

Home Nursing Foundation
Request for Proposal for Tour de Care 2026 – Media & Publicity

Quotation ID	HNF/2025/02
Date of Open Proposal	12 June 2025
Description	Request for Proposal – Tour De Care 2026
Closing Date and Time	25 June 2025, 10:00am
Submission	Kindly submit via email to fundraising@hnf.org.sg
Contact Persons	1. Soh Xin Hui (Tel: 9738 1002 Email: xinhui.soh@hnf.org.sg) 2. Loi San San (Tel: 8322 2614 Email: sansan.loi@hnf.org.sg)

Event Name	Tour de Care 2026
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 January to 28 February 2026
Event Period	Virtual Event: 1 to 31 March 2026
	Physical Event: 21 March 2026
Publicity Period	1 Jan to 31 March 2026
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 parts 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.

1. Event Summary

The first Tour de Care (TDC) took place in 2022, and we have since held two successful editions, attracting over 1,280 participants. Designed to raise funds for patients who need end of life care, the event offers cyclists the flexibility to form teams and ride at their own convenience, while supporting a meaningful cause.

The campaign's website, <https://hnftourdecare.togoparts.com/> served as the central hub for information, registration and updates throughout the campaign. TDC will take on a hybrid format, the virtual campaign will take place from 1-31 Mar 2026. On 21 March 2026, 1,000 participants can participate in the physical event at 100 Plus Promenade – providing an opportunity for supporters, families, friends, and cycling communities to come together.

2. Scope of Work

2.1. Strategy Development

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

2.2 Media & Publicity Relations

- 2.2.1 Draft press releases, media advisories, and other communication materials to effectively promote the event.
- 2.2.2 Pitch stories and secure media coverage, including print, online, TV, and radio platforms.
- 2.2.3 Publicise Tour De Care (21 March 2026) and Race Pack Collection (7 & 8 March 2026) that aligns with HNF branding and resonates with the cycling community.
- 2.2.4 Propose overall event concept and programme to increase awareness of HNF, boost the participation rate of Tour de Care, and generate excitement among participants.
- 2.2.5 Work in consultation with appointed partners such as venue owner (shopping mall) and event management company to plan and execute the event.

2.3 Social Media Management

- 2.3.1 Develop and execute a social media strategy to enhance the event's online presence.
- 2.3.2 Monitor and manage social media channels, responding to inquiries, engaging with participants/ followers, and providing event updates.
- 2.3.3 Create and schedule posts, leveraging relevant hashtags and engaging visuals.

- 2.3.4 Provide biweekly social media reports to track PR initiatives and adjust strategies as necessary.

3. Timeline

Tasks/ Months	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Appoint Vendor										
Conceptualise PR Strategy with HNF team										
Content Creation										
Finalising Content & Planned Activities										
Publicity										
Media & Publicity Relations (Refer to Annex B)										
Registration										
Event Period										

4. Submission Requirement

4.1 Kindly submit your proposal and quotation to fundraising@hnf.org.sg by 25 June 2025, 10:00am.

4.2 The proposal should include the following documents:

- 4.2.1 Brief information on company portfolio and track records.
- 4.2.2 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.
- 4.2.3 Overall proposal which presents a PR strategy that aligns with the event's objectives and drives participation.
- 4.2.4 Detailed proposal outlining the launch event concept, event flow, proposed venue(s), and any unique attractions or activities to engage attendees.
- 4.2.5 Detailed implementation timeline (e.g. a Gantt chart) and project plan
- 4.2.6 Full breakdown of fees according to cost schedule (refer to Annex B) provided in accordance with the scope of work.
- 4.2.7 All other supporting documents of similar past events of similar nature.
- 4.2.8 All optional items will help meet the event's objective.

4.3 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.

4.4 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	Deliverables	Cost	Outcome	Remarks
Mandatory Requirements						
1	Strategy Development	<ul style="list-style-type: none"> Assign staff to oversee media and publicity 	<ul style="list-style-type: none"> At least 1 dedicated project lead 			<ul style="list-style-type: none"> Profile of project lead
		<ul style="list-style-type: none"> Develop a comprehensive PR strategy that aligns with the event's objectives and drives participation 				<ul style="list-style-type: none"> PR Strategy to include media target list, key messages, risk mitigation Submission of detailed workplan (i.e milestones, timeline etc.)
2	Media & Publicity Relations	<ul style="list-style-type: none"> Draft press releases, media advisories, and other communication materials to effectively promote Tour De Care & Race Pack Collection 			<ul style="list-style-type: none"> Achieve a target media reach of at least *1,060,000 cumulative impressions Attain a minimum PR value of \$200,000 Reach a total of 1,000 event participants Track and report the number of sign-ups and actual participants Provide bi-monthly updates on sign-up numbers, along with strategies to drive further participation 	Include timeline for distribution and confirmation of placements * Agencies may counter propose impact figure as long as it produces 1,000 sign-ups.
		<ul style="list-style-type: none"> Pitch stories and secure media coverage, including print, online, TV, and radio platforms 	<ul style="list-style-type: none"> Minimum of 15 media placements (print, online, radio, TV) 			

		<ul style="list-style-type: none"> To capture images and videos of the physical event 	<ul style="list-style-type: none"> Min. 50 high-res photos 2 edited highlight videos (1 min and 3 min versions) 			
3	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 			<p>*To achieve:</p> <ul style="list-style-type: none"> 1,000 sign-ups Min. 440,000 total impressions (views) Min. 20,000 clicks across platforms Min. 1.9M reach across platforms Min. 5,700 shares Min. 1,900 comments 	<p>Platforms: Facebook, Instagram, LinkedIn. Analytics report required within 2 weeks post-event</p> <p>*Based on HNF's social media data, we have:</p> <p>50,000 views 220,000 reach 2,300 clicks</p> <p>Using these statistics as a benchmark, we derived conservative estimates required to achieve 1,000 sign-ups.</p> <p>Agencies may counter propose impact figures as long as it produces 1,000 sign-ups.</p>
Total Cost						