



KIDSTART SINGAPORE LTD
UEN No: 202027544G

29 November 2024

REQUEST FOR PROPOSAL FOR KIDSTART MARKETING AND COMMUNICATIONS SERVICES FOR KIDSTART

TENDER REFERENCE NO.: KSL/ITT/2024/006

- 1 KIDSTART SINGAPORE LTD. (“KSL”) invites you to submit a proposal for Marketing and Communications Services. The details of the Services required are set out in the Requirement Specifications. For avoidance of doubt, KSL reserves the right to change the start date for the provision of these services as KSL may determine from time to time at its sole discretion.
- 2 This Request for Proposal (“RFP”) comprises the following tender documents:
 - a) Covering Letter with the following prescribed forms attached:
 - i. Form of Tender (Annex A)
 - ii. Form on Undertaking to Safeguard Official Information (Annex B)
 - b) Part 1 : Requirement Specifications with the following prescribed forms attached:
 - i. Statement of Compliance (Annex C)
 - ii. Document Submission Listing (Annex D)
 - iii. Track Record of Company (Annex E)
 - c) Part 2 : Instructions to Tenderers
 - d) Part 3 : Conditions of Contract
 - e) Part 4 : Evaluation Criteria
 - f) Part 5 : Price Schedule
- 3 The Tenderer’s submission shall include all items stated in the Document Submission Listing (Annex D).
- 4 The RFP will close on **Friday, 20 December 2024 at 12.00 p.m. sharp Singapore time** (“Closing Deadline”). For the avoidance of doubt, KSL reserves the right to extend the Closing Deadline to such later date(s)/time(s) as KSL may determine from time to time at its sole discretion.
- 5 The validity period for this RFP is **three (3) weeks** from **Friday, 29 November 2024 (exclusive of this date)**.

- 6 This is a fully electronic tender. All tender submissions shall be submitted to Ms Samantha Chow at samantha.chow@kidstart.sg and Ms Jamie Tay at jamie.tay@kidstart.sg with the subject <Proposal for Marketing and Communications Services for KidSTART SG FY25>
- 7 Any proposal which is submitted after the Closing Deadline will not be accepted.
- 8 All information in the RFP is not to be communicated, either directly or indirectly, to the press or to any person not authorized to receive it. Your attention is drawn to the *Official Secrets Act* (Cap. 213) which relates to the safeguarding of official information.

Yours faithfully

Norshima Aziz
Director, Communications & Engagement
KIDSTART SINGAPORE LTD.

FORM OF TENDER

To:
KIDSTART SINGAPORE LTD

Name(s) of Tenderer(s):

Address:

TENDER NO: KSL/ITT/2024/006

- 1 We offer and undertake on your acceptance of this Tender Offer to supply Services as specified in the Requirements Specifications in accordance with the Instructions to Tenderer in your Request for Proposal and the terms and conditions as agreed upon between you and us.
- 2 Our Tender Offer may include qualifications or variations permitted under the Instructions to Tenderers.
- 3 Where required by you, we shall execute a formal agreement in the appropriate form incorporating the terms and conditions as agreed upon between you and us. Until the said formal agreement is executed, this Tender Offer together with your written acceptance, shall constitute a binding agreement between us.
- 4 OUR OFFER IS VALID FOR **90 CALENDAR DAYS** FROM THE CLOSING DEADLINE OF THIS RFP.
- 5 Our price (herein referred to as “the Contract Price”) for the Services to be provided by us comprise the following:
 - (i) Total Price at a sum of S\$ _____ (exclusive of GST).
- 6 The breakdown of our quotation is as indicated in the price schedule attached hereto.
- 7 We further undertake to give you any further information which you may require.
- 8 We warrant, represent and declare that we have the power to enter into, perform and deliver, and have taken all necessary action to authorise our entry into, performance and delivery of, the binding agreement upon your written acceptance of our Tender Offer.

UNDERTAKING TO SAFEGUARD OFFICIAL INFORMATION

TENDER REFERENCE NO.: KSL/ITT/2024/006

To: KIDSTART SINGAPORE LTD.

- 1 My attention has been drawn to the Official Secrets Act (Chapter 213, Revised Edition 2012) and in particular to section 5 thereof which relates to the safeguarding of official information.
- 2 I understand and agree that all official information acquired by me in the course of my work and consultancy with KIDSTART SINGAPORE LTD is strictly confidential in nature and undertake not to publish or communicate such information to any unauthorised person in any form at any time.
- 3 I shall ensure that any other person who is authorised by me to have access to any official information shall similarly sign an undertaking to safeguard official information.
- 4 I undertake to return any document received from KIDSTART SINGAPORE LTD, any other copies made or reproduced from such document or part thereof whenever required by KIDSTART SINGAPORE LTD.
- 5 I further understand and agree that any breach or neglect of this undertaking may render me liable to prosecution under the Official Secrets Act or civil proceedings.

..... (Signature) Full name in BLOCKS and NRIC)
..... (Designation) Name of Company)
..... (Date)	
..... (Signature of WITNESS) Full name in BLOCKS)
..... (Designation) Name of Company)

REQUIREMENT SPECIFICATIONS

Background

1. KidSTART Singapore Ltd (KSL) is issuing this Request for Proposal (“RFP”) to appoint a suitable Marketing and Communications company (“Tenderer”) / companies (“Tenderers”) to provide communications and marketing services. For the avoidance of doubt, KSL reserves the right to change the commencement date for the services to such other date as KSL may determine from time to time at its sole discretion. For purposes of this RFP, the expression “Contractor” shall (where applicable) refer to the successful Tenderer whose tender offer has been accepted by KSL.

Proposal brief document is found separately [here](#).

2. The Tenderer may apply for a segment of the Scope of Works only (e.g. Publicity Relations Marketing). However, the Tenderer shall be required to submit its Tender Offer for the entire Scope of Works that will **indicate the parts to be conducted** by the Tenderer and its partner agencies or other organisations in the form of a consortium (see below).

Tenders submitted by Consortiums

(i) In this RFP, "**Consortium**" means an unincorporated joint venture through the medium of a consortium or a partnership.

(ii) The following provisions shall apply if a Tender is submitted by a Consortium:

(a) Each member of the Consortium shall be a business organisation duly organised, existing and registered under the laws of its country of domicile.

(b) No Consortium shall include a member who has been debarred from public sector contracts.

(c) After the submission of the Tender, any introduction of, or changes to, Consortium membership must be approved in writing by KSL.

(d) In addition to the items stated in the Document Submission Listing (Annex D), the following documents and information must also be submitted to KSL as part of the Consortium’s Tender:

(i) a certified copy of the consortium or partnership agreement, signed by all members of the Consortium;

(ii) the Tender is to be submitted by a member of the Consortium (the "**Lead Member**"). Documentary proof must be provided to show that the Lead Member is authorised by all members of the Consortium to submit, sign the Form of Tender and the Schedule of Tenderer’s Particulars, receive instruction, give any information, accept any contract and act for and on behalf of all the members of the Consortium. The documentary proof could be in the form of:

(1) relevant provision(s) in the certified copy of the consortium or partnership agreement; or

(2) certified copies of powers of attorney from each member of the Consortium;

(iii) such information with respect to:

(1) the legal relationship among the members of the Consortium;

(2) the role and responsibility of each member of the Consortium; and

(3) the address of the Consortium to which KSL may send any notice, request, clarification or correspondence.

Scope of Works

2.1 Propose and execute a publicity and marketing plan (organic, earned and paid) to drive awareness of the importance of children's early years, and to KidSTART Singapore as a nonprofit organisation supporting families with young children and the Growing Together with KidSTART initiative. This includes but not limited to:

- 5th Year Anniversary plan
 - Expansion on the existing campaign that was launched in 2024, *Our Support Today, Their Better Tomorrow*
 - 5th Year Anniversary Video
 - Develop an emblem for KidSTART Singapore 5th Year Anniversary to be used in collaterals, posts and events
 - Other creative plans to amplify KidSTART's work and mission
 - Design special 5th Year Anniversary collaterals
- Coordinate and execute existing Business As Usual Communication plans detailed in clause 2.4 to 2.6.
- Manage and source for external agencies which may arise as part of the campaign/initiative/overall comms plans. eg. Liaising with talent agency and video production house.
- To facilitate third party costs if needed

2.2 To ensure good measurement of efforts, impact and KPIs by provision of monthly reports on web traffic, social platforms followers and PR coverages. Reports should comprise of both qualitative and quantitative analysis and recommendations.

2.3 Conduct frequent market research, to update and inform client of media landscape changes and shifts. Including but not limited to, algorithms of social media platforms.

2.4 Publicity Relations Marketing.

2.4.1 Media & Influencer/KOL relations: Build contact lists, host media engagements and cultivate advocates. Identify, manage contracts and

fulfilment of influencer scope of work. Secure regular coverage from media pitching, answer media enquiries and facilitating interviews.

- 2.4.2 PR Strategic counsel: Provide PR strategic counsel and propose crisis management plans if need arises.
- 2.4.3 Communication Campaigns, Initiatives, Announcements & KidSTART Partner Events: Develop and execute measurable communication campaigns & support the publicity of KidSTART partner events/initiatives that help deliver and amplify organisation's objectives. Propose KPIs and report results through a post-event report.
- 2.4.4 Media Materials Development: Develop press materials (event / key announcements, media advisories, factsheets, FAQs, backgrounders, fun fact etc when needed).
- 2.4.5 Onsite management & support: Provide support for media RSVP & registration, facilitate and support media engagements at events and at media engagements.
- 2.4.6 Media pitching: Develop relevant story banks & pitch to media / influencers for regular features and commentaries.

2.5 Social Media Marketing.

- 2.5.1 Social Media counsel: Provide counsel to Social Media strategy developed.
- 2.5.2 Content planning, development & coordination: Support the planning, content creation (eg: static, video, reels, GIF, animation, polls) and scheduling of 3-4 social media posts per week, stories and on-site event coverages when needed.
- 2.5.3 Social Listening and Analytics: Propose social listening and analytic tools for use, incorporate findings to inform social media strategies

2.6 Paid Media & Digital Management.

- 2.6.1 Media Buy management & planning: Propose and develop plans on utilisation of paid media budget (OOH, Socials & Digital, Google SEM, E-Influencers/KOLs) and website optimization efforts for SEO to support organization's goals, event coverages and plans. Coordinate with 3rd party vendors on the booking and billing process.
- 2.6.2 Digital counsel: To provide counsel on improving website's viewership and engagement rate.

2.7 Optional items

- 2.7.1 Production of KidSTART 5th Year Anniversary collaterals
- 2.7.2 Crisis communications management

2.7.3 Translation services

2.7.4 Media coaching of spokespersons

2.7.5 Development of additional creatives for socials and website

2.7.6 Option to extend 1 additional year for services mentioned in clauses 2.1 to 2.6

2.8 The Tenderer is to state and explain in **Annex C** whether the aforementioned requirements specified in clauses 2.1 to 2.6 can be complied with.

2.9 The Tenderer is required to ensure that the schedule of prices for Services proposed in the Tenderer's Tender Offer are presented in an itemized format with details in RFP Part 5: Price Schedule.

Documents Submission

3. The Tenderer's submission shall include all items stated in the Document Submission Listing (Annex D).

Payment Schedule

4. KSL will make payment to the Contractor upon satisfactory completion of the delivery of the Services on a monthly basis.

5. Payment will be made through Interbank GIRO in accordance with the terms of payment as set out in clause 8 of RFP Part 3: Conditions of Contract.

6. The cost(s) quoted in the Contractor's submission shall be deemed to cover all listed Services. The Contractor shall not assign or sub-contract either wholly or in part this contract without written authorisation by KSL.

7. Monthly payment will be paid within 30 calendar days of the last deliverable of the previous month and after invoice has been issued.

Validity of Period

8. The appointment of the Contractor will be from tender award date to 31 March 2026 (with an option to extend an additional year) for the duration of the integrated communications and marketing services. The contract shall commence from the signed date of the Letter of Acceptance ("LOA") and will terminate when the contract value is fully expensed or the end of the contract, whichever is earlier.

Award of Tender

9. KSL reserves the right not to accept the lowest or any quotation received, and the right to award the RFP in full or in parts. In no case will any expense incurred by any Tenderer in the submission of its proposal for this RFP its presentation be borne by KSL.

Annex C

Statement of Compliance with Request for Proposal

1. Please state clearly the compliance to each clause in the Requirement Specifications. Where there is a failure to indicate any compliance against any clause, it shall be deemed that the Contractor has indicated “Compliance”, and the offer shall be evaluated accordingly.
2. Only the following responses are acceptable:

“Compliance” or “C” : When the Goods and/or Service meet all requirements without any customisation / modification. The Contractor shall not add comments against the clause that vary the meaning of full compliance to the clause. However, comments indicating references to literature to substantiate the response is permissible. Any other comments which will vary the meaning of full compliance will be ignored.

“Non-Compliance” or “NC”: When the Goods and/or Services do not comply with the requirements at all.

“Noted” or “ND” : When a statement is made in the RFP which does not call for the Contractor to meet a specific requirement but merely informs the Contractor of a fact, then the term “Noted” will be accepted as acknowledgement that the Contractor has read and understood the information. Where “Noted” is used against clauses requiring response other than “Noted,” the Contractor’s response will be classified as “Comply.”

COMPLIANCE TO REQUIREMENT SPECIFICATIONS

S/N	Paragraph Reference (1)	Compliance (2) C / NC	Explanatory Notes (3)
A.	2.1		
B.	2.2		
C.	2.3		
D.	2.4		
E.	2.5		
F.	2.6		
G.	2.7		

DOCUMENT SUBMISSION LISTING

The Tenderer shall:

1. Ensure that the following documents are included with the requirements set out in the Request for Proposal documents; and
2. Check the completeness of the submission against the checklist below by indicating a tick “✓” in the relevant boxes.

a)	Form of Tender (RFP Cover Letter Annex A).	<input type="checkbox"/>
b)	Undertaking to Safeguard Official Information (RFP Cover Letter Annex B)	<input type="checkbox"/>
c)	Corrigendum Acknowledgement (if any)	<input type="checkbox"/>
d)	Statement of Compliance with Request for Proposal (Annex C)	<input type="checkbox"/>
e)	Price Schedule (RFP Part 5) To include quotation for option to extend an additional year	<input type="checkbox"/>
f)	Proposal, detailing: <ul style="list-style-type: none">• 1 year long integrated campaign / initiative for KidSTART 5th Year Anniversary and continuation on existing <i>Our Support Today, Their Better Tomorrow</i> campaign, to increase brand awareness for KidSTART Singapore & KidSTART programme• KOL engagement plans: identifying KOLs based on relevancy to KSL’s target audience and costs required to engage KOLs• Proposed paid media spend required to attain KPIs as shared in Briefing Doc• Propose deliverables and timeline to evaluate performance and impact of work	<input type="checkbox"/>
g)	2-3 minutes video from working team presenting the proposal	<input type="checkbox"/>
h)	Relevant Track Record of Company demonstrating 2 years or more of experience from 2021 onwards, inclusive of most recent projects/awards & accolades, if any. <ul style="list-style-type: none">• Past corporate projects and testimonials of work done for Integrated Communications & Marketing campaigns• Community track record, if any (eg working with organisations in the Social Service sector, Nonprofit and/or Early Childhood sector).	<input type="checkbox"/>

	If there are no relevant track records, <u>NIL RETURN submission of Annex E</u> is required.	
i)	CV/Resume/Portfolio of Team Lead/Consultant and Assistant Team Lead performing the Contract to include but not limited to the following information. <ul style="list-style-type: none"> • Number of years of experience in the different roles (PR Lead/ Social Lead/ Paid Media Lead) • The roles and responsibilities of each of the members 	<input type="checkbox"/>
j)	If Tender to be submitted by Consortiums: <ul style="list-style-type: none"> • Certified copy of the consortium or partnership agreement, signed by all members of the Consortium • Documentary proof of Lead Member being authorized by all members of the Consortium 	<input type="checkbox"/>

TRACK RECORD OF COMPANY

If there are no relevant track records, a **NIL RETURN** is required. Please indicate NIL and submit Annex.

S/N	Company Name	Brief Description of services provided	Reference Contact	Year of Contract

- (1) KSL reserves the right, at its sole discretion, to verify the accuracy of the track record listed above.
- (2) All track record and other performance information will be used to determine the composite performance results.

INSTRUCTIONS TO TENDERERS**1. DEFINITIONS**

A1.1 All terms referred to in this Request for Proposal shall have the meanings ascribed to them in the Conditions of Contract, unless otherwise defined herein or the context otherwise requires.

2. ELIGIBILITY

A1.2 All persons or entities who are debarred from participating in public sector tenders are not eligible to participate in this Request for Proposal. Where a Tenderer is debarred after the submission of its Tender Offer, the Tenderer shall not be considered for the award of this Request for Proposal is submitted without explicitly mentioning that the Tenderer is currently debarred, KSL shall treat the submission of the Tender Offer as an express continuing declaration by the Tenderer that the Tenderer is in fact eligible to participate in this Request for Proposal and, if such a declaration is discovered to be false, KSL will be entitled to, at any time, rescind any contracts entered into pursuant to such a Tender Offer without KSL being liable therefor in damages or compensation.

3. SUBMISSION OF TENDER OFFER

A1.3 Tenderers shall submit their Tender Offers in accordance with the following mode of submission:

Information or document(s) in Tender Offer	Mode of Submission	Closing Deadline (Singapore Time)
All items as stated in the Document Submission Listing (Annex D).	This shall be submitted via email to samantha.chow@kidstart.sg and jamie.tay@kidstart.sg with the subject title < Proposal for Marketing and Communications Services for KidSTART SG FY25 >	All tender applications must be received by <u>Friday, 20 December 2024</u> Singapore time, <u>12.00 p.m. sharp</u>

3.2 KSL reserves the right to reject Tender Offers not submitted in accordance with the mode(s) of submission specified in these Instructions to Tenderers.

3.3 The Tender Offer must include:

- (a) the Form of Tender fully completed; and

- (b) an address where any notice, request, waiver, consent or approval required to be sent to the Tenderer in connection therewith can be directed to.

4. COMPLIANCE WITH INSTRUCTIONS

- 4.1 Any Tender Offer which is not submitted according to the instructions contained and, in the form(s) prescribed in this Request for Proposal, or which attempts to vary any provision of, or which fails to fully comply with this Request for Proposal, is liable to be rejected.
- 4.2 The Tenderer's Tender Offer may include alternative offer(s) which comply with this Request for Proposal (including the Requirement Specifications).
- 4.3 Subject to compliance with Clause 4.2, the Tenderer may submit alternative offer(s) which include qualifications or variations to any provision of this Request for Proposal, or which do not fully comply with the Requirement Specifications.
- 4.4 Failure to comply with Clause 4.1 may render the Tender Offer (including all alternative offers) liable to be rejected.

5. VALIDITY PERIOD

- A1.4 Tender Offers submitted shall remain valid for acceptance for the Validity Period. "**Validity Period**" means a period of 2 weeks from the Closing Deadline, or such longer period as KSL may determine from time to time at its sole discretion.

6. WITHDRAWAL OF TENDER OFFER

- 6.1 No Tender Offer may be withdrawn after the Closing Date and Time. Any Tenderer who attempts to do so may, in addition to any remedy which KSL may have against it, be liable to be debarred from future tenders.

7. REQUIREMENT SPECIFICATIONS

- 7.1 The Goods and Services offered under a Tender Offer shall comply with the Requirement Specifications of this Request for Proposal.

8. ACCEPTANCE OF TENDER OFFER

- 8.1 KSL shall be under no obligation to accept the lowest priced or any Tender Offer.
- 8.2 KSL may accept the whole or any part(s) of the Tender Offer as it may decide, unless the Tenderer expressly stipulates in its Tender Offer that certain parts of the Tender Offer are to be treated as indivisible. The prices shall be adjusted in accordance with the schedules of prices set out in the Tender Offer.
- 8.3 The issuance by KSL of a Letter of Acceptance accepting the Tenderer's Tender Offer or part of the Tender Offer shall create a binding contract (to the extent accepted by

KSL) between KSL and such Tenderer. The Conditions of Contract shall apply to such contract.

8.4 The Letter of Acceptance may be issued through electronic mail reply from KSL to the successful Tenderer

8.5 Notwithstanding the issuance of the Letter of Acceptance, KSL may at its discretion require the Tenderer to sign a formal agreement in respect of the Contract and the Tenderer shall do so without unnecessary delay. In the event that the Tender Offer is submitted by a duly authorised agent, the formal agreement is to be executed by his principal.

8.6 KSL shall have the right to accept the Tender Offers of one or more Tenderers.

9. DEMONSTRATION OF CLAIMED CAPABILITIES

9.1 At the request of KSL, the Tenderer shall, at its own expense, prepare and conduct locally, demonstrations or presentations to substantiate the Tenderer's capabilities as described in its Tender Offer.

9.2 KSL is entitled to require the Tenderer to make available all necessary information and equipment to enable the Tenderer to demonstrate the claims in its Tender Offer.

10. LANGUAGE

10.1 The Tender Offer and all supporting data and all documentation to be supplied by the Tenderer shall be written in readily comprehensible English language.

11. CONFIDENTIALITY

11.1 Except with the consent in writing of KSL, the Tenderer shall not disclose to any person (other than employees, servants, and agents on a "need- to-know" basis for the purposes of preparing or submitting a Tender Offer or subsequent clarifications) this Request for Proposal, or any of its provisions, or any specifications, plans, drawings, patterns, samples, or information issued by KSL.

11.2 KSL may require an unsuccessful Tenderer to return or destroy any specifications, plans, drawings, patterns, samples, or information issued by KSL in connection with this Request for Proposal.

12. OWNERSHIP OF TENDER DOCUMENTS

12.1 All documents submitted by the Tenderer in response to this Request for Proposal shall become the property of KSL. However, intellectual property in the information contained in the Tender Offer shall remain vested in the Tenderer. This Clause is without prejudice to any provisions to the contrary in any subsequent contract between the Tenderer and KSL.

13. ALTERATION, ERASURES, OR ILLEGIBILITY

- 13.1 Except for amendments to the entries made by the Tenderer itself which are initialled by the Tenderer, Tender Offers bearing any other alterations or erasures and Tender Offers in which prices are not legibly stated are liable to be rejected.

14. AUTHORITY'S CLARIFICATIONS ON THE TENDERER'S TENDER OFFER

- 14.1 In the event that KSL seeks clarification on any aspect of the Tenderer's Tender Offer, the Tenderer shall provide full and comprehensive responses within 5 working days of notification.

15. TENDER OFFER

- 15.1 The Tenderer shall satisfy itself before tendering as to the correctness and sufficiency of its Tender Offer for the supply of the Goods and Services, and all matters and things necessary for the proper execution and completion of such supply, including any duties, customs and excise, licences, transport, and insurance expenses, regardless of whether such matters or things were specifically set out in this Request for Proposal.
- 15.2 The Tenderer shall ensure that its Tender Offer is complete, and that the information in its Tender Offer is clearly visible without further action required by KSL. In particular, the Tenderer shall ensure that all information in any softcopy or spreadsheet or other document is not hidden in rows or otherwise not visible. Any part of the Tender Offer that is not clearly visible without further action required by KSL may be excluded from the Tender Offer and may not be considered in the evaluation of such Tender Offer.
- 15.3 The Tenderer shall be deemed to have been thoroughly acquainted by its own independent observations and enquiries as to all matters which can in any way influence its Tender Price.
- 15.4 The Tender Price shall be deemed to have included the delivery of all items and performance of all works and services to meet the requirements as specified in the Requirement Specifications irrespective of whether such items, works and/or services have been specifically listed or priced in the Tender Offer.
- 15.5 The Tenderer shall notify KSL in writing of any ambiguity, discrepancy, conflict, inconsistency, or omission in or between any of the documents in this Request for Proposal and seek clarification about the same from KSL at least 5 working days before the Closing Date and Time.
- 15.6 No oral representation shall be:
- (a) binding on KSL; or
 - (b) construed as modifying or varying any of the provisions of this Request for Proposal.

- 15.7 In submitting the Tender Offer, the Tenderer shall ensure that there is no conflict of interest whatsoever (whether actual, perceived, or potential) which may prevent the Tenderer from fulfilling any requirements or obligations found within the Request for Proposal, should the Tender Offer be accepted in whole or in part. The Tenderer is to notify KSL immediately if the Tenderer comes to know of any information which may indicate such a conflict of interest.

16. EXPENSE OF TENDERER

- 16.1 In no case will any expense incurred by the Tenderer in the preparation or submission of its Tender Offer or subsequent clarifications be borne by KSL.

17. GOODS AND SERVICES TAX

- 17.1 The Tenderer shall not include in the rates and prices proposed in its Tender Offer, GST chargeable for the supply of goods or services required in this Request for Proposal. All rates and prices quoted shall be exclusive of GST.
- 17.2 If the Contractor is a taxable person under the GST Act, KSL shall reimburse the Contractor for the GST charged on the supply by the Contractor of goods and services provided pursuant to this Request for Proposal.

18. GST REGISTRATION

- 18.1 The Tenderer shall declare its GST status in its Tender Offer. The Tenderer shall clearly indicate whether it is, or will be, a taxable person under the GST Act. The Tenderer shall furnish its GST registration number to KSL, if available.
- 18.2 A Tenderer who declares itself to be a non-taxable person under the GST Act, but which becomes a taxable person at any time thereafter shall forthwith inform KSL of its change in GST status. The Tenderer shall be entitled to reimbursement from KSL of any GST charged on the supply of goods or services made by it after its change in GST status.

19. GOVERNING LAW

- 19.1 All Tender Offers submitted pursuant to this Request for Proposal and any resultant contracts shall be governed by the laws of the Republic of Singapore.

20. OWNERSHIP STATUS OF TENDERER

- 20.1 The Tenderer shall provide in its Tender Offer full information on:
- (a) the name and address of any person, company, or corporation which Controls the Tenderer; and
 - (b) the number, percentage and class of shares held by such person, company, or corporation.

21. SHORTLISTING TENDERERS

- 21.1 KSL reserves the right to shortlist Tenderers in accordance with the criteria set forth in this Request for Proposal and give those so shortlisted the opportunity to submit new or amended Tender Offers based on KSL's revised requirements, in accordance with a common deadline.
- 21.2 Tender Offers received based on the company and updated requirements shall form the basis of the final tender evaluation. The Tender Offers received in the final round shall be complete and comprehensive and shall over-ride all Tender Offers previously submitted. The final Tender Offer shall not make references to previous Tender Offers. All Tender Offers received in the previous rounds shall be treated as lapsed. Such final Tender Offers shall be submitted as instructed by KSL.

22. CORRIGENDA TO REQUEST FOR PROPOSAL

- 22.1 KSL reserves the right to amend any terms in, or to issue supplementary terms to this Request for Proposal at any time prior to the Deadline.

23. DISCLAIMER AND LIMITATION OF LIABILITY

- 23.1 This Request for Proposal may not contain all information which Tenderers may require. Tenderers should therefore make their own inquiries and seek such clarifications they think necessary. KSL shall not be liable to any Tenderer for any information in this Request for Proposal which is incomplete or inaccurate.
- 23.2 KSL shall not be liable for any loss of profit or indirect or consequential losses arising from or in connection with KSL's failure to comply with its legal obligations in conducting this Request for Proposal, considering, or evaluating any Tender Offer or accepting any Tender Offer. Any liability shall be limited to the costs of preparing and submitting the Tender Offer reasonably incurred by the Tenderer.

CONDITIONS OF CONTRACT**1. DEFINITIONS**

1.1 In these Conditions of Contract, unless the context otherwise requires:

- (a) “**KSL**” means KIDSTART SINGAPORE LTD.
- (b) “**Contract**” means the resulting contract between KSL and the Contractor for the provision of the Services because of KSL’s acceptance of the Contractor’s Tender Offer which terms and conditions are contained in the following:
 - (i) the Covering Letter;
 - (ii) the Instructions to Tenderers;
 - (iii) the Contractor's Tender Offer;
 - (iv) these Conditions of Contract;
 - (v) the Requirement Specifications;
 - (vi) the Letter of Acceptance;
 - (vii) any correspondence exchanged between KSL and the Contractor which is agreed to by KSL in writing as amplifying or modifying the Request for Proposal or the Contractor’s Tender Offer; and
 - (viii) any formal agreement executed between the Parties,including all schedules and annexes to such documents as relevant.
- (c) “**Contract Period**” means the Initial Contract Period as set out in Clause A1.1, as extended from time to time by KSL pursuant to Clause **Error! Reference source not found.**
- (d) “**Contract Price**” means the aggregate Tender Price for Services required under the Contract.
- (e) “**Contractor**” means a successful Tenderer whose Tender Offer has been accepted by KSL.
- (f) “**Control**” means, with respect to a person (i) the right to exercise, directly or indirectly, at least 50 per cent of the voting rights attributable to the shares of the controlled person or (ii) the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of such person.
- (g) “**GST**” means goods and services tax charged under the GST Act.
- (h) “**GST Act**” means the Goods and Services Tax Act (Cap. 117A).

- (i) “**IP**” means patents, copyright, trademarks, service marks, trade names, domain names, logos, get-ups, inventions, registered and unregistered design rights, database rights, industrial design, integrated circuit topography and all other intellectual property rights.
- (j) “Request for Proposal” means the invitation to participate in the proposal for the supply of Services and comprises all the tender documents forwarded to the Tenderer, inclusive of the Covering Letter, Form of Tender, Instructions to Tenderers, Conditions of Contract, Requirement Specifications, Guidelines for Tender, Evaluation Criteria and any other documents and forms enclosed.
- (k) “**Letter of Acceptance**” means the letter issued by KSL accepting the Contractor’s Tender Offer.
- (l) “**Losses**” means all liabilities, losses, damages, actions, claims, demands, costs (including legal costs on a full indemnity basis and experts’ and consultants’ fees), settlement sums and sums paid in satisfaction of court, arbitral or expert award.
- (m) “**Parties**” means KSL and the Contractor, and “**Party**” means any one of them.
- (n) “**Price Schedule**” means the schedule of prices for Services proposed in the Contractor’s Tender Offer and accepted in the Letter of Acceptance.
- (o) “**Purchase Order**” means an order issued by KSL, referring to the Contract, to purchase the Services.
- (p) “**Requirement Specifications**” means the specifications set out in [Part 2] of the Request for Proposal and any amendments or additions to the aforesaid as may be mutually agreed in writing between the Parties from time to time.
- (q) “**S\$**” means the lawful currency of Singapore.
- (r) “**Services**” means the services proposed in the Contractor’s Tender Offer as being capable of meeting or exceeding the Requirement Specifications and accepted in the Letter of Acceptance which the Contractor is required to provide under the Contract.
- (s) “**Subcontractor**” means any person, firm or company engaged by the Contractor to perform any part or parts of the Contractor’s obligations and includes the Subcontractor’s duly appointed representatives, successors and permitted assignees and the Subcontractor’s subcontractor.
- (t) “**Tender Offer**” means the offer submitted by the Tenderer to provide Services to KSL in response to the Request for Proposal, and other documents submitted by the Tenderer and accepted in writing by KSL as modifying such offer submitted by the Tenderer.
- (u) “**Tender Price**” in respect of any of the Services, means the sum specified in the Price Schedule (as may be varied in accordance with the Contract) for the provision of such Services under the Contract.

- (v) **“Tenderer”** means a person or its permitted assigns and successors offering to provide the Services pursuant to the Request for Proposal and shall be deemed to include two or more persons if appropriate.
- (w) **“Working Day”** means a day which is not a Saturday, Sunday, or a public holiday in Singapore.

- 1.2 Words importing the singular only shall also include the plural and vice versa where the context requires.
- 1.3 The headings are for convenience of reference only and shall not be taken into consideration for the purpose of interpretation.
- 1.4 References to a person include any company, limited liability partnership, partnership, business trust, unincorporated association, or government agency (whether or not having separate legal personality).
- 1.5 Unless a contrary intention appears, a reference in the Contract to “including” shall not be construed restrictively but shall mean “including without prejudice to the generality of the foregoing” and “including but without limitation”.
- 1.6 Unless otherwise provided, any reference to any legislation shall be deemed a reference to such legislation as amended or revised from time to time and be deemed to include any subsidiary legislation made under such legislation.
- 1.7 In the Contract, “month” means calendar month and “day” means calendar day.
- 1.8 For the purposes of computing time, unless the contrary intention appears, a period of days from the happening of an event or the doing of any act or thing shall be deemed to be exclusive of the day on which the event happens or the act or thing is done.

2. CLAUSE REFERENCES

- 2.1 All references to clauses in these Conditions of Contract or any other document, unless otherwise expressly stated, are references to clauses numbered in these Conditions of Contract or the document in which the reference appears respectively.

3. SCOPE OF CONTRACT

- 3.1 The Contractor shall carry out and complete the supply of all items of Services in accordance with the Contract.

4. DELIVERY AND PERFORMANCE

- 4.1 The Contractor shall, unless otherwise specified by KSL prior to delivery or performance, perform the Services at the time(s) and place(s) and in the manner specified in the Contract. The Contractor shall obtain a receipt therefor from KSL. The issue of such receipt shall in no way relieve the Contractor from its obligations under Clause 6 to re-perform deficient Services.

5. CARE AND DILIGENCE

- 5.1 The Contractor shall with due care and diligence carry out its obligations to KSL under the Contract.
- 5.2 The Contractor acknowledges and accepts that KSL relies on the skill and judgment of the Contractor and upon the accuracy of all representations and statements made and advice given by the Contractor in the provision of the Services under the Contract.

6. REJECTED SERVICES

- 6.1 KSL may reject any Services that are not performed in accordance with the Contract or with reasonable care, skill, and diligence, and if so, required by KSL, the Contractor shall re-perform such rejected Services at the Contractor's own expense.
- 6.2 Where any Services are rejected by KSL pursuant to Clause 6.1 or pursuant to any other provision of law, the Contractor shall be deemed to have completely failed to perform such Services.

7. CONTRACTOR'S PERSONNEL

- 7.1 The Contractor shall provide all necessary personnel with adequate skills and required professional certification (where applicable) for the performance of the Contract. Upon request by KSL, the Contractor shall provide evidence of certification and competency of the personnel assigned.
- 7.2 If required by KSL, the Contractor shall provide to KSL the names and particulars (in such form as may be required by KSL) of the personnel provided by the Contractor to perform the Contract.
- 7.3 The personnel provided by the Contractor to perform the Contract shall be subject to KSL's approval. Where the Contractor has proposed such personnel in its Tender Offer, KSL's acceptance of the Contractor's Tender Offer shall not constitute its approval of such personnel.
- 7.4 KSL shall not be obliged to provide any reasons for objecting to any of the Contractor's personnel. If KSL objects by notice in writing to any personnel provided by the Contractor to perform the Contract, the Contractor shall remove such person immediately and furnish a suitable and adequate replacement at no additional expense to KSL within 30 calendar days.
- 7.5 The Contractor undertakes not to change its personnel approved under this Clause 7 without KSL's consent, whose consent shall not be unreasonably withheld. All new or replacement personnel shall also be subject to the approval of KSL. The Contractor shall not reduce the quality of its personnel if this may adversely affect the performance of the Contract, including the quality of the Services.

8. PAYMENT

- 8.1 The Contractor shall invoice KSL in accordance with Clause 8.4 of all the Services.
- 8.2 Against compliance with Clause 8.1, KSL shall pay the Contractor within **[thirty (30)]** calendar days from the date of the invoice by Interbank GIRO or such other mode of payment as KSL and the Contractor may agree. The Contractor shall provide KSL with the relevant bank account details for the purpose of such Interbank GIRO payment within **[thirty (30)]** calendar days after the date of the Letter of Acceptance. The Contractor is requested to propose the payment schedule for KSL's approval.
- 8.3 No payment shall be considered as evidence of the quality of the Services to which such payments relate or a waiver of any default on the part of the Contractor in the performance of its obligations, nor shall it relieve the Contractor from its other obligations under the Contract.
- 8.4 If requested by KSL, the Contractor shall submit to KSL invoices through email address: samantha.chow@kidstart.sg and jamie.tay@kidstart.sg maintained by KSL and such other documents through such means and in such format as may be specified by KSL for the purposes of making payment.
- 8.5 KSL shall not be required to pay for expenses or cost of whatever nature other than those expressly set out in the Contract or otherwise expressly agreed to in writing by KSL.
- 8.6 The Contract Price is exclusive of any GST chargeable on the supply of goods and services to KSL by the Contractor under the Contract. If the Contractor is a taxable person under the GST Act, KSL shall reimburse the Contractor for any such GST charged on the supply by the Contractor of goods or services under the Contract.
- 8.7 Any invoice or other request for payment of monies due to the Contractor under the Contract shall, if he is a taxable person for the purpose of the GST Act, be in the same form and contain the same information as if it were a tax invoice for the purposes of the regulations made under the GST Act.

9. TAXES, FEES, AND DUTIES

- 9.1 The Contractor shall be responsible for all corporate and personal income taxes, customs fees, duties, fines, levies, assessments, and other taxes payable by the Contractor or its employees in carrying out its obligations under the Contract.
- 9.2 If KSL receives a request from the tax authorities or otherwise decides to pay on behalf of the Contractor or the Contractor's employees, or to withhold payments from the Contractor in order that KSL may subsequently so pay, any of the abovementioned taxes, fees, duties, fines, levies and assessments ("Taxes"), the Contractor hereby agrees that KSL may deduct such Taxes from payment due to the Contractor and forward the balance to the Contractor without any obligation to gross up such payment or pay the Contractor any amount so withheld.

9.3 The Contractor shall not be responsible for any withholding tax payable to the Inland Revenue Authority of Singapore under this Contract and KSL shall be responsible for any payment of the same.

10. DELAY IN PERFORMANCE

10.1 If the Contractor fails to complete the performance of any Services by the date(s) specified in the Contract, KSL shall have the right (in addition to and without prejudice to all other rights or remedies available, including KSL's right to terminate the Contract pursuant to Clause 13.1) to do one or more of the following:

- (a) cancel all or any such Services from the Contract without compensation and obtain them (the "**Replacement Services**") from other sources and all increased costs thereby incurred shall be borne by the Contractor provided that the quantity of the Replacement Services so obtained shall not exceed the quantity stated in the Contract; or
- (b) to deduct any money due or to become due to the Contractor or require the Contractor to pay a sum calculated at the rate of 0.1% of the Contract Price for each day of delay (including Sundays and Public Holidays), as liquidated damages until the delayed Services or Goods are fully performed or supplied; up to a maximum amount of liquidated damages equivalent to 10% of the Contract Price.
- (c) acknowledge and agree that the assignment and transfer of the relevant tender related documents such as venue rental agreement from the Contractor to KSL hereunder constitutes a **novation**, effective as of the Effective Date of the tender related documents, with the effect that the Contractor shall cease to be a party thereunder and KSL shall be substituted for Contractor under the Contractor in all aspects as if KSL was the original party thereunder except as otherwise provided herein.

10.2 KSL shall have the right, at its sole discretion, to elect to claim general damages at law from the Contractor instead of imposing liquidated damages under this Clause 10.

11. COMPLIANCE WITH LAW

11.1 The Contractor shall, at its own costs, obtain and maintain all licences, permits, certifications and regulatory authorisations without any restriction or qualification whatsoever so as to enable the Contractor to fulfil all its obligations under the Contract.

11.2 The Contractor shall, in performing its obligations under the Contract, comply with all applicable laws and shall keep KSL indemnified against all penalties and liabilities of every kind for the breach of any such laws.

12. GIFTS, INDUCEMENTS AND REWARDS

12.1 KSL shall be entitled to immediately terminate or rescind the Contract and recover from the Contractor the amount of any loss resulting from such termination or rescission if:

- (a) any Contractor Representative has offered or given or agreed to give to any person any gift or consideration of any kind as an inducement or reward for:
 - (i) doing or forbearing to do or for having done or forborne to do any act in relation to the obtaining or performance of the Contract; or
 - (ii) showing favour or disfavour to any person in relation to any contract with KSL; or
- (b) any Contractor Representative has engaged in any activity or conduct that has resulted or will result in a violation of any Anti-Corruption Laws.

12.2 In this Clause 12:

“Anti-Corruption Laws” means:

- (a) Chapter IX of the Penal Code (Cap. 224);
- (b) the Prevention of Corruption Act (Cap. 241); and
- (c) any other applicable law including any foreign law which:
 - (i) prohibits the conferring of any gift, payment or other benefit on any person or any officer, employee, agent, or adviser of such person; or
 - (iii) is broadly equivalent to the laws set out in paragraphs (a) or (b) or which has as its objective the prevention of corruption.

“Contractor Representative” means any of the following:

- (a) the Contractor;
- (b) any person employed by the Contractor; or
- (c) any person acting on behalf of the Contractor (whether with or without the knowledge of the Contractor).

13. TERMINATION

13.1 If the Contractor is in breach of any of its obligations under the Contract and:

- (a) the Contractor fails to remedy the breach within 30 calendar days from a written notice from KSL to do so; or
- (b) the breach is not capable of being remedied within a reasonable time, KSL shall have the right (in addition to and without prejudice to all other rights or remedies

available, including the right to claim damages) to terminate the Contract with immediate effect by written notice.

13.2 If any of the following events occur, KSL shall be entitled to terminate the Contract with immediate effect by written notice to the Contractor, and the Contractor shall have no claim for any damages or compensation:

- (a) the Contractor becomes insolvent;
- (b) where the Contractor is a company, a receiver or liquidator is appointed over any undertaking or property of the Contractor or an order is made or a resolution is passed for winding-up or dissolution without winding-up (other than for the purpose of amalgamation or reconstruction) of the Contractor;
- (c) where the Contractor is a partnership, the Contractor is dissolved or has a bankruptcy order made against it;
- (d) where the Contractor is an individual, the Contractor becomes bankrupt or dies;
- (e) the Contractor enters into any composition or arrangements with creditors

13.3 If the Contract is terminated, the following shall apply:

- (a) termination shall be without prejudice to any rights and obligations of either Party which has accrued prior to such termination and any obligation which expressly or by implication is intended to come into or continue in force on or after such termination;
- (b) the Contractor shall forthwith refund to KSL all amounts paid to the Contractor under the Contract, less the price of the Services which have been accepted by KSL as at the date of termination;
- (c) the Contractor shall immediately deliver property belonging to or provided by KSL pursuant to the Contract and all deliverables prepared by the Contractor for the Contract (including works-in-progress if so requested by KSL).
- (d) in the event of a termination pursuant to Clause 13.1 or 13.2, KSL shall, at its sole discretion, have the right to engage another person to provide the remaining Services to be provided under the Contract, and any additional costs and expenses incurred shall be paid by the Contractor, and the Contractor shall give reasonable assistance to the incoming contractors; and

13.4 Nothing in this Clause 13 shall be deemed to prejudice any other rights or remedies available to KSL against the Contractor for any breach of the Contractor's obligations whether under the Contract or at law or in equity.

14. FORCE MAJEURE

14.1 Neither Party shall be liable for any failure to perform its obligations under the Contract if the failure results from events which are beyond its reasonable control ("**Force Majeure Event**") provided always that whenever possible the affected Party will

resume that obligation as soon as the factor or event occasioning the failure ceases or abates. For purposes of the Contract, “**Force Majeure Event**” shall include acts of God, acts of civil or military authority, civil disturbance, wars, strikes, fires and other catastrophes.

- 14.2 If the effect of any Force Majeure Event continues for a period exceeding 30 days, KSL may at any time thereafter give notice to the Contractor to terminate the Contract with immediate effect without being liable to the Contractor in damages or compensation.
- 14.3 If a Force Majeure Event occurs, the Contractor or KSL (as the case may be) shall for the duration of such Force Majeure Event be relieved of any obligation under the Contract as is affected by the Force Majeure Event except that the provisions of the Contract shall remain in force with regard to all other obligations under the Contract which are not affected by the Force Majeure Event.
- 14.4 Failure of the Contractor’s Subcontractors or suppliers to perform their obligations shall not be regarded as events beyond the control of the Contractor.

15. CORRESPONDENCE

15.1 Subject to Clause 15.2, any notice, request, waiver, consent or approval (“**Notice**”) shall be in writing and shall be deemed to have been duly given or made when it is delivered by hand or by prepaid registered post or fax to the Party as follows:

- (a) in the case of the Contractor, the address set out in the Tender Offer; and
- (b) in the case of KSL, the following address:

30 Prinsep Street, #11-01,
Income at Prinsep
Singapore 188647

15.2 Any Notice may be made by KSL to the Contractor by electronic mail or other electronic means and shall be deemed to have been duly given or made when it is sent to the Contractor’s electronic mail address set out in the Tender Offer.

15.3 Either Party may change its address, (in the case of the Contractor) electronic mail address referred to above by giving the other Party written notice of the change.

16. LANGUAGE

16.1 All data, documents, descriptions, diagrams, books, catalogues, instructions, markings and correspondence shall be written in readily comprehensible English language.

16.2 The personnel of the Contractor and any Subcontractor shall be proficient in both written and spoken English for the purpose of performing the Contractor’s obligations under the Contract.

17. SUB-CONTRACT, TRANSFER AND ASSIGNMENT

- 17.1 The Contractor shall not, without the prior written consent of KSL, sub-contract its obligations, or transfer or assign the benefit of the whole or any part of the Contract.
- 17.2 The Contractor shall be responsible for the acts, defaults, negligence and omissions of any Subcontractor, their agents, servants, or workmen.

18. REMEDIES

- 18.1 The rights and remedies of a Party under the Contract are cumulative and are without prejudice and in addition to any rights or remedies such Party may have at law or in equity. No exercise by a Party of any one right or remedy under the Contract, or at law or in equity shall operate to hinder or prevent the exercise by it of any other right or remedy under the Contract, at law or in equity.
- 18.2 KSL shall have the right, at its sole discretion, to elect to claim general damages in common law from the Contractor instead of imposing liquidated damages under the Contract.

19. VARIATION

- 19.1 No variation of the Contract shall be of any force unless agreed upon in writing and signed by the authorised signatories of both Parties.

20. WAIVER

- 20.1 In no event shall any delay, failure or omission on the part of either of the Parties in enforcing any right, power, privilege, claim or remedy ("**Remedy**"), which is conferred under the Contract or at law or in equity, or arises from any breach by the other Party, (a) be deemed to be or be construed as a waiver or variation thereof, or of any other such Remedy, in respect of the particular circumstances in question, or (b) operate so as to bar the enforcement or exercise thereof, or of any other such Remedy in any other instances at any time or times thereafter.
- 20.2 No waiver of any breach of the Contract shall be deemed to be a waiver of any other or of any subsequent breach.
- 20.3 Any waiver granted under the Contract must be in writing and may be given subject to conditions. Such waiver under the Contract shall be effective only in the instance and for the purpose for which it is given.

21. SET-OFF

- 21.1 Whenever under the Contract any sum of money (including liquidated damages and any other damages) shall be recoverable from or payable by the Contractor, the same may be deducted from any sum then due or which at any time thereafter may become due to the Contractor under the Contract

22. ENTIRE AND WHOLE AGREEMENT

- 22.1 The Contract contains the entire and whole agreement between the Parties relating to the subject matter of the Contract.

23. SEVERABILITY

- 23.1 In the event any provision in the Contract is determined to be illegal, invalid, or unenforceable, in whole or in part, such provision or part of it shall, to the extent it is illegal, invalid or unenforceable, be deemed not to form part of the Contract and the legality, validity and enforceability of the remainder of the Contract shall not be affected.

24. SURVIVING PROVISIONS

- 24.1 Any provision of the Contract that expressly or by implication is intended to come into or continue in force on or after termination or expiry of the Contract, including Clauses 12 (Gifts, Inducements and Rewards), 13.3 and 13.4 (Termination), 15 (Correspondence), 18 (Remedies), 19 (Variation), 20 (Waiver), 21 (Set-off), 22 (Entire and Whole Agreement), 23 (Severability), 24 (Surviving Provisions), 25 (Governing Law), 26A (Escalation of Disputes), 27 (Mediation), 28 (Dispute Resolution) and 29 (Order of Precedence), shall survive the termination or expiry of the Contract.

25. GOVERNING LAW

- 25.1 The Contract shall be deemed to be made in Singapore and shall be governed by and construed in accordance with the laws of the Republic of Singapore.

26A. ESCALATION OF DISPUTES

- 26A.1 In the event of any dispute, claim, question, or disagreement arising out of or relating to the Contract or its subject matter or formation (a “**Dispute**”), no Party shall proceed to mediation or any form of dispute resolution unless the Parties have referred the Dispute to a senior officer of each Party (each, an “**Officer**”) who shall negotiate in good faith with a view to resolution of such Dispute.
- 26A.2 If such Dispute is not resolved by agreement between the Officers within 14 working days after the date of referral of the Dispute to the Officers, any Party may proceed to:
- (a) if the Dispute is within the jurisdiction of the Small Claims Tribunals, refer the Dispute to the Small Claims Tribunals; or
 - (b) give the other Party written notice for mediation as contemplated in Clause 27 (Mediation).

27. MEDIATION

- 27.1 Notwithstanding anything in the Contract, in the event of any Dispute and subject to Clauses 26A, 27.3 and 27.4, no Party shall proceed to any form of dispute resolution unless the Parties have made reasonable efforts to resolve the same through mediation in accordance with the mediation procedure of the Singapore Mediation Centre. The Parties shall be deemed to have made reasonable efforts in accordance with this Clause 27.1 if they have gone through at least one mediation session at the Singapore Mediation Centre.
- 27.2 A Party who receives a written notice for mediation from the other Party shall consent and participate in the mediation process in accordance with Clause 27.
- 27.3 The mediation session is to commence no later than **ninety (90)** days from the date of the written notice of mediation failing which either Party may proceed to dispute resolution.
- 27.4 Clause 27.1 shall not apply to a Dispute referred to the Small Claims Tribunals, provided that:
- (a) the Parties attend a consultation session before a Registrar (where the Parties will be given an opportunity to resolve the Dispute amicably) after a claim is filed with the Small Claims Tribunals; and
 - (b) the proceedings relating to such Dispute are not:
 - (iv) discontinued by the Registrar pursuant to Section 17(3) of the Small Claims Tribunal Act; or
 - (ii) transferred out of the Small Claims Tribunals before or pursuant to such consultation session.
- 27.5 Failure to comply with Clause 27.1 or 27.2 shall be deemed to be a breach of the Contract.

28. DISPUTE RESOLUTION

- 28.1 Each Party irrevocably agrees that the courts of Singapore shall have exclusive jurisdiction to settle any Dispute. Each Party irrevocably submits to the jurisdiction of such courts.

29. ORDER OF PRECEDENCE

- 29.1 In the event and to the extent only of any conflict between any provisions of the Contract, the conflict shall be resolved, subject to Clause 29.2, in accordance with the following order of precedence:
- (a) these Conditions of Contract;
 - 1. the Requirement Specifications;

2. the Letter of Acceptance;
- (b) the Purchase Orders, if any
3. any formal agreement executed between the Parties;
- (c) the Contractor's Tender Offer (as amplified or modified by any correspondence exchanged between KSL and the Contractor which has been agreed to by KSL in writing as amplifying or modifying the Contractor's Tender Offer).

29.2 Where the Contractor's Tender Offer (as amplified or modified by any correspondence exchanged between KSL and the Contractor which has been agreed to by KSL in writing as amplifying or modifying the Contractor's Tender Offer) contains provisions which are more favourable to KSL in relation to the rest of the Contract, such provisions of the Contractor's Tender Offer shall prevail. KSL shall in its absolute and sole discretion determine whether any provision is more favourable to it in relation to the Contract.

29.3 For the avoidance of doubt, this Clause shall form an integral part of the Conditions of Contract referred to in Clause 29.1(a).

COMPENDIUM OF ADDITIONAL CLAUSES (SERVICES)

A1. COMMENCEMENT AND DURATION OF CONTRACT

A1.1 The Contract shall commence on the date of commencement stated in the Letter of Acceptance or any other formal agreement executed between the Parties, and shall remain in force for a period of 1 year or in accordance with the terms set out in the Contract (the "**Initial Contract Period**").

4. EVALUATION CRITERIA

The evaluation criteria used for this Request for Proposal is as follows:

Criteria	Weightage (%)
1. Competitive Pricing Price proposed with detailed breakdown of fees/costs per item.	30
2. Quality of Proposal Proposer's ability to understand the Requirement Specifications and the proposed plans, designs or methods that will be used by the Proposer to undertake the provision of Goods and Services and meet the Requirement Specifications.	50
3. Track Record Of Company Industry reputation based on relevant track record submitted.	10
4. CV/Resume/Portfolio of Team Lead/Consultant and Assistant Team Lead Appointed personnel should demonstrate the competencies to undertake specific portfolios (social/pr/ paid media efforts).	10

5. PRICE SCHEDULE

Total Price (excluding GST):				
S/N	Description	Quantity [A]	Unit Price** [B]	Total Price** [A x B]
1	KidSTART 5 th Year Anniversary Campaign (Total)			
	- Concept & Creative plan to extend “Better Tomorrow” campaign (eg: On ground activation)			
	- Production cost (if any)			
	- 5 th Year Anniversary Video			
	- 5 th Year Emblem / Identifier creation			
	- Design of special 5th Year Anniversary collaterals			
	- Others			
2	Account Management <ul style="list-style-type: none"> - Weekly WIPs - Coordination of integrated Communication plans - Tracking of KPIs across all channels - Others 			
3	Publicity Relations Marketing <ul style="list-style-type: none"> - Media & Influencer/KOL relations - PR Strategic counsel - Communication Campaigns, Initiatives, Announcements & KidSTART Partner Events - Media Materials Development - Onsite management & support - Media pitching 			
4	Social Media Marketing <ul style="list-style-type: none"> - Monthly planning & scheduling of posts - Includes the creation, copy writing of 3 to 4 pieces of content per week. - Community Management - Social Listening and Analytics - Others 			

Total Price (excluding GST):				
S/N	Description	Quantity [A]	Unit Price** [B]	Total Price** [A x B]
5	Paid Media and Digital Management <ul style="list-style-type: none"> - Media buy management and planning - E-Influencer/KOLs' plans - Website counsel - Others 			
6a	Optional Items <ul style="list-style-type: none"> - 2 months of preparation work and account management prior to execution in April 2025 - Production of KidSTART 5th Year Anniversary collaterals - Translation - Media coaching workshops - Crisis Communications 			
6b	Paid Media Total Cost (to be paid to 3rd party vendor via agency)			
	Paid Media (Out of Home advertising, to include details)			
	Paid Media (Digital Platforms, to include details)			
	Paid Media (E-Influencers, to include details)			
6c	Others			

Tenderer to include another price schedule for an option to extend for 1 additional year (April 2026 to March 2027)

Breakdown of line items required