



**SINGAPORE SWIMMING ASSOCIATION
DATE: 1st September 2022**

**INVITATION TO PROPOSE AND TENDER
PUBLIC RELATIONS SERVICES FOR
SINGAPORE SWIMMING ASSOCIATION**

**CLOSING DATE: 14TH September 2022
CLOSING TIME: 5PM**



Singapore Swimming Association (SSA) would like to invite proposals and submissions to tender for Public Relations Services for day-to-day public relations counsel and support for the SSA and management, and for local events organized by SSA.

SSA reserves the right to award the contract at their own discretion. The reasons for selection or rejection of a particular vendor will not be disclosed.

The deadline for returning your quote / submission is **14 September 2022**.

This document sets out the information required to assess the suitability of potential vendors in terms of their approach, experience, capability, capacity and financial standing as well as their proposed price for meeting our requirement.

About SSA

SSA was set up in 1939 and is currently the National Sports Association governing Diving, Swimming, Artistic Swimming, Water polo and Open Water Swimming in Singapore.

Brand Development and Management

The selected vendor will be expected to develop the SSA brand and newsworthy content, in close consultation with a secretariat staff, and with the Executive Director who will need to approve each aspect and stage of every project.

Ownership

SSA will solely hold the ownership and copyright of content.



Basic requirements & Work Specifications include:

Assist media and public relations for day-to-day management including local events organized by SSA.

(Calendar of Events – Refer to **Annex A**)

Targets:

- Use public relations to drive publicity for SSA for the 5 Aquatic Disciplines.
- To drive public relations and messaging to showcase Singapore as a top class venue and organizer for staging international and local aquatic events.
- To use the opportunity to profile National Athletes from the 5 Aquatic Disciplines.
- Achieve Media Advertising Value (MAV), excluding paid media of \$1,500,000 for duration of service.

Requirements:

The appointed PR Agency will be required to undertake the following roles & responsibilities:

(a) Consultancy

- Conceptualize story angles, strategies timeline and photo opportunities for media stories for event launch, press conference and other events.
- Provide support and aim for media coverage for all ancillary events.
- Hold an advisory role on key issues relating to the event.
- Providing PR support for all related event activities (i.e Press Conference, Fringe Activities etc).
- Preparing PR timeline.
- Advise on social media engagement plan and content ideation
- Craft and develop SSA annual report and newsletters to members

(b) Media Management

- Craft and issue media invites & press releases for events; including obtaining relevant approval from SSA.
- Write speeches/messages for officials including Guest-of-Honour and SSA officials.
- Draft speeches and messages for SSA for event related activities. i.e press conferences for sponsorship, key staff, etc.
- Pre-event manpower flowchart of media officer(s).
- Prepare media kits and media timeline.
- Manage media RSVP and liaison.
- Coordinate media accreditation.
- Managing media registration received.
- Press Conference management and operations.



- Emcee for Press Conference.
- Host pre and post event press conferences for the athletes.
- Arrange for event and media photographer at Press Conference and event site.
- Manage media center at the OCBC Aquatic Centre during the event.
- Manage media during opening and prize presentation ceremonies.
- Facilitate media interviews with athletes, SPORT SG personnel and competition officials (wherever applicable).
- Media event handling for fringe activities related to the Event including clinics, workshops or roadshows.
- Pitch story angles to the media.
- Pre-event and Event coverage.
- Prepare pre and post event coverage / clippings.
- Undertake post-event evaluation and PR report.
- Crisis management.
- Work closely with the appointed Advertising Agency and Event Management Company in associated matters / events.

(c) Any other proposals from the appointed PR agency

Key Performance Indicators

- The following Key Performance Indicators (KPIs) will be used to assess the performance of the appointed PR Agency in the delivery any SSA Event PR campaign:
 - Fulfilling the above job scope (i.e. account servicing, efficiency and delivery).
 - Prepare final post event report with the following:
 - Local and international PR values.
 - Clippings of articles relating to the Event.
 - Successfully engage and get positive publicity in the local media & foreign media, especially through the wire agencies;
- Achieve Media Advertising Value (MAV), excluding paid media of \$1,500,000 for duration of service.

Duration of Service

- 12 months (1st October 2022 to 30 September 2023)



Qualification of the Agency

- The PR Agency should have:
 - All relevant licenses from appropriate government bodies to operate a firm;
 - Experience and good track records of providing services of this nature to corporate or commercial organizations. A reference list of the more recent customers should be appended for SSA's reference;
 - Good framework and strategies to work with SSA in catering to its events conceptualization, development and execution needs;
 - The knowledge and expertise (or the ability to obtain the requisite knowledge at its own expense) to service SSA; and
 - Ability to provide suitable and timely advice to SSA on any operations, programming and execution issues.

Instructions for Vendors

Queries

We expect this document to give you all the information you need to complete your tender information. However, if you have clarifications or queries, these can be addressed to:

Edwin Ker

Executive Director

Singapore Swimming Association

edwin.ker@swimming.org.sg

M: 92371638

We cannot accept or answer queries after close of business on 14 September 2022.

Confirmation of intention to participate

To ensure that we are able to manage our quotation efficiently and fairly, we would be grateful if you could confirm your intention to participate in the quotation process as soon as you are able and no later than 14 September 2022.

You should email Edwin Ker (edwin.ker@swimming.org.sg) to confirm your intention, the person responsible for your submission and their contact details. We will use this contact information to share any queries or clarification or changes to the tender process.



Timetable

| | |
|--------------------------------------|------------------------------|
| Tender Return | 14 September 2022 |
| Provisional Interview Dates | 16 September 2022 (TBC) |
| Review and confirmation of PR Agency | 23 September 2022 |
| Start of project | 1 st October 2022 |

Evaluating your tender

We will use the following template to evaluate your tender.

| Tender Section | Maximum Marks | Percentage of Overall Score |
|-----------------------|---------------|-----------------------------|
| Relevant experience | 35 | 35% |
| Price | 20 | 20% |
| Quality of Submission | 35 | 35% |
| References | 10 | 10% |
| Total | 100 | 100% |

1. Your Experience

Please tell us about your experience. We are interested in hearing about your previous work projects and processes that best match our requirement. Please provide 3 sample projects that are relevant to our requirement.

2. Price

You should provide a monthly retainer fee for the public relations services provided from the appointment to completion of project. You should break this down and include your assumptions in arriving at this fee.

- You should provide an hourly rate for all personnel you envisage being involved in our requirement. You should note that we will only commission work on an hourly rate basis if it is outside the agreed scope of your services and agreed in writing in advance.
- You should provide a list of disbursements or other cost that are excluded from your fee as set out above. You should provide indicative costs against these elements wherever possible. Please include any assumptions you have made in arriving at your fee quote.

3. Scope of Service/Proposal



Please provide a brief statement which list your understanding of the scope of your service for this project. This should include any exclusions or services that would attract an additional cost.

4. References

You should provide references for projects completed within the last 5 years as follow:

- Client reference for a recently completed project as per point 1.

You should provide contact detail for each referee.

Returning your quotation

You should send your quotation by post or email to:

Edwin Ker
Singapore Swimming Association
7 Stadium Drive #01-50 Singapore 397632

or:

edwin.ker@swimming.org.sg

By 5pm on 14th September 2022



Annex A (Local + Overseas Competition)

| Swimming | Dates | Venue |
|--|---------------------|----------------------------|
| Singapore Swimming Proficiency Awards (SSPA) | 29 – 30 Oct 2022 | Toa Payoh Swimming Complex |
| 2023 Major Games Qualifiers | 23-26 Nov 2022 | OCBC Aquatic Centre |
| Singapore Swim Series (Jan) | 13- 15 Jan 2023 | OCBC Aquatic Centre |
| Singapore Swim Series (Feb) | 17-19 Feb 2023 | OCBC Aquatic Centre |
| Singapore Swimming Proficiency Awards (SSPA) | 25-26 Feb 2023 | Toa Payoh Swimming Complex |
| 53 rd Singapore National Age Group Swimming C'ships - Juniors | 10-12 March 2023 | OCBC Aquatic Centre |
| 53 rd Singapore National Age Group Swimming C'ships - Seniors | 14 – 19 March 2023 | OCBC Aquatic Centre |
| Singapore Swimming Proficiency Awards (SSPA) | April 2023(TBC) | Toa Payoh Swimming Complex |
| Singapore Swimming Proficiency Awards (SSPA) | May 2023 (TBC) | Toa Payoh Swimming Complex |
| 18 th Singapore National Swimming C'ships | Late June 2023 | OCBC Aquatic Centre |
| FINA Swimming World Cup | Aug 2023 (TBC) | OCBC Aquatic Centre |
| Futures Swimming | Sept 2023 (TBC) | OCBC Aquatic Centre |
| | | |
| Diving | Dates | Venue |
| 6th Singapore Inter-Schools Diving Championships | March 2023 | Toa Payoh Swimming Complex |
| National Diving C'ships | June 2023 (TBC) | OCBC Aquatic Centre |
| Diving Fiesta | Sept 2023 (TBC) | Toa Payoh Swimming Complex |
| Asian Diving Cup | Late Nov 2023 (TBC) | OCBC Aquatic Centre |
| | | |
| Artistic Swimming | Dates | Venue |
| Singapore National Artistic Swimming Championships 2022 | 1 – 4 Dec 2022 | OCBC Aquatic Centre |
| 12th SSA National Schools Artistic Swimming Championships 2023 | March 2023 (TBC) | Toa Payoh Swimming Complex |
| | | |
| Waterpolo | Dates | Venue |
| Singapore Water Polo National League 2023 – under 10 | TBC | Our Tampines Hub |
| Singapore Water Polo National League 2023 – under 12 | TBC | Our Tampines Hub |
| Singapore Water Polo National League 2023 – under 14 | TBC | Our Tampines Hub |
| Singapore Water Polo National League 2023 – under 16 | TBC | Our Tampines Hub |
| Singapore Water Polo National League 2023 – Men's Open | TBC | Our Tampines Hub |
| Singapore Water Polo National League 2023 – Women's Open | TBC | Our Tampines Hub |
| | | |
| Others | Dates | Venue |
| OCBC Aquatics Day | Dec 2022 (TBC) | OCBC Aquatic Centre |
| | | |
| Overseas Competition | Dates | Venue |
| Asian Water Polo C'ships 2022 (Men + Women) | November 2022 | Thailand |
| FINA World Swimming C'ships 2022 (SCM) | Dec 2022 | Australia |
| World Junior Diving Champs | Dec 2022 | Canada |



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|--|----------------|---------------------|
| SEA AGE Group Swimming C'ships | Dec 2022 | Malaysia |
| Asian Aquatics Swimming C'ships (5 Aquatic Sports) | Late Feb 2023 | UAE |
| SEA GAMES 2023 (SW+DV+WP Men) | May 2023 | Cambodia |
| Commonwealth Youth Games – Swimming | TBC | Trinidad and Tobago |
| FINA World C'hips (SW+DV+AS) | July 2023 | Japan |
| Asian Games 2023 (5 Aquatic Sports) | Late Sept 2023 | China |

- The event calendar will be updated throughout the period