
REQUEST FOR PROPOSAL THE SINGAPORE SERIES

Deadlines

Expression of Interest : 27th October 2021

Submission of RFP : 30th November 2021

ORGANISATIONAL INFORMATION



The Singapore Esports Association (SGEA) is a member of the Singapore National Olympic Council (SNOC) and the national governing body for esports in Singapore.

Founded in 2018, SGEA promotes and facilitates the participation of Singapore in regional and international events and competitions in the area of esports excellence, and to develop and promote esports.

SGEA is a member of the Global Esports Federation (GEF).

The GEF has assigned the rights to SGEA to be the appointed lead partner for The Singapore Series (TSS) from 2022 to 2024 and has the exclusive rights to run the event.



The Global Esports Federation (GEF) promotes the credibility, legitimacy and prestige of esports. We convene athletes, players and industry leaders together on one inclusive platform.

With a mission to cultivate competition along with developing communities and the connection between sport, esports and technology. The GEF cultivates the authentic voice for the worldwide esports movement.

The GEF develops its brand, portfolio and initiatives in service to the worldwide esports community. As such, TSS, GEFcon, GEFestival are global properties with rights and assignments reserved by the GEF.

We are proud to have established more than 125 global partnerships, including over 100 Member Federations, global brands, publishers, and developers and strategic partners.

OVERVIEW AND OBJECTIVES

The Singapore Esports Association aims to appoint a Partner Agency to deliver **The Singapore Series (TSS)**, a prestigious annual multi-day event comprising of **GEFcon** and **GEFestival**. With the Global Esports Federation headquartered in Singapore, The Singapore Series is the flagship convention which will see GEFCon and GEFest travelling to other member federations around the world.

Services include, but are not limited to concept development, planning, assistance with sponsorship, event production, and overall event management coordination, including day-of event coordination, budget management, programming, and implementation.

a. GEFestival

GEFest is an inclusive and dynamic celebration of esports, youth culture and more to connect to the young global audience and is a continuation

of the momentum from the **Global Esports Games** held in Singapore in 2021.

(Reference: <https://www.globalesports.org/post/global-esports-games>)

Activities may include anything from drone racing to esports concepts. Activities are open to suggestions.

b. **GEFcon**

A global convention of thought leaders with the aim of allowing closer connections and positioning in front of brands to build the IP by:

1. Helping businesses understand the behaviour of the emerging esports ecosystem and how they can invest in it,
2. Creating connections and opportunities for brands,
3. Bringing the right speakers to converse on relevant topics and to present a global network reach.

SCOPE OF WORK

THEME

The Partner Agency should propose:

1. A Key Thematic;
2. Meta Narrative;
3. Related sub-themes;
4. and Core creative elements.

These themes will serve to guide and inform the content for TSS.

SERVICES

The Partner Agency will be expected to provide all services necessary and appropriate to promote, manage and execute GEFcon and/or GEFestival including but not limited to the services detailed below. The services outlined herein is not intended to be exhaustive.

1. Event Management

- a. Establish regular ongoing communication and provide agendas with SGEA and work closely with SGEA to determine overall look and theme of The Singapore Series, and to ensure effective internal communications and a collaborative and cooperative process;
 - b. Draft, manage, and finalise project plans, budgets, timelines, deployment schedule and oversee execution of all related tasks;
 - c. Identify potential challenges and recommend solutions;
 - d. Serve as liaison with vendors, venues, sponsors, and other TSS stakeholders
 - e. Ensure TSS complies with applicable laws and regulations;
 - f. Exercise duty of loyalty and good faith in favour of SGEA when negotiating with third parties.
2. Media Experience
 3. Hospitality
 4. Pre-event
 - a. Physical or virtual activities leading up to and culminating in The Singapore Series.

DELIVERABLES

1. Develop and update a detailed project plan for SGEA with estimated delivery dates and agreed upon budget, which details anticipated tasks and required expenses;
2. Maintain a budget spreadsheet of vendor costs related to TSS;
3. Secure the best possible pricing for all expenditures relating to TSS, providing documentation (unless waived by SGEA) showing that a competitive, fair and transparent Request for Quotations process was used and followed, where at least three vendors were considered and details supporting the reasoning as to why the selected vendor is ultimately recommended;

4. Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, and maintain a vendor list as vendors are confirmed;
5. Meet and act as primary point of contact for related vendors;
6. Provide MCCA with regular updates of TSS progress on timeline;
7. Draft, manage, and distribute a complete production schedule for TSS;
8. Submit a post-event evaluation report with recommendations to SGEA.

SELECTION PROCESS

During the tendering process, suitable offers received from potential suppliers will be narrowed down to the best candidate based on the following matrix:

	Criteria			
A. Background (25%) Scale 1-10	1. Relevant Track Record and Experience			
B. Quality (50%) Scale 1-10	1. Proposal			
	2. Further Customisability			
	3. Timeline			
	4. Further Customizability			
	5. Timeline			
C. Price (25%) Scale 1-5	7. Pricing			

Weighted Scoring			
Criteria	Item 1	Item 2	Item 3
A. Background (25%)			
B. Quality (50%)			
C. Price (25%)			
Total (Based on 100 Points)			

TIMELINE

The Singapore Series will take place in June 2022 with pre-event publicity and activities running in the preceding 3 months leading up to TSS. SGEA is open to proposals of differing timelines.

BUDGET

A seed budget of up to SGD 400,000 can be allocated for the TSS. The budget should include a sustainable revenue model and sponsorship plan for the execution of The Singapore Series through 2022, 2023 and 2024.

DURATION

The Partner Agency will be appointed for the duration of The Singapore Series in 2022, with reappointment of the Partner Agency for the 2023 and 2024 editions of TSS (2 years) at SGEA's discretion.

RFP SUBMISSION GUIDELINES

1. Proposals may be submitted separately for GEFCon, GEFest or Both as part of The Singapore Series.
2. Proposals shall be submitted via email to **enquiry@esports.org.sg** no later than **30th November 2021**.
3. The proposal should include the following sections:
 - a. **Executive Summary**

One-page summary of the Partner Agency's background, past experiences similar to the services expected for TSS, and basic understanding of the Services required, and reasons why the Partner Agency should be selected.
 - b. **Company Overview**
 - c. **Event Planning Team**

Name and short biography of the key team members who will be involved with TSS and their role before, during and after TSS.
 - d. **Proposed Concept and Activities**

A breakdown of pre-event activities, during, and post event activities, including marketing publicity for GEFCon and GEFest.
 - e. **Timeline of Activities.**
 - f. **Proposed Budget Plan & Revenue / Sponsorship model**

A proposed outline of budget encompassing execution of The Singapore Series for 2022, 2023 and 2024 with a Revenue and Sponsorship model to sustain the event.

Please send any enquiries to enquiry@esports.org.sg

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