

COVER LETTER

18 September 2026

Dear Sir / Mdm,

INVITATION TO QUOTE FOR BRAND AWARENESS AND EQUITY STUDY FOR SINGAPORE ART MUSEUM ("SAM")

- 1.1 Singapore Art Museum (SAM) is looking to appoint a research agency for the provision of a Brand Awareness and Equity Study for SAM in FY2026. The appointed agency will provide brand and audience research services to provide the museum with valuable insights into its brand equity and audiences.
2. The quotation shall be provided based on the Requirement Specifications document.
3. Agencies shall be evaluated based on the following criteria:
 - i. Conformity to the requirements of the specifications*
 - ii. No debarment status*
 - iii. Ability to meet the stated timelines for completion of project and delivery of goods and/or services*
 - iv. Completeness of documents/information submitted*
 - v. Cost competitiveness
 - vi. Research methodology & project implementation plan
 - vii. Track record & team strength

** 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:
 - i. Quotation
 - ii. Proposal on research methodologies for Brand Awareness and Equity Study, and the project implementation timeline
 - iii. Relevant Experience and set-up of the team that will be assigned to the project
5. Agencies are to submit their cost proposals and other relevant and required supporting documentation to procurement@singaporeartmuseum.sg by **3 pm on Thursday, 1 October 2026**. Submissions received after the Closing Date shall be disqualified at the discretion of SAM.
6. For further clarifications, please contact:

Maybelline Tan
Assistant Director, Marketing Communications

maybelline.tan@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,


Esther Conyard (Sep 15, 2026 14:46:05 GMT+8)

Esther Conyard
Director, Marketing Communications and Operations
Singapore Art Museum