Tender No.: SCCC/PROG/SL2026/001



# SCCC UEN Registration No.: 201309577Z

TENDER FOR CONCEPTUALISATION, PRODUCTION AND MARKETING
OF A FULL CONCERT《SING• 浪》 (SING•LANG CONCERT),
PRESENTED BY SINGAPORE CHINESE CULTURAL CENTRE, FOR 31 OCTOBER 2026

#### **INVITATION TO TENDER**

#### INTRODUCTION

- 1. Singapore Chinese Cultural Centre (SCCC) invites tender offers for the provision of sound, lighting, visual, staging equipment, artiste management, marketing and collaterals, and music copyrights (onsite, online and TV broadcast) for Sing•浪 the SINGAPO 人 Concert ("Sing.Lang Concert") to be held live at the Singapore Indoor Stadium (or any other venue as specified), as described in detail in the Tender Specifications and on the terms set out in the Tender Document.
- 2. Sing.Lang Concert is organised biennially and comprises a series of live music performances in Mandarin held for an in-person audience at the Singapore Indoor Stadium, together with video-on-demand broadcasted via SCCC's and partners' social media platforms, and recorded for delayed broadcast on TV. The recorded video must be available for online playback on SCCC's and partners' social media platforms for at least 3 months after upload.
- 3. The budget for this full concert shall not exceed **SGD\$800,000.00**, inclusive of GST.

#### REQUIREMENT SPECIFICATIONS

- 4. In view of the above, SCCC would like to request Tenderers to provide quotations for the provision of artiste management, audiovisual and staging equipment, production of collaterals, design, marketing and event management services as well as the supply of necessary manpower to ensure the on-site smooth running and delayed broadcast/ video on demand of Sing.Lang 2026. The full range of required services and duties is appended in the section titled **Requirement Specifications**.
- 5. The period of service is from the date the contract is awarded, with a target start date from 30 January 2026 to 30 November 2026 or up until completion of all post-event deliverables whichever is earlier.
- 6. There is a possibility that the concept and format of the programme will change, or the period in which the programme will be held will change or be extended. Under these circumstances, artiste management, audiovisual services, staging equipment, design, marketing and collaterals and event management services are to be activated on an adhoc and optional basis.

#### **SUBMISSION GUIDELINES**

- 7. The following documents that form part of this Tender Document have been prepared to enable prospective vendors to tender for the above-mentioned works that would meet the SCCC's requirements and specifications. These forms may be obtained from <a href="http://www.sccc.org.sg/tender">http://www.sccc.org.sg/tender</a>
  - (a) Tender Guidelines;
  - (b) Conditions of Contract;
  - (c) Draft Banker's Guarantee:
  - (d) Technical Specifications:
  - (e) Tenderer's Offer (FORM A);

- (f) Tenderer's Profile (FORM B);
- (g) Price Schedule of Tenderer's Offer (FORM C);
- (h) Major Projects completed by Tenderer's Company within the past 3 years (FORM D):
- (i) Current Projects undertaken by Tenderer's Company (FORM E); and
- (j) Profile of Tenderer's Project Team (FORM F).
- 8. The full details of the submission requirements are appended in the section titled, **Tender Guidelines.**
- 9. The sum quoted in the Tenderer's submission shall be deemed to cover all costs of the Tender Offers including manpower costs, supply of materials, transport, insurance, documentation, delivery and anything indispensable necessary thereto. The sum quoted must <u>exclude</u> Goods and Services Tax (GST) and be based on Singapore (SGD) currency unless otherwise stated.
- 10. The closing date for submission is **26 January 2026**, **2.00pm (Singapore Time, GMT+8)**. Any submissions after this stipulated closing date and time will not be accepted.
- 11. A mandatory briefing for all interested Tenderers will be held on 12 December 2025, 4.00pm (Singapore Time, GMT+8) via Zoom. Please RSVP to events@singaporeccc.org.sg by 10 December 2025, 12.00pm (Singapore Time, GMT+8) to confirm your attendance. Tenderers who are unable to attend the mandatory briefing will be disqualified from the tender assessment.
- 12. SCCC is under no obligations to accept the lowest of any Tender Offers.

#### **CLARIFICATIONS**

13. For further clarifications, you may contact the following SCCC officer:

Name: Alexis Tan

Designation: Assistant Manager/Programmes, SCCC

Office Tel: 6812 7221

Email: alexistan@singaporeccc.org.sg

Name: Sharon Lim

Designation: Assistant Manager/Programmes, SCCC

Office Tel: 6812 7218

Email: sharon.lim@singaporeccc.org.sg

Thank you.

Regards,

<<No signature required>>

Alexis Tan & Sharon Lim Assistant Managers, Programmes Singapore Chinese Cultural Centre

#### **TENDER GUIDELINES**

#### 1. DEFINITIONS

1.1 All terms used in the Tender Guidelines, which are defined under Clause 1 of the Conditions of Contract, shall have the meanings so described to them.

#### 2. SUBMISSION OF TENDER

- 2.1 The Tenderer shall complete and sign the Tender's Offer and complete all parts of this Tender Document as required by SCCC.
- 2.2 All expenses incurred in the preparation and submissions of the tender shall be borne by the Tenderer.
- 2.3 The Tender must submit the following forms by the closing date for submission. These forms may be obtained from the website <a href="http://www.sccc.org.sg/tender">http://www.sccc.org.sg/tender</a>.
  - (a) Tenderer's Offer (FORM A), including proposal and concept of a full concert for Sing.Lang 2026, which must take into consideration the programme's hybrid format;
  - (b) Tenderer's Profile (FORM B);
  - (c) Price Schedule of Tenderer's Offer (FORM C);
  - (d) Major Projects completed by Tenderer's Company within the past 3 years (FORM D):
  - (e) Current Projects undertaken by Tenderer's Company (FORM E); and
  - (f) Profile of Tenderer's Project Team (FORM F).
- 2.4 The closing date for submission is **26 January 2026, 2.00pm (Singapore Time, GMT+8)**. Any Tenderer's Offer submitted after the stipulated closing date and time will not be accepted.
- 2.5 All required forms listed in paragraph 2.3 must be submitted in both printed hard copies and digital soft copies to SCCC by the closing date and time of submission. The printed hard copies must be sealed in an envelope, together with all required forms, supporting data and relevant information in a ring-bound A4 folder. The digital soft copies are to be saved in a G-Drive link provided by SCCC.
- 2.6 For printed hard copies, the Tenderer shall mark the top left-hand corner of the sealed envelope with the following details:

SCCC/PROG/SL2026/001
Attn: Ms Alexis Tan/ Ms Sharon Lim
(DD/MM/YYYY, hh:mm)

Singapore Chinese Cultural Centre, #11-01 1 Straits Boulevard Singapore 018906 2.7 The sealed envelopes are to be deposited into the Tender Box located at the following address:

# Singapore Chinese Cultural Centre 1 Straits Boulevard, Singapore 018906 Level 1 Lift Lobby

- 2.8 The Tenderer is responsible for ensuring that the printed hard copies and digital soft copies of their submissions are submitted to the correct address and G-Drive by the stipulated submission deadline.
- 2.9 The Tenderer may be required to submit samples of work upon SCCC's request, which should fulfill the following requirements:
  - (a) Such samples shall be delivered by a time mutually agreed by SCCC and the Tenderer. Failure to provide the required samples at the stipulated time may render the Tenderer's Offer liable to be disqualified:
  - (b) The Tenderer shall indicate whether they wish for the samples to be returned. SCCC is not obliged to return any samples to the Tenderer if no indication is given; and
  - (c) All costs, including but not limited to all shipping and transportation duties incurred in providing and delivering such samples to SCCC, shall be borne by the Tenderer.
- 2.10 A mandatory briefing for all interested Tenderers will be held on 12 December 2025, 4.00pm (Singapore Time, GMT+8) via Zoom. Please RSVP to events@singaporeccc.org.sg by 10 December 2025, 12.00pm (Singapore Time, GMT+8) to confirm your attendance. Tenderers who are unable to attend the mandatory briefing will be disgualified from the tender assessment.
- 2.11 "Project Date" means 31 October 2026 and may be subject to change by SCCC.

# 3. GOODS AND SERVICES TAX (GST)

- 3.1 The Tenderer shall not include any Goods and Services Tax (GST) in the Price Schedule of the Tender Offer, notwithstanding that SCCC's concert budget in paragraph 3 of the Invitation to Tender is stated inclusive of GST.
- 3.2 The Tenderer shall declare their GST status in their tender. They shall clearly indicate whether they are, or whether they will be taxable persons under the GST Act. They shall, if available, furnish the GST registration number to SCCC.
- 3.3 If the Tenderer is a taxable person under the Singapore GST Act, SCCC will pay the Tenderer, in addition to the rates and prices proposed, the GST chargeable on the Goods and Services provided pursuant to this tender.
- 3.4 A Tenderer who declares themselves to be a non-taxable person under the GST Act but who becomes a taxable person after the award of the tender shall forthwith inform SCCC of their change in GST status. Any GST arising from such a change in status shall be borne by the Tenderer, and SCCC shall not be liable to reimburse or pay any additional GST resulting from the Tenderer's change in GST status.

#### 4. QUERIES

- 4.1 Any queries in respect of this Tender Document or any matter related thereto may be submitted in writing to <a href="mailto:events@singaporeccc.org.sg">events@singaporeccc.org.sg</a> before <a href="mailto:12 January 2026">12 January 2026</a>, <a href="mailto:2.00pm">2.00pm</a> (Singapore Time, GMT+8).
- 4.2 SCCC reserves the absolute right not to entertain or respond to any query which is deemed inappropriate, improper, illegal, irrelevant, and/or prejudiced towards any Tenderer.
- 4.3 Upon the tender submission, the Tenderer shall be deemed to have examined this Tender Document and satisfied themselves with regard to any query on this Tender Document.

# 5. PRESENTATION

5.1 The Tenderer shall, on the request of SCCC, make no more than two (2) presentations on any aspects of their tender as may be required by SCCC.

#### 6. VALIDITY PERIOD

6.1 Tenders submitted shall remain valid for acceptance for a period of **180 days** starting from the closing date. This validity period may be extended by mutual consent in writing by SCCC and the Tenderer.

# 7. AWARD

- 7.1 SCCC is under no obligation to accept the lowest of any tender.
- 7.2 SCCC is not required to enter correspondence with any Tenderer regarding the reasons for non-acceptance of a tender.
- 7.3 SCCC reserves the right to accept portion(s) of each tender as SCCC may decide.
- 7.4 The Letter of Acceptance issued by SCCC shall create a binding contract on the part of the Tenderer to provide SCCC the Goods and/or Services offered in the tender.
- 7.5 The Letter of Acceptance shall be governed by the Conditions of Contract.
- 7.6 SCCC shall notify a successful Tenderer of its acceptance of their tender, whether in whole or in part, by sending a Letter of Acceptance by both post and email to the Tenderer and the Letter of Acceptance shall be deemed good service of such notice.
- 7.7 SCCC may at its discretion require the Tenderer to sign a written agreement.
- 7.8 SCCC may make awards to more than one Tenderer.

#### 8. VARIATIONS

8.1 SCCC reserves the absolute right to negotiate with the Tenderer, where exceptional circumstances so necessitate, to vary any provision or part of this Tender Document without reference to any other party. Any such variation shall be subject to the mutual consent in writing of SCCC and the Tenderer.

# 9. SECURITY DEPOSIT

9.1 Within thirty (30) days of the Date of Contract, the Tenderer shall, if so requested by SCCC, deposit a Security Deposit or the Banker's Guarantee with SCCC, as the case may be required under the Conditions of Contract.

# 10. INSURANCE

10.1 Within thirty (30) days of the Date of Contract, the Tenderer shall deposit with SCCC, if so requested by SCCC, copies of the insurance policies and premium receipts therefore required under the Conditions of Contract.

#### **CONDITIONS OF CONTRACT**

#### 1. **DEFINITIONS**

- 1.1 Should your offer be accepted, the Terms and Conditions as set out in this Section shall govern the Contract between SCCC and your company. In these Conditions, unless the context otherwise requires:
  - (a) "SCCC" means the Singapore Chinese Cultural Centre.
  - (b) "Tenderer" means the company that submits this Tender Document in the manner as prescribed herein.
  - (c) "Contract" includes these Conditions of Contract, specifications and samples, Letter of Acceptance, Order Message and any Orders issued by SCCC to the Contractor for the supply of the Goods and/or performance of Services and stating the rights and obligations of the respective parties.
  - (d) "Contractor" means the successful Tenderer who has been awarded the Contract by SCCC.
  - (e) "Contract Price" means the sum stated in the Form of Tender by the Contractor as the price for carrying out and full and final completion of the works.
  - (f) "Goods" means all goods, including parts or units thereof, which the Contractor is required to supply under the Contract.
  - (g) "Services" means the work which the Contactor is required to perform under the Contract.
  - (h) "Work" means the delivery of goods and/or services in conformance and accordance with the Tender Specifications.
  - (i) "Project Completion Date" means the date which all goods and/or services shall be functional/ready as specified in the Tender Specifications.

# 2. INSTRUCTIONS FOR TENDER SUBMISSIONS

- 2.1 The Tenderer is required to complete and submit the required documents as specified in the Tender Notice in sealed envelope, together with all supporting data or relevant information in a ring bound A4 folder to SCCC before the closing date of tender.

  (Tenderers are required to save a set of tender document soft copies to G drive link provided by SCCC, by the closing date and time of tender submission.)
- 2.2 Tenderers are to treat this tender as strictly confidential and not to communicate their prices to a third party nor reveal anything or any matter relating to the Tender.
- 2.3 Incomplete submissions and/or late submissions will not be accepted. Any submissions through methods that are not prescribed shall not be entertained. Any failure to comply withthe instructions contained herein shall result in the Tenderer's submissions being disqualified from the tender process and/or rejected.

#### 3. SCOPE OF CONTRACT

3.1 The Contractor shall carry out and fully complete all items of goods and/or services in accordance with the Contract in every respect and to the directions and satisfaction of SCCC.

#### 4. DOCUMENTATION

- 4.1 The Contractor shall Provide SCCC with one (1) complete set of printed comprehensive documentation and one (1) soft copy with all saved documentation, detailing all aspects of the goods/services to be provided as prescribed in the Tender, including documentation to be used for planning, design, installation, operation, maintenance, administration and training purposes. The Contractor shall ensure that all such documentation submitted shall be of the latest version(s).
- 4.2 In the event of any conflict between the provisions of any documentation or information or data supplied by the contractor including the supporting data, and the provisions of this tender document exclusive of the supporting data, the provisions of this Tender Documentshall prevail unless SCCC agrees otherwise in writing.

#### 5. INTELLECTUAL PROPERTY RIGHTS AND OTHER LICENCES

- 5.1 All intellectual property rights arising out of or created in connection with the Sing.Lang Concert shall be owned solely by SCCC. The Contractor shall assign to SCCC all such intellectual property rights and/or procure from all third parties in whom such intellectual property rights may be vested for SCCC with full title guarantee. The Contractor shall ensure that no element of the Sing.Lang Concert or part thereof, including without limitation, the direction, music, lyrics, score, choreography, script, set design, sound design or lighting design, nor any other intellectual property right arising out of or created in connection with Sing.Lang Concert, shall be used for any purpose other than the promotion and/or presentation of the Sing.Lang Concert, save where the prior written consent of SCCC is obtained.
- 5.2 The Contractor shall promptly record and disclose (or procure the recording and disclosure of) all such intellectual property rights arising out of or subsisting in connection with the Sing.Lang Concert to SCCC, and at the request and expense of SCCC, do (or procure the doing of) all things necessary or desirable to substantiate the rights of SCCC in relation to intellectual property rights, including but not limited to the execution of any assignments or any other documents, and/or the procurement of all assignments or any other documents from all persons involved in the Sing.Lang Concert including but not limited to all artists, performers, designers, sets, properties and wardrobe managers, stage managers, lighting and sound operators, and other technical crew, or any other relevant third parties.
- 5.3 Without limitation to the generality of the foregoing, the Contractor shall, in fulfillment of its obligations under paragraph 6, provide to SCCC all engagement contracts with all performers and persons involved in the Sing.Lang Concert for SCCC's review and approval. If requested by SCCC, the Contractor shall procure the execution of any assignment documents required from any of the said persons together with the execution of their respective engagement contracts.

- 5.4 For the purposes of the Contract, intellectual property rights shall include without limitation any copyright, performance right, design right, trade mark (whether registered or unregistered), service mark, trade dress, trade name, goodwill, patent, know-how, confidential information, trade secret, any application (whether pending, in process or issued) or right to apply for any of the foregoing, and any other industrial, intellectual property or protected right similar to the foregoing (whether registered, registrable or unregistered) in any country and in any form, media, or technology now known or later developed, and any accrued or future rights and causes of action in respect of any infringement of any of the foregoing.
- 5.5 It is the duty and responsibility of the Contractor to ensure and prove, and the Contractor hereby represents and warrants, that the Sing.Lang Concert and related materials in no way breach, violate or infringe any applicable laws, regulations, rules, directives, circulars, notices or directions relating to and/or governing the same. Without prejudice to the foregoing, the Contractor represents and warrants that the Sing.Lang Concert and related materials do not contain, in whole or in part, any material that may, under any applicable laws, reasonably be construed to be inappropriate, objectionable or unlawful, including without limitation, material that is defamatory, threatening, offensive, harassing, immoral, indecent, obscene, vulgar, racist, criminal, or material that promote or contain instructions on illegal or unlawful activities, harm or injury against any person or group of persons.

#### 6. RECORDINGS

The Contractor agrees that SCCC may record, film, broadcast, photograph, obtain 6.1 images of and/or reproduce the Sing.Lang Concert presented under the Contract (including its production) by any electronic, digital or other means provided that such recordings and images are used by SCCC only for archival, promotional, publicity or non-profit purposes, including without limitation, for the purposes of promoting the Sing, Lang Concert and its future editions, SCCC or the Chinese arts and culture in Singapore in general. The Contractor shall not undertake any recording, photography or filming of the Sing.Lang Concert or its production without the express written consent of SCCC, unless specifically provided for otherwise in the Contract. The Contractor shall provide to SCCC at no charge a copy of any recordings of the Sing.Lang Concert made by the Contractor. The Contractor shall procure all necessary consents from the performers, artists and/or the relevant rights owner(s) to the recording, photography or filming and the use of any such recording, photography and filming as provided in the Contract, including by expressly providing for such consents to be given in all engagement contracts with the artists and relevant rights owner(s).

#### 7. MISCELLANEOUS

7.1 The Contract does not create or purport to create any right under the Contracts (Rights of Third Parties) Act 2001 (or subsequent amendments thereto) which is enforceable by a person or party who or which is not a party to the Contract. Any person or party who or which is not a party to the Contract shall have no right under such Act (or subsequent amendments thereto) to enforce any of the terms and conditions therein.

#### REQUIREMENT SPECIFICATIONS

#### 1. BACKGROUND

- 1.1 The Singapore Chinese Cultural Centre (SCCC) collaborates with arts and cultural groups and community partners to promote and develop local Chinese culture. Through engaging and accessible content, it aims to nurture greater appreciation of Singapore's multi-cultural identity and instill a stronger sense of belonging. Opened by then-Prime Minister Lee Hsien Loong on 19 May 2017, our Centre in the heart of the city welcomes everyone to enjoy exhibitions, fairs, performances, seminars, talks, workshops and other cultural activities throughout the year.
- 1.2 One of SCCC's signature programmes, Sing.Lang the SINGAPO 人 Concert ("Sing.Lang Concert"), was started in 2017 to support our Mandopop community by showcasing established local talents and regional artistes in the Mandopop scene, and in doing so, to instill pride in Singaporean arts and culture. The concert is organised biennially and comprises a series of live music performances in Mandarin held for an inperson audience at the Singapore Indoor Stadium, together with a video-on-demand broadcasted via SCCC's and partners' social media platforms, and recorded for delayed broadcast on TV. The recorded video must be available for online playback on SCCC's and partners' social media platforms for at least 3 months after upload.
- 1.3 SCCC would like to request Tenderers to provide quotations for the provision of artiste management, audiovisual and staging equipment, production of collaterals, design, marketing and event management services as well as the supply of necessary manpower to ensure smooth operations onsite on the actual day of the Sing.Lang Concert as well as the recording and production of the video-on-demand and delayed broadcast of the concert.
- 1.4 The period of service is from the date the contract is awarded, with a target start date from 30 January 2026 to 30 November 2026 or up until completion of all post-event deliverables whichever is earlier.
- 1.5 There is a possibility that the concept and format of the programme will change, or the period in which the programme will be held will change or be extended. Under these circumstances, artiste management, audiovisual services, staging equipment, design, marketing and collaterals and event management services are to be activated on an adhoc and optional basis.

# 2. SCOPE OF WORK

2.1 SCCC invites Tenderers to submit tender proposals for the following Scope of Work and Requirements:

Scope of Work	Requirements				
Creative &	Title:				
Specification	Sing•浪 – the SINGAPO 人 Concert				
Tenderers are required to clearly	<u>Concept</u>				
state following specifications, where applicable, as itemised quotation for the Tender Price:	(a) Sing.Lang Concert should present aspects of Singapore Mandopop culture in fresh and innovative ways, performed live by popular artistes such as singers, musicians, buskers, arrangers, dancers, and/or choreographers.				
1. Concert	(b) Majority of artistes must be Singaporeans or locally based.  Overseas artistes must not exceed 30% of the total artiste line-up.				
Production, Creative Director, Music Director, and Stage Manager;	(c) The selection of emcees, artistes and songs must appeal to SCCC's target audience groups comprising tertiary students in early 20s as well as working adults in mid-20s and 30s.				
<ul><li>2. Sound Engineer</li><li>and Crew;</li><li>3. Stage hands;</li></ul>	(d) The emcees and artistes must perform live in the designed venues and/or pre-recordings (in case of pandemic) as instructed by SCCC.				
<ul><li>4. Lighting</li><li>Programmer and</li><li>Crew;</li><li>5. Backline rental</li></ul>	(e) The list of emcees, performing artistes, songs and emcee script for Sing.Lang Concert is subject to the final approval of SCCC.				
6. Video crew;	Theme				
7. Set-up and Dismantle crew;					
8. Artistes, Musicians,	Tenderer to propose theme that will appeal to youths and young adults, and highlight Singapore Chinese culture.				
Choreographers; and 9. any other key	Content				
personnels	(a) The concert content must incorporate programmes with high energy EDM and dance pop acts.				
	(b) Concept and artist line up should appeal to SCCC's target audience group.				
	(c) The concert song list must be predominantly in Mandarin. Songs in English or dialects must not exceed 30% of the overall song list in each session.				
	(d) The duration of the concert should be between 2 to 2.5 hours.				
	(e) The content and list of performing artistes and songs for Sing.Lang are subject to the final approval of SCCC.				
	(f) The Line-up should include:  a. Artistes who are popular with young adults and youths; and				
	b. Artistes who are known for their high energy				

	performances.
	<u>Venues</u>
	<ul> <li>(a) The default location of the physical onsite sessions will be at the Singapore Indoor Stadium and it should attract 7,800 attendees.</li> <li>(b) A mosh pit should be included in the concert layout.</li> <li>(c) To source and engage a suitable rehearsal space and venue for artistes, musicians, choreographers and dancers prior to the concert.</li> <li>(d) The video-on-demand will be broadcasted on SCCC's and partners' social media platforms, and recorded for delayed broadcast on TV. Video must be available for online playback on SCCC's and partners' social media platforms for at least 3 months after upload.</li> </ul>
Technical Specifications  Tenderers are required to propose the technical requirements and specifications appropriate for the programme with the necessary justifications. The following specifications, if applicable, are to be stated clearly as itemised quotation for the Tender Price:	<ul> <li>(a) To provide professional audio equipment and systems to cater for both acoustic and amplified performance.</li> <li>(b) To produce good sound output for up to 7,800 people onsite and on video platforms as instructed by SCCC.</li> <li>(c) To include equipment according to artistes' technical rider, which can include but not limited to monitor speakers, microphones, direct boxes, stands, wireless IEM systems, aviom sound mixer, etc.</li> <li>(d) See list of items, where applicable (not limited): <ol> <li>Sound, audio systems and equipment;</li> <li>Musical instruments and backline;</li> <li>Lighting equipment and system;</li> <li>Visual equipment and system;</li> <li>Visual system;</li> <li>Visuals/Multimedia LED Screen (Min 6x4m)</li> <li>Power supply or generators (if any);</li> <li>Staging/risers, hardware, props and barricades;</li> <li>Production and technical manpower fees (encompassing staging, sound, lighting, visual, videography, etc.);</li> <li>Hair and make-up artists' fees;</li> <li>Structures' PE endorsement, risk assessments, licences and permits, insurance and all other safety-related documents;</li> <li>Personnel (including third party suppliers/vendors) work permits and relevant certification, compliance to the prevailing laws and guidelines; and/or</li> </ol> </li> </ul>

# Marketing

Tenderers are required to propose a marketing plan to undertake the full marketing and promotion campaign

- (a) To undertake the designing and production of the key visuals and marketing collaterals.
  - i. Landscape: 1920 (W) X 1080 (H) or 16:9: [include English and Chinese event title, date, top left/right corner: SCCC Branding, bottom left/right: SCCC logo].
  - ii. Square: 1200 (W) X 1200 (H) or 1:1: [Adapt from visual 1].

of Sing.Lang	iii. Square: 1200 (W) X 1200 (H) or 1:1: [A clean visual with
Concert.	English and Chinese Event title only].
Concort.	iv. Socials: 1080 (W) x 1350 (H) or 4:5 [include English and
	Chinese event title, date, top left/right corner: SCCC
	Branding, bottom left/right: SCCC logo]
	v. Artwork working files of items 1 to 4.
	(b) To ensure key personnel such as artistes to commit to
	reasonable efforts in marketing and promoting the
	Sing.Lang Concert such as, but not limited to, uploading posts on their social media channels, attending media
	conferences, Q&A sessions, media interviews, meet &
	greet, etc.
	(c) To activate artistes' fan clubs to support the Sing.Lang
	Concert.
	(d) To liaise and work with all Sing.Lang Concert's social media
	partners on securing cross-posting and marketing of
	Sing.Lang Concert.
	(e) To ensure all marketing plans are in place for Sing.Lang Concert to launch for ticket sales at least 3 months prior to
	concert.
	(f) To record the concert and edit a broadcast quality version
	and liaise with Mediacorp on providing this programme for
	delayed broadcast on Channel 8 and meWATCH.
Licensing and	(a) To ensure all music copyrights, licences and permits are
Permits	secured for the production on ground and online.
	(b) Online platforms include but not limited to Facebook,
	YouTube, Instagram, Tik Tok and media-owned related
	platforms that SCCC partner with. All licences must be able to support at least 3 months of presence on these platforms
	for each show.
	(c) To adhere to the regulations of the event venues, and to
	ensure compliance with Singapore laws and regulations
	and obtain all relevant licences and permits (e.g. Fire
	Safety Bureau (FSB), Public Entertainment (PEL), etc.),
	including but not limited to those from relevant authorities
	concerning the venues and/or activities, to ensure smooth running and completion of the respective events.
	(d) In the event that any permit(s) and/or approval(s) are
	required from the relevant authorities (e.g. SPF, PUB, STB,
	URA, HDB Traffic Police, etc.) or any relevant parties (e.g.
	building/site owners etc.), the Project Manager shall be
	responsible for obtaining the above-mentioned permit(s)
	and/or approval(s).
Support	(a) To lock in all proposed artistes at least 6 months prior to the
	concert.
	(b) To have the headliner artist signed a LOU for Sing.Lang
	Concert at least 8 months prior to the concert.
	(c) The content and list of performing artistes and songs for each Sing.Lang Concert is subject to the final approval of
	SCCC.
	(d) To provide all approved artistes' bios (in both English and
l .	Version 1 (19 Nevember 202

- Chinese) and high-resolution photos at least 5 months prior to the concert.
- (e) To liaise with emcees, artistes, artistes' managers, artistes' entourage and SCCC for meetings, rehearsals and show day.
- (f) To ensure artistes cross post and do shout out posts on their social media platforms, such as FB, IG and TikTok where applicable.
- (g) To provide administration management as a singular billing party amongst all emcees, artistes and vendors.
- (h) To apply for and to ensure that all necessary licences (e.g. entertainment license, etc.) have been obtained.
- (i) To ensure that all emcees and artistes possess the proper certification and work permits for the works required according to MOM guidelines.
- To conduct audience surveys and to collate all survey results for SCCC. The survey questions will be provided by SCCC.
- (k) The Contractor will take on the responsibility to replace any errant or absent artistes, event crew and other manpower within 24 hours prior to each session.
- (I) To collate the total onsite audience attendance for Sing.Lang Concert and submit it to SCCC within 24 hours at the end of the concert.
- (m) To provide digital walkie talkie, clearcoms sets when necessary.
- (n) To provide all batteries, cabling, cable tray and accessories when necessary.
- (o) To provide dressing room hospitality such as food and drinks for artistes, musicians, dancers according to their hospitality rider.
- (p) To obtain own insurance for equipment and members involved in the concert.
- (q) To provide additional manpower to be deployed for ad hoc duties, such as packing of goodie bags.
- (r) Other miscellaneous requirements when necessary

#### Set-up and Teardown

- (a) The Contractor must strictly adhere to the set-up and teardown timeline for both show day and all rehearsals.
- (b) All structures, equipment, debris, etc. are to be cleared from the sites and venues immediately at the end of each session. Contractor is to ensure that all sites and venues are reinstated to same condition prior to handover. SCCC and Singapore Indoor Stadium will conduct inspections to check on the condition of the sites and venues.
- (c) The Contractor must supply their own generators for power supply for the construction of all structures, and apply for all the necessary/relevant permits and licenses (e.g. water and power supply, height, etc.) to facilitate their operational work onsite.
- (d) The Contractor must ensure that their workers and all manpower must possess the proper certification and work permits for the works required according to MOM

- guidelines.
- (e) The Contractor and workers must adhere to the security measures/rules and regulations of the SCCC and Singapore Indoor Stadium.
- (f) The Contractor is fully responsible for the safety and security of the truss and structures, logistics set up including all the tools and all sound and lighting equipment, workers' belongings etc. SCCC and Singapore Indoor Stadium will not be liable for any damages or loss of equipment or belongings etc.
- (g) The Contractor is fully responsible for the cleanliness during the set-up and tear-down period. All garbage must be properly disposed of from Singapore Indoor Stadium premises.
- (h) The Contractor must put up proper signages to alert the public during the set up and dismantle period.
- (i) Proper site management must be strictly adhered to for the safety and cleanliness of the site throughout the whole period of set-up till all structures are dismantled.
- j) The Contractor must make good any damage to the property of Singapore Indoor stadium at the end of the event whenever requested by SCCC and Singapore Indoor Stadium to do so.
- (k) The Contractor will take on the responsibility to replace any errant or absent workers and other manpower within 24 hours prior to each set-up and tear-down.

#### **Other Areas**

- (a) To ensure that all safety requirements are met and abide by workers and other manpower.
- (b) To observe reasonably practicable measures to ensure the safety and health of workers and other people that are affected by the work being carried out under the Workplace Safety & Health Act.
- (c) To provide and supply all the necessary manpower (including safety engineers, qualified technicians, and support staff, etc.) that is required for the construction of truss, towers or any structures requirements.
- (d) To ensure that all manpower must possess the proper certification, and work permits for the works required according to MOM guidelines.
- (e) To seek and secure all the relevant and necessary licenses and approvals such as Professional Engineer (PE) endorsement, License Electrical Workers (LEW) temporary licensing, Building and Construction Authority (BCA) license and license(s) from all the respective public agencies for the construction of truss, towers or any structures requirements.
- (f) To apply for the necessary permits to ensure the smooth operation of the event.
- (g) To prepare and submit all necessary risk assessments, insurance and other documentation to SCCC at least 7 working days before every performance date.

Optional Items	Other suggestions may be included in the proposal as optional
	cost items, on a per item basis and excluded from the final cost.

# 3. DELIVERABLES

- 3.1 All services specified as requirements must be delivered for the entire duration of the programmes.
- 3.2 The appointed Tenderer should adhere and meet the deliverables set by SCCC which are listed below:

# Target audience group: Tertiary students in early 20s and Working adults in mid 20s and 30s.

No	Deliverables	KPI / Targets
1	<ul> <li>(a) Clear concept of the concert and how the concert can help SCCC achieve its strategic objectives.</li> </ul>	SCCC's strategic priorities: To provide support for local Chinese arts and
	(b) Please provide concept/synopsis for the Sing.Lang Concert in Form A. The concept should include themes, type of artistes and songs, and expected number	culture groups (in this case, Singapore's local Mandopop talents); and to promote the Chinese
	of artistes. Please refer to Section titled "Creative & Specification" on Page 11, Item 2.1 for details.	language.
2	Strong confirmed cast line up and set list	<ul> <li>(a) At least one A-list local Chinese Singaporean artiste; and/or</li> <li>(b) At least two regional artistes that have connection to Singapore (e.g. creative collaboration, song production, etc).</li> </ul>
3	Onsite and online audience	<ul><li>(a) To attract 7,800 pax for the concert based on concert capacity; and</li><li>(b) To achieve 350,000 broadcast and online views (over 3 months).</li></ul>
4	Programme satisfaction (through surveys)	≥ 90%
5	% who are first-time attendees	≥ 50%
6	% of attendees who are from target audience groups (tertiary students in early 20s and working adults in mid-20s and 30s)	≥ 50%
7	Broadcast quality concert production for delayed broadcast on free-to-air channels and Mewatch	Delivery of the concert video in accordance with the requirements of SCCC and the broadcaster.

- 3.3 The Contractor shall collate and produce a post-event report on the event's attendance, demographics, and measurement of other event success metrics, where applicable. The post event report should capture outcomes of the concert, survey results and learning points for future event reference, and be submitted to SCCC within 14 working days after the end of the concert.
- 3.4 Timesheets or similar documents should be produced at the end of each session to indicate proof of the workers, artistes and other manpower's presence and work at the event. These documents should be submitted to SCCC as part of the final invoice.
- 3.5 Any incident reports must be documented and shared with SCCC immediately.

#### 4. PAYMENT

4.1 Upon commencement of the Contract, payment shall be made as follows:

Instalments	Time Period and Activity	Amount (SGD)
1 <sup>st</sup> Instalment	30 days upon awarding of contract and concert proposal acceptance	20% of accepted tender price
2 <sup>nd</sup> Instalment	3 months before the PROJECT date of 31 Oct 2026	30% of accepted tender
	Following deliverables to be submitted and activities to be conducted:	price
	<ul> <li>To submit confirmed set design/concept, rearrangement and song list;</li> <li>Upon confirmation of artistes' line-up; and</li> <li>To submit the production schedule.</li> </ul>	
	(Note: Non-submission of these three (3) mandatory deliverables are grounds for SCCC to terminate the project without further payment)	
3 <sup>rd</sup> Instalment	4 weeks before the PROJECT date of 31 Oct 2026	20% of accepted tender
	Following deliverables to be submitted/activity to be conducted: - SCCC Internal Preview of PROJECT	price
Final Instalment	30 days after completion of project (including submission of video-on-demand and for delayed broadcast) and receiving Statement of Accounts.	30% of accepted tender price
	Following deliverables to be submitted and activities to be conducted	-

- Successful completion of the PROJECT and achievement of the deliverables; and
   Certified Statement of Accounts Certified Statement of Accounts<sup>1</sup> or Financial Report<sup>2</sup> for PROJECT to be submitted within 30 days of PROJECT completion.
- 4.2 The Contractor shall obtain the prior written approval of SCCC prior to incurring each and every item of cost to carry out any item of Work under the Contract. SCCC shall take into consideration the type and continuity of the Work to be carried out and whether the Work is likely to be able to proceed as scheduled, in determining whether to grant written approval to the Contractor in its sole discretion. SCCC may withhold written approval if, in its sole view, the Work is not likely to proceed or may be delayed.

#### 5. ANNEXES

5.1 Kallang Alive Sport Management Co Pte. Ltd. (KASM)'s Singapore Indoor Stadium Floor Plan is attached in **ANNEX A**.

#### 6. SUBMISSION REQUIREMENTS

6.1 Please refer to the section titled, "**Tender Guidelines**" for details of the submission requirements.

#### 7. OTHER REQUIREMENTS

- 7.1 An itemised quotation is to be provided in the tender submission.
- 7.2 SCCC reserves the right to award the project in parts if required.
- 7.3 SCCC is the sole copyright owner of any works, such as actual performances and videos etc. generated as a result of this project.

#### 8. ENQUIRIES

8.1 For enquiries, please contact:

Name: Alexis Tan

Designation: Assistant Manager/Programmes, SCCC

Office Tel: 6812 7221

Email: alexistan@singaporeccc.org.sg

Name: Sharon Lim

Designation: Assistant Manager/Programmes, SCCC

Office Tel: 6812 7218

<sup>1</sup> Statement of Accounts certified by an accountant registered with the Institute of Singapore Chartered Accountants (ISCA) or equivalent international body.

<sup>&</sup>lt;sup>2</sup> Supporting documents such as receipts should be submitted.

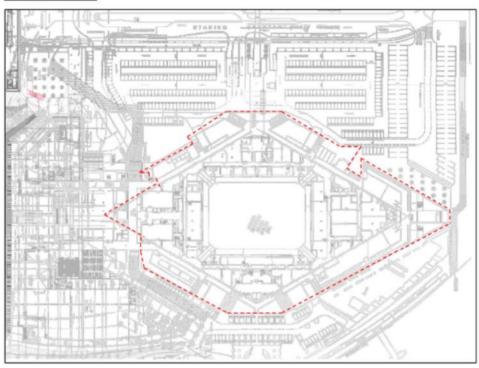
Email: <a href="mailto:sharon.lim@singaporeccc.org.sq">sharon.lim@singaporeccc.org.sq</a>

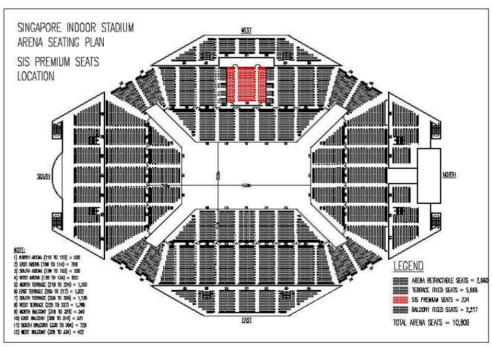
8.2 SCCC reserves the absolute right not to entertain or respond to any query which is deemed inappropriate, improper, illegal, irrelevant, and/or prejudiced towards any Tenderer.

# **ANNEX A - Singapore Indoor Stadium**

The following maps detail per level the areas and rooms within the Venue as part of the Licensed Area as at the date of this Agreement. Any changes to these areas and rooms must be agreed in writing.







TENDERER'S OFFER	ł		FORM A			
To: Singapore Chine			SCCC/PROG/SL2026			
	ard, Singapore 018906	Tender No:	/001			
Name of Tenderer:						
Tenderer Address& Telephone No:						
	(na e of this tender to provide and subject to the Condition	all the works/service	ers) hereby offer and ses as mentioned in the			
open for consideration	oject to the Conditions of Tentrology of for a period of <b>180 days</b> i.e. on <b>26 January 2026</b> .					
	ou are not bound to accept ne right to, and we agree th h Tender Guidelines.					
	mal agreement is executed of any authorised variations greement between us.					
	when requested by SCCC ot exceeding in total		e validity of this offer for			
Our price (herein refer is:	red to as the "Contract Pri	ce") for works/servi	ces to be provided by us			
SGD\$, ex	ccluding prevailing GST, <b>S</b>	GD\$,	including prevailing			
A breakdown of the Schedule attached he	Contract Price for the woreto.	orks/services is giv	en in the Priced			
We further undertake	to give you any further info	rmation which you	may require.			
Dated this	day of	, 2026.				
Tenderer's Company	or Business	Tenderer's officia	I Stamp:			
Registration No: Authorised Signature:		_				
Adinonsed Signature.						
Name:		Telephone/Handp	hone No:Fax:			
Designation:		Email:				
NOTICE: This Form must be duly completed and signed. Any change to its wordings may						
	e to DISQUALIFICATION.					
Designation:		Email:				
	ist be duly completed and s	signed. Any change	to its wordings may			

TENDERER'S PROFILE		FORM B
Company's Name:		
Address:		
Country of Incorporation:		
Year of Establishment:		
Ownership:		
Registration Number with ACRA (State Financial Category)		
GST Registration No.		
Total Paid-up Capital:		
<ul> <li>Please attach a copy of the copy</li></ul>	ce Sheet and P&L Statement	

PRICE SCHEDULE OF TENDERER'S OFFER							FORM C
Item No.	Name/Model of item	Quantity (No. of units) (a)	Tender Quotation Per Unit (including Freight, Delivery and Installation) (b)	Tender Quotation Per Item (a) x (b) = (c)	Discount (d)	Net Tender Quotation (c) – (d) = (e)	Any other Relevant Remarks
			Total Value				

MAJOR PROJECTS COMPLETED BY TENDERER'S COMPANY WITHIN THE LAST 3 YEARS					
Govt Bodies/Stat Boards/Other Clients	Title	Description of Project	Contract Value	Start Date	End Date

CURRENT PROJECTS UNDERTAKEN BY TENDERER'S COMPANY						FORM E
Govt Bodies/Stat Boards/Other Clients	Title	Description of Project	Contract Value	Start Date	End Date	Percentage Completed

PROFILE OF TENDERER'S PROJECT TEAM					FORM F	
(Please complete below and state clearly the qualifications and experience of the staff in your team who would be assigned t if awarded. Please attach their CVs)						
Name and Contact						