles
- 1 x air horn
- 8 x market stands, please see *Appendix B*

#### 4.7 Manpower Requirements

- Event IC
- Operations crew (registration, post-walk, etc.)
- Security crew to ensure no fighting amongst dogs/humans

- 2km walk marshals
- Mid-point walk crew to hand out water, treats, bananas
- Dog mascot and heart mascot

#### 4.8 Publicity

- SMS blast of at least 10,000
- EDM blast of at least 10,000
- Minimum 3 weeks of publicity on a media platform, TV channel preferred (2 weeks pre-event and 1 week post-event)
  - Target audience: Pet lovers
- Media spots on TV (pre-event and post-event)
- Social media engagement

#### 4.9 Miscellaneous

- 1 x dog mascot costume (SHF will provide a heart mascot costume)
- 1,000 heart shaped red balloons with SHF branding – to come with helium gas and white string
- 1 x bouncy castle

### 5 OPTIONAL ITEMS

5.1 Vendors are to quote the additional optional items as listed below. These optional items quotes are to be valid for 6 months until the end of the event.

#### 5.2 Online Registration System

- Designing of HTML microsite
  - Responsive web design (for both iPhone and Android)
- Online registration
- Functions for SHF to check registration status and participants' information
  - Participants' information database to be available for download in excel format
- Online credit card (Visa/MasterCard) payment facility for 2km walk registration fee + donation options – quantity: 300.

#### 5.3 Miscellaneous

- 1 x emcee for entire event duration
- Ambulance service for entire event duration
- Refreshments for 20 pax (VIP)
- 2 x event photographers (3pm to 7pm). All pictures to be given to SHF in a DVD

- 4 x dog game ideas
- 1 x photo booth with related props and unlimited prints from 3pm to 7pm. All digital copies to be returned to SHF in a DVD
- Celebrity engagements and appearances
- 1 x night security one day before event

## 6 DELIVERY SCHEDULE

### 6.1 Event Details

Date: 8<sup>th</sup> July 2017  
 Time: 3pm to 7pm  
 Target turnout: 1,000 pax + 300 dogs  
 Venue: Bishan Park, Grand Lawn I

Actual Site Location:



## Venue Photos:



## 7 SUBMISSION REQUIREMENT

- 7.1 The Tenderer shall submit the tendered price in an itemized format as stipulated in the General Requirement.
- 7.2 The Tenderer shall submit a project timeline for Woof-a-thon 2017.
- 7.3 The tenderer shall submit track records in providing event and publicity management services to similar or past projects. This shall include a list of past clients and scope of event which shall be considered in the evaluation.
- 7.4 The tenderer shall include any other additional requirements separately as an option, which is deemed to be beneficial for the success of the event.
- 7.5 The following documents/information shall be submitted using the tender box:
- Form of Tender.
  - Price Breakdown (Itemized pricing) / Schedule of rates (as the case may be).
  - Itemized Checklist matching General Requirements in the Tender Specifications

- 7.6 Where Tender Offers or parts of Tender Offers are submitted using the tender box:
- The documents/information/items must be submitted in sealed envelopes.
  - The Tender reference number (from the Covering Letter); (ii) the Closing Date (iii) the tender box number (if any); and (iv) the name and address of the Tenderer must be stated on the top left-hand corner of the envelope.
  - It will be the responsibility of Tenderers to ensure delivery by hand into the tender box, which will be in a position accessible to the public.
- 7.7 Tender Offers submitted after the Closing Date shall be disqualified.
- 7.8 Except with the consent in writing of Singapore Heart Foundation, Tenderers shall not disclose to any third parties, this Invitation to Tender, the provisions of the Tender Documents, and any information, instructions, plans, drawings, specifications, documents, materials and other items shown or given to Tenderers pursuant to this Invitation to Tender by or on behalf of Singapore Heart Foundation.
- 7.9 Singapore Heart Foundation reserves the right to amend any terms in, or to issue supplementary terms to the Invitation to Tender at any time prior to the Closing Date.
- 7.10 Any amendments or issue of supplementary terms to the Invitation to Tender made shall be issued through email or facsimile and it shall be the responsibility of the Tenderer to check email, facsimile on a frequent basis for any such amendments or issue of supplementary terms to the Invitation to Tender.
- 7.11 Title to the Goods shall pass from the Tenderer to Singapore Heart Foundation upon receipt by Singapore Heart Foundation in Singapore.
- 7.12 The risk of loss or damage to the Goods shall pass from the Tenderer to Singapore Heart Foundation upon receipt by Singapore Heart Foundation in Singapore. Provided that risk of loss or damage to the Goods shall be borne by the Tenderer from the time the Goods are received by the Tenderer for the purpose of modification, replacement, repair or rectification until the same are delivered and received by Singapore Heart Foundation.
- 7.13 All documents/information/items must be submitted in sealed envelopes and delivered to the address stated in the Form of Tender by **27 February 2017, 4pm.**

## **8 EVALUATION CRITERIA**

- 8.1 The tender proposals are evaluated based on the following criteria:
- a. Compliance to all requirement specifications
  - b. Competitive price
  - c. Tenderer's track records and resources
- 8.2 SHF does not bind itself to accept the lowest or any Offers and is not under obligation to inform any Tenderer of the reasons for non-acceptance of an Offer.

## **9 Short listing**

- 9.1 Singapore Heart Foundation reserves the right to shortlist Tenderers in accordance with the criteria set out in the Invitation to Tender and those so shortlisted the opportunity to submit new Tender Offers on the basis of revised requirements on the part of Singapore Heart Foundation. The submission of new Tender Offers shall be in accordance with a common deadline and new submission instructions issued by Singapore Heart Foundation in writing.
- 9.2 The new Tender Offers received based on the revised requirements must be complete and comprehensive and shall form the basis of the final Tender Offer evaluation. All Tender Offers received earlier shall be treated as lapsed.

## **10 DELIVERY**

- 10.1 The Tenderer shall deliver according to the Delivery Date(s) /Schedule(s) and in the manner specified by SHF. The Tenderer shall obtain a receipt therefore from the authorized recipient as proof of delivery. Any changes to the schedules shall be subject to the approval of SHF/authorized recipient. The requests for changes of delivery schedules shall be submitted to SHF or approval at least two weeks in advance giving reasons for proposed changes.

## **11 PAYMENT**

- 11.1 20% of Contract Value upon issuance of Purchase Order.
- 11.2 Remaining Contract Value upon satisfactory completion of event, within thirty (30) days from the date of invoice or date of receipt of invoice.

## **12 COPYRIGHT**

- 12.1 All information, instructions, plans, drawings, specifications, documents, materials and other items shown or given to Tenderers pursuant to this Invitation to Tender by or on behalf of SHF shall remain the property of SHF. Tenderers shall immediately return all or any of the same on written request by SHF or destroy the same within 1 week of the award to the Tender (except in the case of the successful Tenderer.
- 12.2 All Intellectual Property (means intellectual property and shall include but not be limited to patents, copyright and industrial design) reflected or subsisting in the information, instructions, plans, drawings, specifications, documents, materials and other items shown or given to Tenderers pursuant to this Invitation to Tender by or on behalf of SHF belong to SHF or third parties as the case may be.
- 12.3 Tender Offers and all accompanying documents, plans, drawing, materials or other items that are submitted by Tenderers in response to this Invitation to Tender shall become the property of SHF. However, Intellectual Property reflected or subsisting in the same shall remain vested with the Tenderers or other third parties as the case may be. This Sub-Clause 12.3 is without prejudice to any provisions to the contrary in the Conditions of Contract that are applicable to the successful Tenderer.

## **13 ENQUIRIES**

The representative for the Contract and the corresponding contact details are as follows:

Ms Stephanie Ho  
Senior Manager, PR & Communications  
Singapore Heart Foundation  
Email: [stephanie@heart.org.sg](mailto:stephanie@heart.org.sg)  
DID: 6354 9345

**FORM OF TENDER**

To: Singapore Heart Foundation  
 9 Bishan Place #07-01  
 Junction 8 (Office Tower)  
 Singapore 579837  
 Attn:

Name(s) of Tenderer(s):<sup>1</sup>  
 Address:

<b>TIP Box to be deleted after completion:</b>	
<b>Form of Tender &amp; Price Breakdown</b>	<b>YES / NO (If differs, state reasons)</b>
<ul style="list-style-type: none"> <li>Ensure that Tender reference number is written on Form of Tender</li> </ul>	

**TENDER NO:** \_\_\_\_\_

- 1 We, \_\_\_\_\_<sup>2</sup> (Company Name(s) in Block Letters) hereby offer and undertake on the acceptance of this Tender Offer to supply the goods and/or services required under this Invitation to Tender.
- 2 Our Tender Offer is fully consistent with and does not contradict or derogate from anything in the Instructions to Tenderer and/or the Conditions of Contract or downgrade anything in your Requirement Specifications. You are entitled to disqualify our Tender Offer if it is inconsistent with or contradicts or derogates from anything in the Instructions to Tenderer and/or Conditions of Contract or downgrades anything in the Requirement Specifications.
3. We declare that all the information provided in this Tender Offer (including in the Prescribed Forms) are correct and true.
- 4 We undertake that we shall, if required by you, execute a formal agreement with you. If no formal agreement is executed, this Tender Offer together with your Letter of Acceptance and/or Purchase Order shall constitute a binding contract between us on the terms of the Contract as defined in the Conditions of Contract.
- 5 **OUR TENDER OFFER IS VALID FOR 3 CALENDAR MONTHS FROM THE CLOSING DATE OF THIS TENDER.**

<sup>1</sup> If the tender offer is submitted by a consortium, each member of the consortium shall be named.

<sup>2</sup> If the Tender offer is submitted by a consortium, the Lead Member of the consortium shall submit the Tender on offer on behalf of the consortium members. Documentary proof must be provided that the Lead Member is authorised by all members of the consortium to submit, sign the Tender offer, receive instruction, give any information, and accept any contract and act for and on behalf of all the members of the consortium. For example, paragraph 1 in this Form of Tender should read "We, (Name of Lead Member), acting for and on behalf of (Name of 1st Member) , (Name of 2nd Member) and (etc – List out Names of remaining Members) ..."

- 6 We agree that as and when requested by you, we shall extend the validity of this Tender Offer for one or more periods not exceeding in total 1 calendar month.
- 7 Our Contract Price for the goods and/or services to be supplied by us is SGD\$\_\_\_\_\_ (Singapore dollars\_\_\_\_\_).
- 8 An itemized breakdown of the Contract Price for the goods and/or services is given in the priced schedule attached.
- 9 We further undertake to give you any further information which you may require.
- 10 We warrant, represent and declare that we are duly authorized to submit, sign this Tender Offer, receive instruction, give any information, accept any contract and act for and on behalf of \_\_\_\_\_<sup>3</sup> (Insert Name of firm, company or consortium).

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_\_\_\_

Tenderer's (as \*Principal/Agent)                      Tenderer's official  
 Company or Business Registration No<sup>4</sup>:              Stamp<sup>4</sup>:

Authorized Signature<sup>4</sup>  
 Name :  
 Designation :

(\*Delete whichever is not applicable)

- 1.
- 2. NOTICE: This Form of Tender duly completed MUST accompany every Tender Offer. Any change to its wordings may render the Tender Offer liable to DISQUALIFICATION

<sup>3</sup> If the Tender offer is submitted by a consortium, the Tender offer shall be submitted by the Lead Member on behalf of all members of the consortium. Each member of the consortium shall be listed. For example, "... for and on behalf of (Name of 1st Member) , (Name of 2nd Member) and (etc – List out Names of remaining Members) ..."

<sup>4</sup> The Lead Member's registration number, official stamp and authorised signature must be provided.

**PRICE BREAKDOWN (as per General Requirement)**

<b>S/N</b>	<b>Description</b>	<b>Quantity</b>	<b>Unit Rate S\$</b>	<b>Total Price S\$</b>
	<b>Contract Price</b> (excluding Singapore Goods and Services Tax)			

**Appendix A**  
**Paw Print Medal Sample**  
**[Approximate size: 6cm x 6cm]**



**Appendix B**  
**Market Stand Sample**  
**[Approximate size: 1.7m (H) x 1m (W)]**

