1. BACKGROUND

In 2014, SIA took over the title sponsorship of the Formula 1 Singapore Grand Prix from SingTel for a period of 2 years, with an option to extend for an additional 2 years.

2015 marks the 2nd year of the title sponsorship of the Formula 1 Singapore Airlines Singapore Grand Prix.

The F1 and F1-related activities organized in 2014 include:

a. Participation in Singapore Grand Prix’s (SGP) Rev Up! activities*
b. Light Up The Night Carnival which was held at the F1 Pit Building on 16 August 2014
c. Fan Village tent and Singapore Airlines Paddock Suite, located within the F1 Circuit Park at Zone 4 and Paddock Club respectively during F1 weekend, 19-21 September 2014

*Activities were led by Singapore Grand Prix (SGP), the organisers for the Singapore F1 race.

2. SCOPE OF WORK

2.1. OBJECTIVES

1) Extract maximum value from sponsorship by engaging with target audiences
2) Strengthen public goodwill and preference towards SIA by enhancing brand relevance for Singaporeans and local residents
3) Continue awareness building of SIA’s F1 sponsorship throughout the world and create additional loyalty and affinity amongst Singaporeans and local residents.
4) Sustain year-long buzz and interest in-market on SIA’s F1 title sponsorship, specifically for Singapore, with halo effect for key markets (e.g. UK, Australia, Indonesia)
5) Generate incremental demand on SIA services

F1 ACTIVATION PLAN SCOPE OF WORK

2.2. F1 RACE WEEKEND – 18-20 September 2015

2.2.1. Tenderer will be required to propose design concepts for two areas within the F1 circuit park – Singapore Airlines Suite at Paddock Club (F1 Pit Building) and 400m² open space at Zone 4 Walkabout area.

2.2.2. Singapore Airlines Suite

a. Key objective and outcome is to extend SIA’s latest brand campaign in which SIA extends its hospitality to make its guests feel at home.
b. Space provided is approximately 350m² (to be confirmed).
2.2.3 400m² open space  
   a. Primary objectives will be to  
      1) provide a unique platform to engage general public to see SIA as a relevant brand  
      2) grow greater brand affinity with this audience  
      3) provide existing Krisflyer and PPS members with a form of recognition  
   b. Secondary objectives will be to  
      1) generate ancillary revenue from merchandise  
      2) acquire new customers or fans

2.3. LEAD UP TO F1 WEEKEND  

2.3.1. Tenderer is required to create a calendar of events, including one key activity/event in the months leading up to the 2015 Formula 1 Singapore Airlines Singapore Grand Prix weekend.

2.3.2. Key event created should target for maximum reach in terms of public engagement and high talkability on both digital and non-digital platforms. Tenderers will be required to submit the estimate reach for each activity/event proposed. Please refer to Appendix 1 for the template for submission.

2.3.3. Revenue or sales-driven activities can be incorporated for purpose of cost recovery. Sponsorships to offset costs should also be sought.

2.3.4. SIA will also participate in events organized by SGP. Their event dates and activities will be confirmed at a later date. For reference, please refer to Appendix 2 for the 2014 SGP Rev Up! calendar.

2.4. PRODUCTION  

2.4.1. Tenderer will be required to undertake and complete all production work related to job that tenderer is appointed for.

2.4.2. Production work includes but is not limited to:  
   a. Patron gates branding  
   b. Collaterals and/or giveaways  
   c. General production of items for activation activities/events  
   d. F1 weekend buildup

2.4.3. Tenderer will be expected to suggest possible giveaway items which will be distributed at all events/activities, including during the F1 weekend.

    In 2014, a laminated fan sporting the SIA F1 creative and “I am a fan” phrase was created and distributed to guests.

2.5. ASSETS

2.5.1. Tenderers will have access to a range of SIA assets. Some items may require rental or purchase. Please refer to Appendix 3 for complete list of assets available.
2.5.2. Key furniture or assets for events/activities can and should be customized wherever possible to align with SIA’s brand image and suit SIA’s needs. They should be re-usable for other events within the same year and be sufficiently sturdy for use in subsequent years.

3. INSTRUCTIONS TO TENDERER

3.1. TENDER PACK CONTENTS

3.1.1. This tender pack contains the following set of documents:
   a. Annex 1: Terms and conditions of the tender
   b. Annex 2: Specifications of tender and tender submission details (with 4 Appendices)
   c. Annex 3: Interested Party Transaction (IPT) Form and Declaration of Participation by Relatives and Associated Companies
   d. Annex 4: Suppliers’ Code of Conduct
   e. Annex 5: Tender Application Form
   f. Annex 6: Vendor Profile Matrix
   g. Annex 7: Non-Disclosure Agreement (NDA)

3.1.2. The tender documents shall include items listed in the main tender pack, as well as any other documents that may be issued prior to the deadline for submission of proposal.

3.1.3. The tender documents and additional materials that may modify, by additions, deletions, clarifications or corrections will become part of the contract when executed.

3.1.4. Until a contract is executed, the tender documents and clarifications shall be binding on the tenderer.

3.2. SCHEDULE OF EVENTS

<table>
<thead>
<tr>
<th>Events</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tender bid opens</td>
<td>11 February 2015</td>
</tr>
<tr>
<td>Briefing session</td>
<td>16 February 2015, 2 pm</td>
</tr>
<tr>
<td>Closing date for submission of proposal</td>
<td>04 March 2015, 3 pm</td>
</tr>
<tr>
<td>Presentation of proposal by shortlisted tenderers</td>
<td>16-20 March 2015</td>
</tr>
<tr>
<td>Appointment of tenderer</td>
<td>Before 31 March 2015</td>
</tr>
</tbody>
</table>

3.2.1. We do not bind ourselves to accept the whole, the lowest or any quotation, nor will we settle any costs that tenderer may have incurred in the preparation of this proposal.

3.2.2. SIA reserves the right to amend the schedule and/or to close the tender bid without award to any tenderer(s).

3.2.3. SIA also reserves the right to appoint in part or by activity and/or appoint more than one tenderer.
3.3. TENDER PROCEDURE

3.3.1. Intent to Bid
To participate in this tender, please submit your proposals by either hand-delivering or mailing to the address below:

The Secretary
SIA Tenders Committee
Singapore Airlines Limited
No. 4 Airline Road
SIA Pass Office
Changi Airfreight Complex (CAC)
Singapore 819825

On or before 3pm, 04 March 2015 (Singapore Time). The documents should be submitted in a sealed envelope marked “Tender Reference No. 1015” on the front left-hand top corner of the envelope.

Together with your proposal, please ensure that the following documents are acknowledged and attached with your submission:

a. Annex 3: Interested Party Transactions (IPT) Form and Declaration of Participation by Relatives and Associated Companies
b. Annex 4: Suppliers’ Code of Conduct
c. Annex 5: Tender Application Form
d. Annex 6: Vendor Matrix Profile

3.3.2. Tender Briefing Session
Tenderers who are interested to bid must attend the tender briefing session which will be held on 16 February, 2pm at Airline House, 25 Airline Road, Singapore 819829.

As Airline House is situated within a restricted zone, interested tenderers must write to MCD_Tender@singaporeair.com.sg by 13 February, 5pm to inform of their attendance and provide the following particulars for every person attending:

I. Full Name
II. I/C or passport no. if foreigner
III. Contact no.
IV. Company

Please note that I/C (for locals) and passport (for foreigners) will need to be produced at the pass office to exchange for visitor passes.

As the pass office may be crowded at times, please buffer extra traveling time to avoid being late for the session.

Upon arrival at the Airline House guardhouse, please contact Ingah Loo at 6541 6685 or 9172 3095 and she will escort you to the meeting room.

Tenderers who attend the tender briefing session will be required to sign the Non-Disclosure Agreement.

3.3.3. Contact Person
If there is a need to seek clarifications, requests should be sent to:

Lulu Tan
MCD_Tender@singaporeair.com.sg
All communication between the tenderer and SIA shall be through the above email address.

When submitting questions, the identity of the tenderer’s representative must be clearly indicated. The email subject shall in such cases, follow the format of (1) Name of tenderer and (2) Date of submission e.g. Tenderer XXX, 16 Feb 2015. All questions must be sent to SIA before the deadline indicated in 3.2: Schedule of Events. SIA will respond to the questions via email. All the questions and the corresponding responses prior to the Submission of Proposal date will be made known to all tenderers (where possible) without revealing the identity of the source of the questions.

3.4. FORMAT OF SUBMISSION

3.4.1. Each proposal should be structured in a clear, straightforward manner and in accordance with the outline of the respective sections herein. Tenderers should exercise care to present only realistic, attainable commitments in their proposal.

3.4.2. Non-compliance to meeting any requirements must be specifically stated with reasons by the tenderer.

3.4.3. The documents listed below must be submitted as part of the tenderer’s bid.

   a. **Executive Summary**
      Summarise the salient points of your proposal in no more than two (2) pages. Briefly describe your proposal and how it will meet the requirements of the tender.

   b. **Proposed Solution**
      The proposal should reflect the full understanding of all sections within (i) the tender bid and (ii) annexes.

      Concepts and activities/events curated must be aligned with SIA’s brand guidelines and pillars.

      Provide a complete response to the Scope of Work section within the main tender document. Include and explain any additional information you deem necessary to support your proposal.

      Proposal could include:
      - Detailed description of each module of activity
      - Project management process, deliverables (e.g. project status etc.) and schedule
      - Project organization structure and profile of key project team members (e.g. Management oversight, Project manager, Project leader, etc), including development team composition i.e. either on-site, off-shore, hybrid model
      - Quality management plan

      State the time frame and schedule, from initiation till completion, for delivery of each (where possible) of the requirements.

      Provide a standard man-day rate to be used in the commercial proposal for all future application development work. This standard man-day rate will be effective
for the duration of this agreement. Any assessment of Change Requests effort must be made free-of-charge to SIA.

Specify the notification period for commencement of any future development work.

c. **Pricing**

For work covered in this tender, tenderer must submit two types of cost sheets.

i) Itemised cost sheet – Provide itemized pricing for each aspect of the scope of work, as stipulated in the tender.

ii) Cost summary sheet – Summarised cost of the required scope of work. Please refer to template in Appendix 4.

Provide a standard man-day rate to be used in the commercial proposal for all future development work. This standard man-day rate will be effective for the duration of the contract.

d. **Interested Party Transactions (IPT) Form and Declaration of Participation by Relatives and Associated Companies (Annex 3)**

A signed copy is to be returned so as to comply with Chapter 9A of the Listing Manual of the Stock Exchange of Singapore – Interested Person Transactions (IPT). Tenderer is to declare whether your company is affiliated with Temasek Holdings Pte Ltd (owned by the Government of Singapore) or any of its subsidiary/associated companies.

e. **Suppliers’ Code of Conduct (Annex 4)**

The Suppliers’ Code of Conduct provides essential guidelines which governs the ways which the tenderer conducts its business. In acknowledgement, please sign and submit with the tender proposal.

f. **Tender Application Form (Annex 5)**

Please complete the tender application form and submit with the tender proposal.

g. **Vendor Profile Matrix (Annex 6)**

Please submit the completed Vendor Profile Matrix. Please note that it is not acceptable to reference the relevant sections to e.g. websites, financial reports etc. Kindly fill in the required details and provide additional information to support your tender proposal.

Tenderer must provide a list of regions of the world where they have previously provided event management services. Extensive details of a minimum of three (3) such projects, one of which should at a global level, to be included. In addition the tangible strategic value to the clients should also be listed for each of the projects described.

The proposed account team should possess necessary skills to deliver the initiative effectively and efficiently. Include the proposed account management structure along with title and responsibilities of the proposed account team. Resumes of the proposed account team, details on prior relevant experience with your company, their industry experience and number of years with your company should also be provided

The SIA team may wish to visit these service provider reference site(s).
3.5. EVALUATION CRITERIA

3.5.1. Proposals will be assessed based on the ability to meet the following objectives:
   a. Engagement with the public/masses
   b. Brand relevance
   c. Cost efficiency
   d. Expertise and experience of the project team

3.5.2. The evaluation process may include telephone calls to your referees (clients) to verify claims made by your company. Reference sites with the closest match to SIA’s network will be preferred.

3.5.3. Shortlisted tenderers will be asked to present their proposals on-site at SIA.
## APPENDIX 1: ESTIMATED REACH FOR ACTIVITIES IN LEAD UP TO F1

<table>
<thead>
<tr>
<th>Activity/event name</th>
<th>Estimated reach</th>
<th>Categories of people (e.g. millennials, families)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
## APPENDIX 2: SGP REV UP! ACTIVITIES CALENDAR (2014)

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
<th>SYNOPSIS</th>
<th>SGP ROLE</th>
<th>SQ ROLE (STANDARD)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PIT STOP @ THE LIBRARIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1) Bedok Library</td>
<td>26-27 July</td>
<td>Learn more about F1 through an educational exhibition held at the libraries. The two-week long exhibit will culminate in an activity-filled weekend where visitors can take part in interactive activities, attend educational talks, catch free movie screenings of two award-winning Formula One™ movies, and test their mettle on the Singapore GP race simulators.</td>
<td>SGP has educational panels that explains what is Formula One, its history, as well as what is new in the F1 season this year. There’s an interactive workshop where the public can help to create a life-sized replica of an F1 car made completely out of cardboard, a storytelling session for kids, as well as an educational talk about F1 by a local motoring journalist and our Clerk of the Course.</td>
<td>SQ contributed 1 educational panel (2-sided) to draw the relation between the airline and Formula 1. Presence of 2 - 4 SIA Girls (dependant on group size) for photo op, to interact with public and distribution of giveaways. To also have an SIA rep to interact with public and field any possible questions from public on our sponsorship or generic questions on SIA.</td>
</tr>
<tr>
<td>2) AMK Library</td>
<td>16-17 Aug</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Central Library</td>
<td>13-14 Sep</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SCHOOL VISITS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1) Northbrooks Secondary School</td>
<td>30 July</td>
<td>Participants will gain an insight into the world of Formula One™ through educational talks and have the opportunity to try their hand at racing on the Marina Bay Street Circuit on the Singapore GP simulators.</td>
<td>SGP has a local motorsports journalist giving talks to upper secondary school students. Students are given mini-cardboard versions of the F1 replica where they have to piece it together and customise. Once completed, they should upload a photo of it on Instagram. The most creative design stands a chance to win tickets to the race.</td>
<td>Large pull up banner (3x2m) produced as backdrop for photo opportunity for public. Bookmarks produced as giveaways.</td>
</tr>
<tr>
<td>2) Anderson Secondary School</td>
<td>31 July</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Bedok View Secondary School</td>
<td>04 Aug</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Commonwealth Secondary School</td>
<td>13 Aug</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) Hougang Secondary School</td>
<td>22 Aug</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>YOUTH KARTING CHAMPIONSHIP</strong></td>
<td>Finals: 30 Aug</td>
<td>120 students will be trained in the fundamentals of racing with specialised theory and practical workshops. The rookies will then test their mettle in the Championship finals at the Marina Bay Street Circuit.</td>
<td>In the finals, 60 students will compete in the finals on 30 August for a Karting Scholarship worth $11,850 each. There are two scholarships up for grabs (one for each age group: 15-17 year olds, 18 -21 year olds). They are encouraged to bring along their family and friends to support them in the finals. Lotus car + backdrop + platform will be used</td>
<td></td>
</tr>
<tr>
<td><strong>REV UP SINGAPORE! KARTNIVAL</strong></td>
<td>31 Aug</td>
<td>Members of the public will be able to try their hand at go-karting for free, in celebration of Singapore Tourism Board’s Tourism50 campaign.</td>
<td>On the following day, the track will be open to public. Free karting sessions are available for the first 500 participants. This Kartnival is in conjunction with STB’s Tourism50 campaign and to add to the atmosphere, we are looking for content. We’ll likely put in the content we have at the library, as well as other F1-related activities/content (which we are still curating). Lotus car + backdrop + platform will be used</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 3: AVAILABLE ASSETS

1. **Madame Tussauds**
   Lewis Hamilton and Sebastian Vettel wax figures are available for loan from Madame Tussauds. A two-month notification lead time is required. Due to the makeup of these figures, they should be kept and displayed in an air-conditioned environment.

2. **2014 Trophy Replica & Trophy Stand**
   The trophy replica measures 20cm (width) x 52cm (height).
   
   The trophy stand consists of a wooden base where a revolving plate sits on the top of it, and an acrylic cover. It was used to display the replica F1 trophy in the Singapore Airlines Suite.
   
   The dimensions of the wooden base in centimetres are 46L x 46B x 100H.
   The dimensions of the acrylic cover in centimetres are 43L x 43L x 70H.

3. **Aircraft Model**
   The scales of the two SIA A380 aircraft models available for use are 1:50 and 1:20. Smaller aircraft models in varying sizes are also available.

4. **SIA girls**
   The SIA girl is the icon of SIA and should be present at every activity/event to strengthen the SIA brand and image. It would take a minimum of six weeks to roster them for an event.

5. **Advertising assets**
   - Images
   - Videos – Brand ads, SIA’s F1 footage for peripheral activities, F1 official footage
   - SIA posters

6. **Merchandise**
   These merchandise may be for sale or order

7. **Portable backdrop**
   There are a total of 3 of these portable backdrop which measure 2.6m (width) x 2.3m (height) each in size and they were used as backdrops for photo opportunities

8. **Regular pull-up banners**
   There are a total of 8 blue and 8 yellow SQ-branded pull-up banners which measure 0.6m (width) x 1.6m (height) each

9. **Aircraft seats**
   First, Business and Economy class seats are available for use at events. They are a total of 2 First class seats, 2 Business class seats and 6 (2 rows of 3) Economy class seats.
APPENDIX 4: SAMPLE OF COST SUMMARY SHEET

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SUB-CATEGORY</th>
<th>PRICE (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-race activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race weekend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design concept</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other collaterals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(if applicable)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project management fee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL AMOUNT</td>
<td></td>
<td>S$</td>
</tr>
</tbody>
</table>