singaporeartmuseum
CONTEMPORARY ART IN SOUTHEAST ASIA

# Cover Letter

20 April 2021

Dear Sir / Mdm,

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

1. Singapore Art Museum would like to invite quotations by experienced agencies for the provision of social media 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*
   - Completeness of documents/information submitted*
   - 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. Content proposal
   ii. Quotation
   iii. Relevant track record

5. Vendors are to submit their proposals, quotations and other relevant/required supporting documents to procurement@singaporeartmuseum.sg by **5pm on Tuesday, 4 May 2021.**

6. For further clarifications, you may email:

   **Karen Koh**
   Manager, Marketing Communications
   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