

REQUIREMENT SPECIFICATION

RFP NO. NKF/PL/2019/001

TITLE: REQUEST FOR PROPOSAL FOR NKF SIT-A-THON 2019 EVENT

1. BACKGROUND

- 1.1 NKF's vision is "Giving Life & Hope through affordable, sustainable & quality renal care and education & prevention of kidney disease in partnership with the community."
- 1.2 Kidney failure is irreversible. When one is diagnosed with kidney failure, one requires transplant or dialysis to survive. Medication cannot undo kidney failure.
- 1.3 NKF is caring for more than 4,400 patients, which is about two-thirds of the Singapore's dialysis patient population. Currently, we have 36 dialysis centres island-wide to enable us in providing affordable and accessible community-based dialysis treatment and care to those in need.
- 1.4 It is not enough just to continue treating patients. NKF is committed to drive numerous upstream efforts particularly targeting the high-risk groups, the young and the general public to inculcate healthy habits.
- 1.5 Through mass engagement of the community, we wish to highlight the importance of early detection and prevention of kidney disease to stem the rise in kidney failure cases in Singapore. The statistics are alarming:
 - a) There is one new case of kidney failure every 5 hours
 - b) Diabetes and hypertension are the leading causes of kidney failure
 - c) Singapore is ranked 6th & 4th in the world for incidence and prevalence of kidney failure respectively
 - d) We are 1st in the world for diabetes-induced kidney failure
 - e) 2 in 3 cases of kidney failure are due to diabetes
 - f) Almost half of those with diabetes were not aware of their condition and were therefore not being treated. 1 million diabetics are expected by 2040.
 - g) Total dialysis patients NKF cares had risen from 2,574 in 2009 to 4,370 in 2018, a 70% increase over a span of 10 years
- 1.6 The NKF Sit-A-Thon is a large-scale event which aim to create greater awareness on the importance of kidney health. It was first held in 2013 to allow participants to experience what kidney patients have to endure while on dialysis and to get them thinking about caring for their kidneys to prevent kidney failure. It has since been revamped and held again in 2018 to be NKF's anchor event on an annual basis.
- 1.7 This is a conscious move for an "on the ground" approach in an outdoor and community setting, where participants can learn through fun and interactive activities focusing on lifestyle choices.

2. OBJECTIVES (desired outcomes)

- 2.1 To build Sit-A-Thon to be recognised as an annual signature event to reinforce NKF's efforts in creating awareness of kidney health and prevent kidney failure.

- 2.2 To provide a platform for participants to take a stand and live a life free from kidney disease. Their choices will make a difference.
- 2.3 To create awareness among the public on the importance of kidney health.
- 2.4 Drive execution of activities (inclusive of stationary bike component) to promote sustained behavioural change.
- 2.5 To have the Guest-of-Honour launch the second Kidney Health Education bus for media/public awareness.
- 2.6 The services required to meet NKF's desired outcomes shall minimally include:
 - a) Pre-event management including pre-event awareness building and onsite outreach, recruitment of participants and part-timers etc.;
 - b) Onsite set-up and management of entire event and complementary activities; and
 - c) Post event review/analysis/report and propose improvements after signature event.

3. ROLES AND RESPONSIBILITIES OF THE CONTRACTOR

- 3.1 The Contractor shall:
 - a) Devote all necessary efforts to making NKF Sit-A-Thon successful in meeting the objectives;
 - b) Keep NKF apprised of all developments and proposals in relation to the services being provided;
 - c) Comply with all directions given by NKF, including directions to cancel or modify events; and
 - d) At all times, Contractor and Contractor's employee must report to NKF's project In-Charge (IC) all information, explanation and advice which NKF's project IC require to be properly informed of services discharged.

4. OVERVIEW OF CONTRACTOR'S SCOPE OF WORK

- 4.1 The event brief will be distributed to Tenderers during the compulsory briefing. Tenderers should propose additional events/activities to add to the festivities or enhance the proposed ideas:
- 4.2 Two full days (8 hours on each day) event happening on 24 and 25 August 2019, to target at least **10,000 participants over the two days**. This is inclusive of **approximately 1,600** registered participants for the stationary bicycle segment and other fringe activities.
- 4.3 The tenderer's proposal must address the following:
 - Awareness building
 - 4.4 Recommend outreach activities to engage and secure participation from stakeholders.
 - 4.5 Propose and implement pre-event activation and publicity to drive target audience attendance to NKF Sit-A-Thon.
 - Signature Event
 - 4.6 The Contractor is required to propose the concept, implementation plan and mechanics to organise NKF Sit-A-Thon.

- 4.7 Whilst the Contractor is allowed to propose additional events subject to the approval of NKF, elements of NKF Sit-a-thon should include but are not limited to:
- a.) Stationary bike cycling;
 - b.) Performances that will be performed on a stage;
 - c.) The launch of NKF's 2nd Education Bus that showcases the importance of maintaining kidney health; and
 - d.) Wall-sit Challenge: A challenge whereby participants will be made to wall sit for at least 1 min;

- 4.8 Design and produce the necessary event backdrops, signage, etc. based on overall design and feedback given by NKF.

Venue & Logistics

- 4.9 The NKF Sit-A-Thon will be held at Our Tampines Hub, subject to NKF's concurrence. The Contractor does not need to include venue cost into quoted price.

- 4.10 The contractor is to provide all logistics (e.g. laptops for registration, adapters, multi-plugs, and tables) required for the event.

- 4.11 Liaise and work with venue owners of hosting event, to ensure the compliance of rules and regulations of the venue and relevant authorities, e.g. Fire Safety, BCA, NEA etc.

- 4.12 Ensure that all insurance, legal health and safety obligations etc. with aspects to the venue management adhered to.

- 4.13 The Contractor is expected to exercise due diligence in the handling of personal data of all participants at all times.

- a) The Contractor shall ensure that all hard and soft copy are safely stored and protected.
- b) The Contractor will ensure that all hard and soft copy of personal data of participants is destroyed within 1 month after submission of information to NKF.

Optional Component

- 4.14 The Contractor should quote the cost of renting 30 stationary bikes as a separate and optional component.

5. SUBMISSION REQUIREMENTS

- 5.1 All interested proposers are required to submit the following documents in their submission:

- 5.1.1 Proposer details consisting of the following info:

- a) Track Record of Company of the past three years (3) years (e.g. brief write-up and images on company capabilities and past projects.);
- b) Team profile and experience;
- c) References and testimonials; and
- d) Any other value added services or practices that the proposer is able to provide.

- 5.1.2 Proposer's proposal consisting of the following info:

- a) Proposal of execution for the elements of the event and how they would achieve the event objectives;
- b) Additional elements; and
- c) Details of how the program is unique or differentiates itself.

- 5.1.3 Price Schedule inclusive of optional component.

6. EVALUATION CRITERIA

- 6.1 Tenderer must meet all the following critical criteria to qualify for the tender.
 - a) Full compliance with Standard Conditions of Contract and Instruction to Tenderers
 - b) Attended compulsory Tender Briefing

6.2 All proposals meeting the above criteria will be further evaluated using the following criteria:

Item	Description
1	Price Competiveness <ul style="list-style-type: none">- To include Tenderer's proposed optional items to be exercised by NKF- For Schedule of Rates (SOR)
2	Quality of Proposal <ul style="list-style-type: none">- Creativity and innovativeness of proposal- Feasibility, practicality and comprehensiveness of proposal- Alignment of proposal's objectives with NKF's requirements
3	Event Team's Qualifications and Experience <ul style="list-style-type: none">- Relevant experience

6.3 Failure to submit complete documentation may render disqualification from participation of this tender.

Accepted By:

Authorized Signature: _____ Date: _____

Signatory Name: _____ Signatory Title: _____

Telephone Number: _____ Vendor's Name: _____

Email Address: _____ Vendor's Stamp: _____