



## **Tender for PR & Social Media Services to the Singapore Council of Women's Organisations**

### **1. Introduction**

The Singapore Council of Women's Organisations (SCWO) is the national coordinating body of women's organisations in Singapore, dedicated to advancing the ideals of "Equal Space, Equal Voice and Equal Worth" for women in Singapore. Through advocacy, public education, research, partnerships, and direct support services, SCWO works to uplift women across all stages of life and champion issues relating to gender equality, family violence, workplace inclusion, mental well-being, caregiving, and women's leadership.

As SCWO continues to strengthen its role as a leading voice and convener on women's issues in Singapore, strategic communications and digital engagement have become increasingly important in amplifying awareness, shaping public discourse, engaging stakeholders, and building stronger connections with the community, partners, donors, member organisations, policymakers, and the wider public.

SCWO is therefore seeking proposals from qualified agencies or service providers for the provision of Public Relations (PR) and Social Media Services. The appointed agency will support SCWO in enhancing its brand visibility, strengthening media and stakeholder engagement, developing compelling content and campaigns, managing social media platforms, and positioning SCWO as a credible thought leader on issues impacting women and families in Singapore.

This tender document outlines the scope of services, submission requirements, evaluation criteria, and terms and conditions for the engagement. Tenderers are invited to submit proposals that demonstrate strategic communications expertise, strong understanding of the Singapore media and social landscape, experience working with purpose-driven or non-profit organisations, and the ability to deliver integrated and impactful communications outcomes aligned with SCWO's mission and strategic priorities.

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## 2. Instructions to Tenderers

### 2.1. Submission Deadline

Tenders must be submitted by **Wednesday, 1 July 2026 at 5:00 pm.**

An **optional virtual briefing** will be held on **Wednesday, 10 June 2026 at 11:00 am** for the tenderer to raise any queries. The briefing can be accessed at the following:

Meeting Link: <https://teams.microsoft.com/meet/49495883316489?p=trjE3wkFxUVKSNrcBS>

Meeting ID: 494 958 833 164 89

Passcode: sa6nE97G

### 2.2. Submission Address

Tenders should be submitted using the tender box at the following address:

Singapore Council of Women's Organisations  
96 Waterloo Street, Singapore 187967

### 2.3. Contact Persons

Any inquiries should be directed to:

Michelle Elias  
Director, Communications & Partnerships  
[michelle@scwo.org.sg](mailto:michelle@scwo.org.sg)

## 3. Project Overview

### 3.1. Project Title

Provision of PR & Social Media Services to SCWO.

### 3.2. Project Brief

SCWO is seeking the appointment of an agency to provide strategic Public Relations (PR) and Social Media services in support of the organisation's communications objectives and key organisational priorities.

The appointed agency will be required to develop and implement integrated communications strategies and campaigns that support brand visibility, stakeholder engagement, advocacy efforts, and public education initiatives. The scope of work is expected to include media relations, strategic communications counsel, content development, social media management, campaign amplification, media monitoring and reporting, and communications support for key programmes, partnerships, and events.

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The appointed agency is expected to work closely with SCWO's internal team and the ability to respond in a timely and agile manner to emerging issues, campaigns, partnerships, and organisational priorities.

### **3.3. Project Timeline**

The initial contract period shall be for one (1) year, commencing from August 2026 to July 2027.

Subject to satisfactory performance, budget availability, and organisational requirements, SCWO reserves the right to extend the contract on a yearly basis for up to an additional two (2) years, for a total contract period of up to three (3) years.

### **3.4. Tentpole Events**

January: Board Gender Mentorship Programme Graduation

March: International Women's Day & UN Commission on the Status of Women

March: SCWO Gala and Singapore Women's Hall of Fame Induction Ceremony

May: Project Awesome Art Competition Prize Giving Ceremony

September: Summit for Action on Gender Equality (Launch of annual research report)

November: In Her Stride Fundraising Campaign (Commemorating International Day for Elimination of Violence against Women)

Committee on the Elimination of Discrimination against Women (CEDAW)-related engagements

## **4. Service Requirements**

### **4.1. Aims and Objectives**

The appointment of a PR and Social Media agency aims to strengthen SCWO's public visibility, media presence, digital engagement, and strategic communications efforts across traditional and social media platforms.

The primary objectives are to:

- (a) Strengthen SCWO's public profile and brand visibility through sustained and strategic media engagement.
- (b) Increase positive and meaningful media coverage across mainstream, digital, and sector-relevant media platforms.
- (c) Develop and implement integrated PR and social media strategies that support SCWO's campaigns, programmes, partnerships, events, and organisational priorities.

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- (d) Position SCWO and its leadership as credible voices on issues affecting women and families in Singapore through thought leadership, commentary, speaking opportunities, and strategic storytelling.
- (e) Grow and strengthen audience engagement across SCWO's social media platforms through relevant, timely, and impactful content.
- (f) Enhance the quality, consistency, and effectiveness of SCWO's communications, messaging, and digital presence across all public-facing channels.
- (g) Develop clear audience segmentation and tailored messaging approaches for SCWO's key stakeholder groups including member organisations, policymakers, corporates, donors, volunteers, media, and public audiences.
- (h) Strengthen SCWO's overarching storytelling, narrative positioning, and visual identity consistency across all communications platforms and touchpoints.
- (i) Support the development of digital-first and multimedia communications approaches, including video storytelling, executive visibility, and thought leadership positioning.

The secondary objectives are to:

- (a) Build stronger engagement with key stakeholder groups including member organisations, corporates, donors, volunteers, media, and the wider community through strategic communications and digital outreach.
- (b) Support proactive and reactive media engagement, including media monitoring, crisis communications, reputational and issues management, stakeholder communications, and timely communications support where required.
- (c) Identify opportunities to amplify SCWO's advocacy efforts, campaigns, partnerships, and impact stories through media and social media channels.
- (d) Provide strategic counsel and recommendations to improve communications performance, audience reach, and overall public engagement outcomes.

### **4.2. Scope of Services**

SCWO seeks to build a stronger and more cohesive organisational narrative and public identity across all communications platforms and stakeholder touchpoints. The appointed agency is expected to support not only tactical PR and social media execution, but also broader storytelling, brand positioning, visual consistency, and thought leadership efforts aligned with SCWO's mission, advocacy priorities, and long-term organisational strategy.

The appointed agency shall provide integrated Public Relations (PR) and Social Media services to SCWO for the duration of the contract period. The scope of work shall include, but is not limited to, the following:

- (a) Development and implementation of an annual PR and social media strategy aligned with SCWO's communications objectives, organisational priorities, campaigns, programmes, partnerships, and events.
  - i. Proactively identify opportunities around:
    - Fixed annual calendar moments such as IWD and Mother's Day,
    - Policy announcements
    - Breaking news commentary opportunities
    - Relevant national conversations/issues

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### **(b) Audience Segmentation and Messaging Framework**

- Review, refine, and provide strategic recommendations to strengthen SCWO's existing audience segmentation and messaging frameworks where appropriate;
- Support the ongoing development and optimisation of stakeholder audience segmentation approaches across key stakeholder groups including member organisations, policymakers, corporates, donors, volunteers, media, partners, and public audiences;
- Refine and strengthen tailored messaging approaches, communications narratives, and content strategies for different stakeholder audiences across media and digital platforms;
- Ensure alignment and consistency of communications outputs across internal and external channels with SCWO's overarching narrative positioning, messaging pillars, advocacy priorities, and brand strategy;
- Provide messaging guidance and communications recommendations to support consistency and coherence across communications developed by both the appointed agency and SCWO's internal teams where applicable;
- Identify opportunities to strengthen audience resonance, engagement, and communications effectiveness through ongoing analysis of stakeholder engagement, media trends, digital performance, and evolving communications needs.

### **(c) Media relations support, including:**

- Development of media strategies and media outreach plans;
- Distribution of press releases, media pitches, statements, media advisories, key messages, and briefing materials;
- Proactive engagement with Tier 1 media across print, broadcast, online, and trade platforms;
- Coordination of media interviews, media attendance, and media opportunities;
- Maintenance and management of relevant media lists and relationships.

### **(d) Social media management and content support, including:**

- Development of monthly social media content calendars;
- Copywriting and content creation for SCWO's social media platforms;
- Design and development of simple social media graphics and assets;
- Community management and audience engagement support where required;
- Recommendations to improve engagement, reach, and platform performance.
- Development of digital-first storytelling approaches and platform-native content strategies;
- Strategic recommendations for executive visibility and thought leadership content for SCWO leadership and spokespersons;
- Recommendations for multimedia storytelling including short-form video, campaign reels, impact storytelling, and advocacy-led digital content;
- Support for maintaining visual consistency across platforms including branding elements, templates, typography, colour schemes, and visual identity alignment.

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Any third-party media spend, advertising spend, influencer fees, platform boosting costs, or production costs shall be separately quoted and subject to SCWO's approval unless otherwise agreed.

(e) Crisis Communications and Issues Management Support, including:

- Provision of strategic counsel and communications support relating to reputational, stakeholder, media, or public issues where required;
- Support in the development of holding statements, key messages, FAQs, media responses, and stakeholder communications during sensitive or high-profile situations;
- Monitoring of emerging issues, public sentiment, and reputational risks across media and social media platforms;
- Advisory support on communications responses relating to public commentary, organisational issues, partnerships, campaigns, or advocacy-related matters;
- Availability to provide timely support and coordination during crisis or issues management situations where necessary.

(f) Media monitoring and reporting, including:

- Monitoring of media coverage and relevant public discourse;
- Monthly reporting on media coverage, social media performance, audience engagement, and campaign outcomes;
- Provision of insights and recommendations to improve communications effectiveness.

(g) Regular meetings and coordination with SCWO's internal team to review ongoing activities, priorities, campaign plans, and communications performance.

(h) Expected deliverables including:

- Monthly social media content calendars;
- Monthly reporting and analytics reports;
- Distribution of media materials;
- Ongoing media engagement and pitching;
- Content development support;
- Strategic communications counsel;
- Coverage support for key campaigns and events;
- Regular account servicing and coordination meetings.

(i) Responsiveness

Tenderers should demonstrate the ability to respond to urgent or time-sensitive media and communications requests within reasonable turnaround times, including after-hours support where necessary for major issues, reputational matters, campaigns, events, or crisis communications situations.

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## 4.3. Key Performance Indicators (KPIs) and Performance Expectations

The appointed agency will be expected to support SCWO in achieving measurable communications and engagement outcomes across media and social media platforms.

Tenderers are encouraged to propose realistic KPIs, benchmarks, and performance targets as part of their submission. Proposed KPIs may include, but are not limited to, the following:

### (a) Media Relations

- Number and quality of media coverage secured across Tier 1, digital, trade, and community media platforms;
- Share of positive and/or neutral media coverage;
- Number of thought leadership opportunities secured, including interviews, commentary opportunities, speaking engagements, and opinion pieces;
- Growth in media engagement and relationships with relevant journalists and media outlets.
- Priority will be placed on the quality, relevance, and strategic value of media coverage secured, and not solely on volume.

### (b) Social Media

- Growth in followers and subscribers across SCWO's digital platforms;
- Growth in engagement metrics including reach, impressions, engagement rate, shares, comments, and click-through rates;
- Improvement in content performance and audience interaction across platforms;
- Growth in visibility and engagement for key campaigns, initiatives, and events.

### (c) Reporting and Strategic Support

- Timeliness and quality of reporting and strategic recommendations;
- Responsiveness to ongoing communications and media requirements;
- Ability to provide proactive opportunities, ideas, and communications recommendations aligned with SCWO's priorities.
- SCWO reserves the right to review and refine KPIs in consultation with the appointed agency during the onboarding phase and throughout the contract period.

### Indicative Social Media and Subscriber Growth Targets

Channel	Baseline	Year 1	Year 2	Year 3
Facebook	7,500	9,000	10,500	12,000
Instagram	2,600	4,500	7,000	8,500
LinkedIn	5,100	6,000	7,000	8,500
Email*	7,950	9,500	10,500	12,000

\*Email mailing list includes member organisations, partners, volunteers, and subscribers.

These targets are intended as directional benchmarks and may be reviewed in consultation with the appointed agency based on campaign priorities, platform performance, and organisational objectives.

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## **5. Indicative Budget**

**SCWO anticipates that the monthly retainer for this engagement will be in the range of SGD8,000 to SGD10,000. The retainer is expected to include recommendations for paid social media boosting, as well as the simple development of content assets (e.g. basic photography and videography for social media purposes), and excludes optional ad-hoc costs and third-party expenses.**

Tenderers are encouraged to propose a scope and resourcing approach that delivers strong value and aligns with SCWO's communications objectives and priorities.

Tenderers are encouraged to propose:

- a recommended full-service retainer model;
- a lean/core servicing model;
- optional add-on services where applicable.

## **6. Eligibility Criteria**

Tenderers must meet all the eligibility requirements set out below. Failure to meet any criterion will result in the proposal being deemed non-compliant and excluded from further evaluation.

### **6.1. Legal Status and Organisational Capacity**

- (a) Be a legally registered entity (e.g. PR agency, communications consultancy, integrated marketing agency, digital or social media agency, or related communications service provider).
- (b) Have a minimum of five (5) years' experience in providing public relations, strategic communications, media relations, social media management, or integrated communications services.

### **6.2. Relevant Experience**

- (a) Demonstrate prior experience in public relations, media relations, social media management, or integrated communications work for non-profit organisations, social impact organisations, public sector agencies, community organisations, or related sectors.
- (b) Demonstrate experience in the following areas:
  - Strategic communications planning and campaign development;
  - Media relations, media outreach, and press engagement;
  - Social media strategy, content creation, and platform management;
  - Development of communications materials including press releases, speeches, key messages, feature stories, and digital content;
  - Stakeholder and community engagement campaigns;
- (c) Demonstrate experience managing integrated PR and social media campaigns across multiple platforms and audiences.

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- (d) Demonstrate experience working with clients in similar sectors or on projects involving advocacy, public education, community engagement, social impact, or thought leadership initiatives.
- (e) Demonstrate the ability to deliver measurable communications outcomes, including media coverage, audience growth, engagement, and campaign visibility.

### **6.3. Project Team and Resources**

- (a) Appoint a dedicated Project Lead with appropriate professional qualifications and relevant experience in public relations, strategic communications, media relations, social media management, or integrated communications.
- (b) Demonstrate adequate staffing, expertise, and resources to support ongoing PR, media, content, campaign, and social media activities within the stipulated timelines.
- (c) Demonstrate the ability to provide timely and responsive support for media opportunities, campaign activations, events, issues management, and emerging communications needs.
- (d) Demonstrate access to relevant capabilities including media relations, copywriting, content creation, graphic design, photography/videography coordination, social media management, and reporting/analytics.
- (e) Demonstrate the ability to manage multiple communications workstreams and stakeholder engagements concurrently while maintaining quality, consistency, and responsiveness.

### **6.4. Local Contextual Understanding**

- (a) Demonstrate a strong understanding of the Singapore media, social, community, and public policy landscape, particularly in relation to issues affecting women, families, caregiving, mental well-being, workplace inclusion, and social impact.
- (b) Demonstrate familiarity with Singapore's media ecosystem, digital trends, stakeholder environment, and audience behaviours across traditional and social media platforms.
- (c) Demonstrate the ability to develop locally relevant and culturally appropriate communications strategies, campaigns, and content for diverse stakeholder groups in Singapore.
- (d) Demonstrate experience engaging with Singapore-based media, community stakeholders, corporates, public agencies, or non-profit organisations.
- (e) Demonstrate the ability to contextualise regional or global communications trends, campaigns, and thought leadership approaches for relevance within the Singapore context.

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## **7. Evaluation Criteria**

Only proposals that meet all eligibility criteria will be evaluated. Compliant proposals will be assessed based on the following criteria and weightings.

### **7.1. Technical Quality and Strategic Approach (30%)**

#### **7.1.1. PR and Communications Strategy (15%)**

- (a) Appropriateness and strength of the proposed PR and social media strategy in meeting SCWO's communications objectives;
- (b) Clarity, creativity, and feasibility of proposed media, content, and audience engagement approaches;
- (c) Quality and relevance of proposed communications methodologies, campaign approaches, and amplification strategies;
- (d) Demonstrated understanding of SCWO's stakeholder landscape, communications needs, and target audiences.
- (e) Demonstrated ability to develop audience-centric communications strategies and tailored stakeholder messaging frameworks;
- (f) Strength of proposed digital storytelling, multimedia content, executive visibility, and long-term brand positioning approaches;
- (g) Demonstrated understanding of brand governance and visual identity consistency across communications platforms.

#### **7.1.2. Content, Media, and Deliverables (15%)**

- (a) Quality and relevance of proposed content and storytelling approaches across media and social media platforms;
- (b) Ability to deliver impactful and engaging communications materials including media releases, social media content, thought leadership materials, and campaign assets;
- (c) Strength of proposed media engagement and audience growth strategies;
- (d) Quality, clarity, and relevance of reporting, analytics, and performance measurement approaches.

7.1.3. Shortlisted tenderers may be required to conduct a presentation to SCWO on the proposed PR and social media strategy, implementation approach, and campaign recommendations.

### **7.2. Relevant Experience and Track Record (25%)**

- (a) The tenderer's experience in providing PR, media relations, social media management, or integrated communications services for similar organisations or projects;

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- (b) Experience working with non-profit organisations, social impact organisations, community initiatives, public sector agencies, or advocacy-related campaigns;
- (c) Quality, relevance, and outcomes of previous campaigns and communications assignments, including demonstrated media coverage, audience engagement, and campaign impact.

### **7.3. Price and Value for Money (25%)**

- (a) Overall cost-effectiveness of the proposal in relation to the scope and complexity of the work;
- (b) Clarity and justification of the proposed cost breakdown;
- (c) Efficient allocation of resources while maintaining quality, responsiveness, and service standards.

### **7.4. Project Management and Implementation Plan (20%)**

- (a) Realism and coherence of the proposed project timeline and work plan;
- (b) Clarity of deliverables, reporting arrangements, and account management structure;
- (c) Adequacy of project governance, workflow processes, and quality assurance mechanisms;
- (d) Responsiveness and ability to support ongoing communications, media, and social media requirements in a timely manner.
- (e) Demonstrated experience and capability in crisis communications, reputational management, and issues response support.

## **8. Submission Requirements**

### **8.1. Submission Checklist**

Tenderers shall submit the following information or documents as part of the tender proposal:

1. Company profile
2. Company's track records and testimonials
  - a. Sample campaign case studies
  - b. Portfolio of relevant creative, PR, and social media work
3. Project team profile(s)
4. Proposed team structure, including roles, seniority, estimated level of involvement, and primary point(s) of contact
5. Project proposal and project timeline
  - a. Sample reporting format
  - b. Proposed KPIs and measurement framework
6. Price Schedule [Template in Annex B]
7. ACRA Registration
8. Conflict of Interest Disclosure and Acceptance of Terms Statement [Annex A]

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## 8.2. Mode of Submission

- (a) Tenders should be submitted using the tender box at the following address:

Singapore Council of Women's Organisations  
96 Waterloo Street, Singapore 187967

An identical set of soft copy tender documents should be emailed to [scwo@scwo.org.sg](mailto:scwo@scwo.org.sg).

- (b) The Tender Offer is to be put in a sealed envelope. On the back of the envelope should state:
- Project Title - *Tender for PR & Social Media Services to the Singapore Council of Women's Organisations*;
  - the closing date and time of the tender - *Wednesday, 1 July 2026, 5:00 pm*;
  - the name and address of the tenderer.

- (c) All documents and materials must be submitted into the Tender Box at the same time.
- (d) It will be the responsibility of the tenderer to ensure delivery into the Tender Box. Every effort will, however, be made by SCWO to ensure that Tender Offers received through the post are promptly conveyed into the Tender Box but SCWO bears no liability therefor. Any Tender Offer delivered into the Tender Box after the closing time on the closing date will **NOT** be considered. Postage must be pre-paid on all Tender Offers sent through the post.
- (e) The Tender Offer must include an address where, in the event that any notice request, waiver, consent or approval required to be sent can be directed to.

SCWO reserves the right to reject Tender Offers not submitted in accordance with the mode(s) of submission specified.

## 9. Terms and Conditions

### 9.1. Confidentiality

#### 9.1.1. Confidential Information

- (a) Definition: Confidential Information includes all information disclosed by SCWO either directly or indirectly, in writing, orally, or by inspection of tangible objects, that is designated as "Confidential," "Proprietary," or some similar designation.

#### 9.1.2. Obligations of the Tenderer

- (a) Non-Disclosure: The tenderer agrees not to disclose any Confidential Information to third parties without the prior written consent of SCWO.

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- (b) Use of Information: Confidential Information shall only be used for the purpose of preparing and submitting a tender proposal and for no other purpose.
- (c) Protection of Information: The tenderer must take all reasonable measures to protect the confidentiality of the Confidential Information, using the same degree of care that it uses to protect its own confidential information, but in no event less than a reasonable degree of care.
- (d) Limitation on Disclosures: The tenderer may disclose Confidential Information only to its employees, consultants, or subcontractors on a need-to-know basis, provided that such individuals are bound by confidentiality obligations at least as protective as those set forth in these terms and conditions.

### **9.1.3. Exclusions from Confidentiality**

- (a) Public Domain: Information that is or becomes publicly available without breach of any obligation of confidentiality.
- (b) Rightful Possession: Information that was already in the possession of the tenderer without obligation of confidentiality prior to disclosure.
- (c) Independently Developed: Information that was independently developed by the tenderer without use of or reference to the SCWO's Confidential Information.
- (d) Legal Requirement: Information that is required to be disclosed by law, provided that the tenderer gives SCWO prompt notice of such requirement and cooperates with the SCWO's efforts to obtain a protective order or other remedy.

### **9.1.4. Return or Destruction of Information**

- (a) Upon completion of the tendering process or at SCWO's request, the appointed tenderer shall promptly return all Confidential Information.

### **9.1.5. Breach of Confidentiality**

- (a) Notification: The appointed tenderer must immediately notify the SCWO of any unauthorised use or disclosure of Confidential Information.
- (b) Remedies: SCWO shall be entitled to seek injunctive relief and any other remedies available at law or in equity in the event of a breach or threatened breach of these confidentiality obligations.

## **9.2. Duration**

- (a) The confidentiality obligations shall survive the completion of the tendering process and shall continue until the earlier of: (i) such time as all Confidential Information SCWO disclosed under this agreement becomes publicly known and is made generally available through no action or inaction of the tenderer or (ii) [99] years from the date of disclosure. However, to the extent that the tenderer has disclosed information to SCWO that constitutes a trade secret under law, the tenderer shall protect that trade secret for as long as the information qualifies as a trade secret.

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## 9.3. Intellectual Property

- (a) All content, creative assets, reports, designs, photographs, videos, social media materials, and communications materials produced under this engagement shall remain the property of SCWO unless otherwise agreed in writing.
- (b) All social media accounts, advertising accounts, creative assets, content libraries, passwords, data, and analytics generated or managed during the engagement shall remain the property of SCWO.

## 9.4. Miscellaneous

- (a) Entire Agreement: These terms and conditions constitute the entire agreement between the parties with respect to the confidentiality of the tendering process and supersede all prior agreements and understandings.

## 9.5. Conflict of Interest

Please find the Conflict of Interest Disclosure section in **Annex A**.

### 9.5.1. Declaration of Conflicts of Interest

- (a) Obligation to Disclose: The tenderer must disclose any actual, potential, or perceived conflicts of interest that may affect their ability to perform the services outlined in the tender.
- (b) Definition of Conflict of Interest: A conflict of interest includes any situation where the tenderer's personal interests, relationships, or financial interests could influence, or appear to influence, their ability to act in the best interests of the organisation.
- (c) Disclosure Form: The tenderer must complete and submit a Conflict of Interest Disclosure Form as part of their tender submission. This form must detail any relationships, transactions, or circumstances that may constitute a conflict of interest.
- (d) Ongoing Obligation: The tenderer has an ongoing obligation to disclose any conflicts of interest that arise after the submission of the tender and during the term of any resulting contract.

### 9.5.2. Evaluation and Mitigation

- (a) SCWO's Rights: SCWO reserves the right to assess and determine the significance of any disclosed conflicts of interest and to take appropriate measures to mitigate or eliminate such conflicts. This may include disqualifying a tenderer from the tendering process.
- (b) Cooperation: The tenderer agrees to cooperate fully with SCWO in addressing any conflict-of-interest issues and to comply with any requirements or conditions imposed by the organisation to manage or mitigate conflicts of interest.

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## **9.6. Acceptance of Terms**

Please find the Acceptance of Terms section in **Annex A**.

### **9.6.1. Acknowledgement and Acceptance**

- (a) **Review of Terms:** By submitting a tender, the tenderer acknowledges that they have read, understood, and agree to be bound by all terms and conditions set forth in the tender documents.
- (b) **Confirmation of Acceptance:** By signing the Terms Statement in their tender submission, confirms the tenderer's acceptance of the terms and conditions. This statement should be signed by an authorised representative of the tenderer.

### **9.6.2. Binding Agreement**

- (a) **Legal Obligation:** The submission of a tender constitutes a legally binding offer by the tenderer to provide the services described in the tender documents in accordance with the terms and conditions specified therein.
- (b) **Acceptance by SCWO:** SCWO's acceptance of the tenderer's proposal, as evidenced by a written notification or the execution of a contract, will create a binding agreement between the organisation and the tenderer.

### **9.6.3. Non-Acceptance Consequence**

- (a) **Rejection of Tender:** Failure to accept the terms and conditions of the tender documents may result in the rejection of the tenderer's submission.
- (b) **Compliance Confirmation:** SCWO reserves the right to request additional information or documentation from the tenderer to verify their acceptance of the terms and conditions.

## **10. Contract Details**

### **10.1. Contract Type**

Fixed-price contract

### **10.2. Payment Terms**

Payment shall be based on a monthly retainer fee and will be made on a monthly basis, subject to the satisfactory delivery of agreed services, deliverables, and reporting requirements for the corresponding month.

The appointed agency shall submit a monthly invoice together with a summary of work completed, deliverables achieved, media coverage, social media performance, and ongoing activities undertaken during the billing period.

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## **10.3. Duration of Contract**

The contract shall be for an initial period of one (1) year commencing from June 2026 to May 2027.

Subject to satisfactory performance, budget availability, and organisational requirements, SCWO reserves the right to extend the contract on a yearly basis for up to an additional two (2) years, for a maximum total contract duration of three (3) years.

## **10.4. Termination**

SCWO reserves the right to terminate the engagement in the event of unsatisfactory performance, material breach of obligations, misconduct, breach of confidentiality, reputational concerns, or any other circumstances deemed to materially affect the successful delivery of services under the engagement.

The appointed agency may also request termination of the engagement subject to written notice and completion of any outstanding agreed deliverables where applicable.

The final terms and conditions relating to the engagement, including without limitation performance expectations, service standards, remedies, notice requirements, termination provisions, confidentiality obligations, and other contractual matters, shall be subject to the formal appointment or engagement contract to be entered into between SCWO and the appointed agency.

## **10.5. Transition and Handover**

Upon completion or termination of the contract, the appointed agency shall provide a complete handover of all materials, assets, reports, media lists, passwords, content calendars, and ongoing workstreams to SCWO or its appointed representative.

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**11. Annex A - Conflict of Interest Disclosure and Acceptance of  
Terms Statement**

**Conflict of Interest Disclosure**

I, \_\_\_\_\_ on behalf of \_\_\_\_\_,  
[Name of Person in Charge] [Company Name]

hereby declare that, to the best of my knowledge and belief, we have no actual, potential, or perceived conflicts of interest in connection with our submission for the **Provision of PR & Social Media Services at SCWO**. If any conflict of interest arises during the term of the contract, I will promptly disclose it to SCWO.

**Acceptance of Terms**

I, confirm that we have read, understood, and agree to be bound by all terms and conditions outlined in the tender documents for the **Provision of PR & Social Media Services at SCWO**.

Company Name	Company Stamp
Name of Person in Charge	Signature of Person in Charge
Date	

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**12. Annex B – Price Schedule Template**

**Summary of Total Costs**

<b>Item</b>	<b>Description</b>	<b>Monthly Cost</b>	<b>Annual Cost</b>
A	Account Management		
B	PR & Media Relations		
C	Social Media Management		
D	Content Development (including basic photography and videography for social media purposes)		
E	Reporting & Analytics		
F	Paid Social Media Boosting		
G	GST (9%)		
<b>Total Tender Price</b>			

**Optional Costs**

<b>Item</b>	<b>Unit Cost</b>	<b>Total Cost</b>
(please list accordingly)		
<b>Subtotal</b>		