

13 May 2022

Dear Sir / Mdm

INVITATION TO TENDER FOR PROVISION OF BRAND IDENTITY DESIGN, AND WEBSITE SERVICES (INCLUDING CREATING, PROGRAMMING, MAINTAINING AND TROUBLESHOOTING) FOR SINGAPORE ART MUSEUM'S PUBLIC ART WEBSITE

SAM/ITT/2022/0001

1. Singapore Art Museum (SAM) would like to invite tenderers to submit Tender Offers for the project described in detail in the Requirement Specifications and on the terms set out in the Invitation to Tender (ITT) documents as a whole.
2. ITT documents shall comprise of:
 - i. This Cover Letter
 - ii. Section A: Instructions to Tenderers
 - iii. Section B: Requirement Specifications
 - iv. Section C: Evaluation Criteria
 - v. Section D: Prescribed Forms
 - vi. Section E: Conditions of Contract
 - vii. Section F: Price Schedule
3. The Contract Period will be from June 2022 to June 2023, with the option to extend website management, support, and maintenance for 2 years, renewed on an annual basis.
4. Documents to be submitted by contractor:
 - i. **Design Proposal** which shall include the following, in no more than 20 slides in .pptx and .pdf formats:
 - a. Brand identity concept and design including application to website and other social channel touchpoints
 - b. Website overall design, layout and site architecture
 - ii. **Technical Proposal** which shall include the technical requirements to support the proposed website design
 - iii. **Implementation Schedule** for entire scope of Contract, with a focus on meeting key deliverables deadlines.
 - iv. **Prescribed Forms** including all relevant/supporting documents
 - v. **Price Schedule**
 - vi. **Relevant Track Record** (past five years)

5. Contractors shall provide the following information no later than **23 May 2022** to:
procurement@singaporeartmuseum.sg

- i. Email Subject: SAM/ITT/2022/0001 – ITT Repository via SAM's SharePoint Online
- ii. A valid email address for access to the Tender Repository, where a One-Time-Password will be sent to.

A URL link to the Tender Repository will be sent to the indicated email address, once the request has been approved by SAM. The email address provided will be the authenticating mechanism to access the repository. The access to the Repository will be terminated after the ITT closing date.

6. Tender Offers and relevant/required supporting documentation shall be submitted electronically via the SharePoint ITT Repository no later than **2 June 2022, 11am.**
7. For further clarifications, please email:

Ms Koh Hui Ting
Manager, Public Art
koh.hui.ting@singaporeartmuseum.sg

Mr Ryan Tay
Manager, Public Art
ryan.tay@singaporeartmuseum.sg

8. Singapore Art Museum does not bind itself to accept the lowest or the whole of any Tender Offer. This ITT is governed by the attached Conditions of Contract.

Thank you.

Ms Ong Puay Khim
Head, Public Art