

Cover Letter

31 March 2020

Dear Sir / Mdm,

INVITATION TO QUOTE FOR THE PROVISION OF BLOG CONTENT PRODUCTION SERVICES FOR SINGAPORE ART MUSEUM (SAM)

1. Singapore Art Museum would like to invite quotations by experienced content marketing agencies for the provision of blog content production services.
2. The quotation shall be provided based on the Requirement Specifications document.
3. Quotations shall be evaluated based on the following criteria:
 - Conformity to the requirements of the specifications*
 - No debarment status*
 - Ability to meet the stated timeline for delivery of services*
 - Proposed quotation price
 - Quality of creative proposal
 - Strength of portfolio, track record & industry reputation

** This is a critical criterion. Quotations that do not meet this criterion are liable to be disqualified.*

4. Documents to be submitted by the vendor are:
 - i. Creative proposal
 - ii. Quotation
 - iii. Relevant track record
5. Vendors are to submit their quotation and other relevant/required supporting documentation to procurement@singaporeartmuseum.sg by **12pm on Wednesday, 15 April 2020.**
6. For further clarifications, you may call or email to the following:

Karen Koh Assistant Manager, MCC (Marketing,
Communications, Creatives)
karen.koh@singaporeartmuseum.sg

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

Yours faithfully,



Lynn Sim
Director, Marketing Communications, Partnerships & Patronage
Singapore Art Museum