



SINGAPORE AQUATICS

INVITATION TO PROPOSE AND TENDER PUBLIC RELATIONS SERVICES FOR SINGAPORE AQUATICS

**CLOSING DATE: 10th September 2025
CLOSING TIME: 5PM**

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1. Introduction

Singapore Aquatics (SAQ) would like to invite proposals and submissions to tender for Public Relations Services for day-to-day public relations counsel and support for the SAQ and management, and for local events organized by SAQ.

SAQ reserves the right to award the contract at their own discretion. The reasons for selection or rejection of a particular vendor will not be disclosed.

The deadline for returning your quote / submission is **5 September 2025**.

This document sets out the information required to assess the suitability of potential vendors in terms of their approach, experience, capability, capacity and financial standing as well as their proposed price for meeting our requirement.

2. About Singapore Aquatics

Established in 1939, Singapore Aquatics is the National Sports Association governing five aquatic disciplines in Singapore: Diving, Swimming, Artistic Swimming, Water Polo, and Open Water Swimming.

We aim to develop aquatic sports from grassroots to high performance, promote water safety, and inspire the nation through world-class events and athlete achievements.

3. Contract Duration

12 months (1st October 2025 to 30 September 2026) with the option, should both parties mutually agree, of a contract extension of (12) months under the terms of this contract – unless extended by mutual agreement of the parties in writing or terminated earlier in accordance with the terms of this agreement

4. Objectives of PR Engagement

The selected PR agency will be expected to:

- a) Drive positive publicity for SAQ and the five aquatic disciplines leading up to the Major Games.
- b) Profile national athletes to inspire the public and encourage support for Team Singapore.
- c) Provide PR and communications support for Singapore Aquatics athletes at major games within the contract period, not limited to:
 - 33rd SEA Games, Bangkok, Thailand (9 – 20 December 2025)
 - Commonwealth Games, Scotland (3 July – 2 August 2026)
 - Asian Games, Nagoya, Japan (19 September – 4 October 2026)

5. Scope of Work & Deliverables

5.1 Strategic Public Relations Counsel

- Provide ongoing strategic communications advice.
- Conceptualise PR angles, storylines, and event strategies.
- Support media engagement for all SAQ events, including launches, press conferences, and fringe activities.

- Advise on sponsorship activation, athlete profiling, and social media engagement strategies.
- Commit to bi-weekly meetings (physical or virtual) with SAQ to review progress, align messaging, and plan upcoming initiatives.
- Develop and maintain a 12-month PR & Communications Calendar (by month) covering planned campaigns, events, major competitions, and key storytelling moments.

5.2 Media Management

- Craft and distribute media invites, press releases, speeches, and key messages.
- Prepare and manage media kits, timelines, RSVPs, accreditation, and on-site operations.
- Coordinate press conferences, athlete interviews, and media handling at events.
- Manage media centre operations at competition venues (e.g., OCBC Aquatic Centre).
- Facilitate local and international media coverage before, during, and after events.
- Deliver post-event PR reports, including media value analysis and clippings.
- Provide PR and media management for Singapore Aquatics athletes participating in:
 - 33rd SEA Games 2025
 - Commonwealth Games 2026
 - Asian Games 2026

5.3 Crisis Communications

- Develop crisis communication frameworks and holding statements.
- Provide rapid-response counsel and handle media queries during crises.
- Recommend mitigation strategies to manage reputational risks.

5.4 Optional Services (Separately Priced)

- Design, layout, and production of SAQ's Annual Report.
- Communications and engagement plan for special projects.

6. Key Performance Indicators (KPIs)

The following Key Performance Indicators (KPIs) will be used to assess the performance of the appointed PR Agency in the delivery of any SAQ Event PR campaign:

- a. Fulfilling the above job scope (i.e. account servicing, efficiency and delivery).
- b. Prepare final post event report with the following:
 - Local and international PR values.
 - Clippings of articles relating to the Event.
 - Successfully engage and get positive publicity in the local media & foreign media, especially through the wire agencies.

7. Qualification Requirements

The PR Agency should have:

- a. All relevant licenses from appropriate government bodies to operate a firm;
- b. Experience and good track records of providing services of this nature to corporate or commercial organizations. A reference list of the more recent customers should be appended for SAQ's reference;
- c. Good framework and strategies to work with SAQ in catering to its events conceptualization, development and execution needs;
- d. The knowledge and expertise (or the ability to obtain the requisite knowledge at its own expense) to service SAQ; and
- e. Ability to provide suitable and timely advice to SAQ on any operations, programming and execution issues.

8. Submission Guidelines

8.1 Evaluating your tender

We will use the following template to evaluate your tender.

Tender Section	Maximum Marks	% of Overall Score
Relevant experience	35	35%
Price	30	30%
Quality of Submission	25	25%
References	10	10%
Total	100	100%

1. Your Experience

Please tell us about your experience. We are interested in hearing about your previous work projects and processes that best match our requirements. Please provide 3 sample projects that are relevant to our requirement.

2. Price

You should provide a monthly retainer fee for the public relations services provided from the appointment to completion of the project. You should break this down and include your assumptions in arriving at this fee.

You should provide an hourly rate for all personnel you envisage being involved in our requirement. You should note that we will only commission work on an hourly rate basis if it is outside the agreed scope of your services and agreed in writing in advance.

You should provide a list of disbursements or other costs that are excluded from your fee as set out above. You should provide indicative costs against these elements wherever possible. Please include any assumptions you have made in arriving at your fee quote.

3. Scope of Service/Proposal

Please provide a brief statement which lists your understanding of the scope of your service for this project. This should include any exclusions or services that would attract an additional cost.

4. References

You should provide references for projects completed within the last 5 years as follow:

Client reference for a recently completed project as per point 1.

You should provide contact details for each referee.

8.2 Submission Format

Please submit your proposal via email to:

Muhammad Hafid

Assistant Director, Marketing, Communications & Partnerships

Email: muhammad.hafid@sqaquatics.org.sg

Mobile: +65 8186 3742

Closing Date: 5 September 2025, 5:00 PM

9. Tender Timeline

Milestone	Date
Tender Submission Deadline	10 September 2025
Vendor Presentations / Interviews (TBC)	12 September 2025
Confirmation of PR Agency	19 September 2025

Milestone	Date
Contract Start Date	1 October 2025

10. Queries

We expect this document to give you all the information you need to complete your tender information. However, if you have clarifications or queries, these can be addressed to:

Muhammad Hafid
Assistant Director, Marketing & Partnerships
Singapore Aquatics
muhammad.hafid@sqaquatics.org.sg
M: 81863742

We cannot accept or answer queries after close of business on 10 September 2025.

11. Confirmation of Participation

To ensure that we are able to manage our quotation efficiently and fairly, we would be grateful if you could confirm your intention to participate in the quotation process as soon as you are able and no later than 5 September 2025.

You should email Muhammad Hafid (Muhammad.hafid@sqaquatics.org.sg) to confirm your intention, the person responsible for your submission and their contact details. We will use this contact information to share any queries or clarification or changes to the tender process.