

Cover Letter

9 April 2020

Dear Sir / Mdm,

INVITATION TO QUOTE FOR THE PROVISION OF MEDIA MONITORING SERVICES FOR SINGAPORE ART MUSEUM FROM 1 MAY 2020 TO 31 MARCH 2021

1. Singapore Art Museum would like to invite quotations from agencies for monitoring of local and international media coverage on Singapore Art Museum and its campaigns from the period of 1 May 2020 to 31 March 2021.
2. The quotation shall be provided based on the Requirement Specifications document.
3. Agencies shall be evaluated based on the following criteria:
 - a. Conformity to the requirements of the specifications*
 - b. No debarment status*
 - c. Ability to meet the stated timelines and provide service level guarantee for completion of project and delivery of services*
 - d. Cost quotation
 - e. Relevant track record and industry reputation
 - f. Reach, relevance, and ease of use of media monitoring software

** These are critical criteria. Quotations that do not meet these criteria are liable to be disqualified.*
4. Agencies are required to submit the following documents:
 - a. Quotation as per price tables in Requirement Specifications - detailed breakdown of costs, including third party costs that may be incurred
 - b. Relevant track record and clientele
5. Agencies are to submit their cost proposals and other relevant and required supporting documentation to procurement@singaporeartmuseum.sg **by 12pm on Monday, 20 April 2020.**
6. For further clarifications, please contact the following:

Gwyneth Liew	Assistant Manager, Marketing & Communications
	gwyneth.liew@singaporeartmuseum.sg
	6697 9753
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