

Home Nursing Foundation
Invitation to Quote for Tour de Care 2024 – Media & Publicity

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|------------------------|---|
| Event Name | Tour de Care |
| Event Objective | The event aims to raise awareness and \$450,000 towards HNF and patients who require quality care and all-round support in our community. |
| Registration | 1 December 2023 to 23 March 2024 |
| Event Period | 24 February to 23 March 2024 |
| Target Audience | Avid Cyclists, Fundraisers, Families |
| Objective | To increase awareness of TDC and achieve 1,000 participants for the physical event |

Notes:

1. Home Nursing Foundation (HNF) does not bind itself to accept the lowest or any Offers and is not under any obligation to inform any Vendors of the reasons for non-acceptance of an Offer.
2. Companies can bid for this project in part or in full.
3. HNF reserves the right to award the proposal in parts or in full.
4. HNF has the ownership of all project documents and is not liable for the cost incurred in the preparation of proposal and submission.

Event Summary

The first Tour de Care (TDC) took place in 2022 and garnered over 600 participants. The event, aimed at raising funds for patients in need, provided cyclists with an opportunity to form teams and cycle at their convenience while contributing to a meaningful cause.

TDC was introduced virtually, allowing participants to engage in the event from anywhere despite the pandemic. The event's website, <https://hnftourdecare.togoparts.com/>, served as the central hub for information, registration, and updates throughout the event. For this edition, TDC will take on a hybrid format. In addition to the virtual component, there will be a physical event on 24th February 2024 – targeting 1,000 participants – providing an opportunity for supporters, families, friends, and cycling communities to come together.

1. Scope of Work

Strategy Development

- Work closely with the event organising committee to develop a comprehensive PR strategy that aligns with the event's objectives and drives participation.
- Identify target media outlets, influencers, avid cyclists and other relevant channels to showcase the event and drive engagement.
- Attend Work in Progress (WIP) meetings with HNF and other partners involved in the running of the campaign when necessary.
- Provide a post-event report to assess the overall success of PR efforts and provide valuable insights (such as analytics, engagement metrics, ROI etc).

Media & Publicity Relations

- Draft press releases, media advisories, and other communication materials to effectively promote the event.
- Pitch stories and secure media coverage, including print, online, TV, and radio platforms.
- Conceptualise and execute a launch event on 17 & 18 Feb 2023 - in conjunction with Race Pack Collection - that aligns with HNF branding and resonates with the cycling community.
 - Propose overall event concept and programme to increase awareness of HNF, boost the participation rate of Tour de Care, and generate excitement among participants.
 - Work in consultation with appointed partners such as venue owner (shopping mall) and event management company to plan and execute the event.

Social Media Management

- Develop and execute a social media strategy to enhance the event's online presence.
- Monitor and manage social media channels, responding to inquiries, engaging with participants/followers, and providing event updates.
- Create and schedule posts, leveraging relevant hashtags and engaging visuals.
- Provide biweekly social media reports to track PR initiatives and adjust strategies as necessary.

2. Timeline

| Tasks/ Months | SEP | OCT | NOV | DEC | JAN | FEB | MAR |
|---|-----|-----|-----|-----|-----|-----|-----|
| Appoint Vendor | | | | | | | |
| Conceptualise PR Strategy with HNF team | | | | | | | |
| Content Creation | | | | | | | |
| Finalising Content & Planned Activities | | | | | | | |
| Publicity | | | | | | | |
| Registration | | | | | | | |
| Event Period | | | | | | | |

3. Submission Requirement

- Kindly submit your proposal and quotation to fundraising@hnf.org.sg by 15 September 2023, 10:00am.
- The proposal should include the following documents:
 - Brief information on company portfolio and track records.
 - Information of the core project team members including profile, experience, roles, and responsibilities. Prior experience in supporting media and publicity aspects of large-scale sporting fundraising events would be an added advantage.
 - Overall proposal which presents a PR strategy that aligns with the event's objectives and drives participation.
 - Detailed proposal outlining the launch event concept, event flow, proposed venue(s), and any unique attractions or activities to engage attendees.
 - Detailed implementation timeline (e.g. a Gantt chart) and project plan
 - Full breakdown of fees according to cost schedule (refer to Annex B) provided in accordance with the scope of work.
 - All other supporting documents of similar past events of similar nature.
 - All optional items will help meet the event's objective.
- Vendors may wish to provide proposals and cost breakdowns for optional items (outside base costs) that will help the event meet its objectives. HNF will indicate in writing should we procure any of the proposed optional services indicated in the proposal, should the need arise.
- Vendors are requested to submit a proposal based on the requirements above with a completed cost schedule and payment milestones. Vendors who are offering a discount on products and services are requested to indicate the amount/services in cost schedule.

ANNEX A: Vendor Evaluation Criteria

| Factor | Reasoning | Weightage |
|--|---|------------------|
| Price Competitiveness | Price quoted for the services required | 30% |
| Quality and Suitability of Proposed PR Strategy | Able to understand the project brief and propose appropriate PR strategy to help achieve event objectives | 40% |
| Portfolio with Relevant Experience | Vendors with experience in managing the media and publicity aspects of fundraising or sports events | 20% |
| Service Quality & Reliability | Ability to provide timely support HNF team's enquiries | 10% |
| | | 100% |

ANNEX B: Cost Schedule

| No. | Item | Description | Quantity | Cost | Remarks |
|-------------------------------|---|---|----------|------|---------|
| Mandatory Requirements | | | | | |
| 1 | Strategy Development | <ul style="list-style-type: none"> Assign staff to oversee media and publicity aspects for the event Develop a comprehensive PR strategy that aligns with the event's objectives and drives participation | | | |
| 2 | Media & Publicity Relations | <ul style="list-style-type: none"> Draft press releases, media advisories, and other communication materials to effectively promote the event Pitch stories and secure media coverage, including print, online, TV, and radio platforms To capture images and videos of the physical event | | | |
| 3 | | <ul style="list-style-type: none"> Conceptualise and execute a launch event that will drive participation rate and engage attendees meaningfully | | | |
| 4 | Social Media Management | <ul style="list-style-type: none"> Develop and execute a social media strategy to enhance the event's online presence Monitor and manage social media channels related to the event | | | |
| Total Cost | | | | | |
| Optional Requirements | | | | | |
| 5 | Venue & Logistics Cost for launch event on 17 & 18 Feb 2023 | <ul style="list-style-type: none"> Arrange for logistical requirements for physical event setup and liaise with venue owners and necessary third-party vendors | | | |
| | | <ul style="list-style-type: none"> Logistics required for physical event which includes but not limited to stage, backdrop, signages, booths, AV system etc (to indicate quantity, size and proposed placement) | | | |
| | | <ul style="list-style-type: none"> Manpower to run the event | | | |
| Total Cost | | | | | |