

23 April 2024

All Tenderers

Dear Sir/Mdm,

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

**NOTICE OF CORRIGENDUM NO. 1 AND TENDER CLARIFICATIONS NO. 1**

1. The current document takes precedence over the original tender documentation where different.
2. Apart from the amendments in Corrigendum No. 1 below, no other parts of the tender documentation were changed.
3. An acknowledgement of this Tender Corrigendum No. 1 must be returned via email to us immediately upon receipt, before the closing date of the tender.

Yours faithfully

**Esther Conyard**

Director, Marketing Communications, Visitor Experience and Business Development

**TENDER NO. SAM/ITT/2023/0007**

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

**TENDER CORRIGENDUM NO. 1 & TENDER CLARIFICATIONS NO. 1**

**ACKNOWLEDGEMENT FORM**

This acknowledgement form is to be submitted via email immediately upon receipt to:

Ms. Tracy Lam  
Assistant Manager, Marketing Communications  
Email: [tracy.lam@singaporeartmuseum.sg](mailto:tracy.lam@singaporeartmuseum.sg)

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I/We acknowledge receipt of Tender Corrigendum No. 1 & Tender Clarifications No. 1 and have taken note of its content in my tender offer.

We, (Company) \_\_\_\_\_ of

(Address) \_\_\_\_\_

hereby confirm our understanding of the above and agree to comply accordingly.

\_\_\_\_\_  
(Name, Signature & Company Stamp)

\_\_\_\_\_  
(Date)

**CORRIGENDUM NO. 1**

Please note the changes as given below:

No.	Item	Information	Attachment
1.1	Extended deadline for submission of quotation and documents	Submission deadline has been extended by four (4) working days.  Vendors are to submit their quotation and other relevant/required supporting documentation to <a href="mailto:tender.mailbox.c@singaporeartmuseum.sg">tender.mailbox.c@singaporeartmuseum.sg</a> by <b>30 April 2024, 5pm.</b>	N/A
1.2	Addendum to Tender Documents  (SAM's Brand Guidelines)	A PDF outlining SAM's brand guidelines is available for download.  Tenderers may refer to this document if the use of SAM's logo is incorporated into their proposal for the Annual Strategy Work Plan and/or Content Strategy for <i>Olafur Eliasson: Your curious journey</i> .	Please download SAM's brand guideline here: <a href="#">SAM Brand Identity Guide for Partners.pdf</a>  (PW: <b>SAMITT20230007</b> )
1.3	Addendum to Tender Documents  (Exhibition Identity Guide for <i>Olafur Eliasson: Your curious journey</i> )	A PDF outlining the exhibition identity guidelines for <i>Olafur Eliasson: Your curious journey</i> is available for download.  Tenderers may refer to this document if the use of the exhibition's identity is incorporated into their Content Strategy proposal.	Please download the exhibition identity guide here: <a href="#">Olafur Eliasson YCJ Exhibition Identity Guide.pdf</a>  (PW: <b>SAMITT20230007</b> )

**TENDER CLARIFICATIONS NO. 1**

No.	Query	Reply
1.1	Referencing Annex D – Price Quotation Table, would we need to quote for Item 3.1 (Development of Content Strategy for Each Exhibition / Event) separately from Item 3.2 (Creative Development – Creation and Publishing of Social Content)?	No, the unit cost (i.e. each content piece) quoted for Item 3.2 should already account for the cost of Item 3.1.
1.2	There is a 'Creative Development' component for brand design and identity, on top of the required social media strategy and content development, under the requirements for Tier 1 International Festivals. How should I quote for this in the Price Quotation Table (i.e. Annex D)?	Please add a row within Tier 1 International Festivals to quote for the 'Creative Development' component separately.

1.3	Do the strategic approaches outlined in the annual integrated strategy work plan need to be reflected in the creative strategies for the exhibitions?	<p>The strategic approaches proposed in the annual integrated strategy work plan to achieve SAM's overall marketing goals should always be consistently weaved into each creative strategy.</p> <p>In other words, the creative strategies for the exhibitions should be seen as a subset of the annual integrated strategy work plan.</p>
1.4	Are we expected to show how the strategic approaches outlined in the annual integrated strategy work plan will be reflected in all the exhibitions listed under Annex B?	<p>The team would only need to do so for the creative strategy of <i>Olafur Eliasson: Your curious journey</i> as part of the submission requirements.</p> <p>The team isn't required to detail the integration of the annual strategy work plan with the creative strategies of all other exhibitions in Annex B at this point.</p>