

RFP Reference No.: STB/NY1/20-21/RFP13
(Please quote this reference in all correspondence)



**Passion
Made
Possible**



DATE: January 21, 2021 (GMT +8)

REQUEST FOR PROPOSAL

Dear Sir/Mdm

**REQUEST FOR PROPOSAL – INVITATION FOR PUBLIC RELATIONS SERVICES
FOR SINGAPORE TOURISM BOARD AMERICAS**

Closing Time and Date:

3:00 AM (New York EST) / 4:00 PM (Singapore Time) on Friday, February 26, 2021

1. The Singapore Tourism Board invites tenders to submit their proposals on providing public relations (PR) services for Singapore Tourism Board (STB) Americas.
2. The appointed agency shall provide PR consultancy services for STB Americas for a period of one year from April 16, 2021 to April 15, 2022 (both dates inclusive), with an option to renew for a further two years from April 16, 2022 to April 15, 2024 (both dates inclusive).
3. The RFP Package comprises the following documents:

Annex	Item
A	Instructions to Tenderers
B	Requirement Specifications
C	Detailed Scope of Work
D	Creative Briefs for Required Proposals
E	Conditions of Contract
F	Price Schedule
G	Account Team Experience Template
H	Form of Tender
I	Whistleblowing Framework

4. Your tender offer will have to adhere to the Board's:
 - a) Instructions to Tenderers;
 - b) Requirement Specifications;
 - c) Detailed Scope of Work;
 - d) Conditions of Contract; and
 - e) Price Schedule.
5. Please submit your tender offer to the Receiving Officer via int_procurement@stb.gov.sg with the subject heading '**STB/NY1/20-21/RFP13 - Request for Proposal – Invitation for Public Relations Services for Singapore Tourism Board Americas**'. Your tender offer must be received by the Board by 3:00 AM (New York, EST) / 4:00 PM (Singapore) on Friday, February 26, 2021.

OFFICIAL (OPEN), NON-SENSITIVE

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6. The documents which you are required to submit for this tender are stated in the “**RFP Submission Requirements**” section of the Requirement Specifications. Below are some important notes to ensure successful submission of your proposal to us:

- i) The Board does not accept and will reject submissions which require the Board to download any information or document(s) through download links or from any websites including but not limited to online file hosting, sharing or storage websites.
- ii) For avoidance of doubt, acceptance of submissions will be based on Singapore Tourism Board’s **receipt time** (not the time which the email submission is sent). Submissions received by us after the tender closing date and time will not be accepted. As there could be potential internet lag time, try to send your submission ahead of closing time and avoid last minute submissions.
- iii) Any submission to any other STB email address other than int_procurement@stb.gov.sg **will not** be accepted and will be immediately disqualified.
- iv) Acceptable e-mail file extensions are limited to those listed in the table below and not exceeding **20MB** per e-mail. Tenderers can break their proposal into smaller e-mails if the total file size of your entire proposal exceeds the limit. STB may not be able to receive your submission if other file types, or files with embedded macros are submitted.

List of Acceptable file types

Extension	Description
avi	Microsoft Audio Video Interleave format
doc	Word document
docx	Word document (Office 2007)
jpeg	Joint photographic experts group bitmap
jpg	Joint photographic experts group bitmap
mpeg	Motion picture experts group video
mpg	Motion picture experts group video
pdf	Adobe Portable Document File (preferred format for documents)
ppt	Microsoft power point slide presentation
pptx	Power Point Microsoft Office Open XML Format Presentation Slide
psd	Adobe Photoshop
wmv	Microsoft Windows Media Video
xls	Microsoft Excel - must not contain any macros
xlsx	Microsoft Excel (Office 2007) - must not contain any macros
Zip (No password)	Compressed archive. Zip file must only contain files of allowed extensions.

7. All Tenderers shall conform to the requirements of the Invitation to Tender notice.

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8. The Company's offer shall be valid for a period of **twelve (12)** calendar weeks from the closing date of the Tender. On expiry of the offer, the Company shall, if the Board so requires, extend the validity of the offer for one or more periods not exceeding in total **four (4)** calendar weeks.

9. Any enquiries regarding clarifications on the tender specifications or extension of the specified Period of Tender should be sent to the following project officer **seven (7) days** before the closing date for submission of Proposals, failing which the Board may disregard any such request:

Gina Ng
Senior Manager, Americas
DID: +1 (212) 302 4861
Email: Gina_Ng@stb.gov.sg

10. An optional RFP briefing will be conducted on **Wednesday, January 27, 2021 at 10:00 AM (New York EST) / 11:00 PM (Singapore) via video conference call.** While not mandatory, all tenderers are recommended to join the session and questions that the agencies may have will be addressed. Please contact Ms Gina Ng at Gina_Ng@stb.gov.sg by latest Tuesday, January 26, 2021 at 12:00 Noon (New York EST) to register your attendance and receive video conference dial-in details.

11. **WHISTLEBLOWING FRAMEWORK**

The Board provides contractors with a platform to report any wrong-doings, unlawful conduct or malpractices of STB staff that are against the public interest. The Board's whistleblowing framework is attached with this invitation in Annex I and can also be found on [STB corporate website](#).

Yours faithfully,

Gina Ng
Senior Manager, Americas
Singapore Tourism Board