

REQUEST FOR PROPOSAL (RFP) SPECIFICATIONS FOR A BRANDING PROJECT FOR HEARTWARE NETWORK, INCLUDING BRAND POSITIONING, CONCEPTUALISING, DESIGNING AND IMPLEMENTATION OF THE NEW CORPORATE IMAGE

We are pleased to invite you to tender for the above requirement on the terms and conditions set out in these Request for Proposal (RFP) Documents.

The RFP Documents includes the following:

Section 1	Company Overview and Brief Proposal Guidelines	Page 2-3
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Proposals are to be submitted to Heartware Network’s Office located at:

2 Orchard Link
 *SCAPE Building #05-07A
 Singapore 237978

Closing Date & Time: 22 September 2017, at 1800 hours

For Any Clarifications, Person To Contact:
 Ms. Amanda Tan
 (Operations Director)
 Tel : 65094414
 Email : amanda@heartware-network.org

SECTION 1

1.0 CORPORATE OVERVIEW

1.1 About Heartware Network

Heartware Network is a registered Society with the Registry of Societies and a registered Charity with the Institutions of Public Character (IPC) status under Commissioner of Charities (COC) under the Ministry of Culture, Community and Youth (MCCY).

We seek to instil positive values and build strong character in youth between ages 14-35 years old. We engage them to be resilient, innovative in serving others and to be entrepreneurs rooted to Singapore as their home. We are also committed to transforming the lives of under-served children and youth by empowering them with greater confidence in their abilities to as to achieve a brighter future.

Heartware Network also manage a Volunteer Management System – Youthbank and a programme called Youth Business Singapore (YBS).

For more information, visit the following websites:

- www.heartware.org
- www.youthbank.sg
- ww.youthbizsg.org

2.0 PROPOSAL GUIDELINES

2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite tenderers to submit their proposal to enhance the corporate identity of Heartware Network to stay relevant to the youth of today. *(More details can be found in Section 2 of document)*

2.2 Project Schedule

This schedule is based on our current timelines, subjected to change:

<u>Project Timelines</u>	<u>Deadlines</u>
RFP Closing date	22 September 2017, 1800hours
Presentation	4 th week September 2017
Award Contract to Contractor	1 st week October 2017
Expected Delivery	Mid December 2017

3.0 PROPOSAL SUBMISSION PROCEDURE

3.1 Question & Answers

By responding to this RFP, the Contractor agrees to be responsible for fully understanding the requirements and other details of the RFP, and will ask any questions to ensure such understanding is gained. Heartware Network reserves the rights to disqualify Contractors who do not demonstrate a clear understanding of Heartware Network needs. Furthermore, the right to disqualify a Contractor extends past the contract award period and Heartware Network will be at no fault, cost of liability.

3.2 Good Faith Statement

All information provided by Heartware Network is offered in good faith. Specific items are subject to change at any time based on business circumstances. Heartware Network does not guarantee that any particular item is without error.

3.3 Communications & Proposal Submission Guidelines

Communications shall not be effective, unless formally confirm these communication in writing. In no case shall verbal communications govern over written communication.

3.4 Evaluation Criteria

All proposals will be evaluated systemically, based on the following criteria:

- Proposed branding Concept
- Profile of the Contractor and results of similar projects undertaken

Note:

- Contractors are to submit an itemised Quotation
- Only shortlisted Contractors who have demonstrated their capability to meet our needs will be contacted via email and/or phone to be notified of their selection to move forward in the RFP process.

**SECTION 2
SPECIFICATIONS OF PROPOSAL**

1.0 OBJECTIVES

- 1.1** Heartware Network seeks to elevate the perceived value and generate stronger brand recognition on the quality and uniqueness of Heartware Network and its offering.
- 1.2** To create a vibrant brand which is able to relate to the Youth and capable of sustaining long-term service delivery and make a positive impact to communities.

2.0 KEY OUTCOME

- 2.1** Heartware Network is seeking tenders from organisations with the capacity and experience to deliver specific outcomes:
 - a. Streamline brand architecture to build a more consistent brand
 - b. Develop a strong brand intent to drive purpose which the youth can resonate with
 - c. Identify a point of differentiation from the rest of the youth organisations and relevance for Heartware Network
 - d. Align all the programme and sub-brand initiatives to the corporate brand to build equity moving forward
 - e. Refresh your brand identity (including corporate website, social media page, corporate collaterals so as to reflect the new identity and positioning)

3.0 SCOPE OF WORK

3.1 Research and brand positioning

- a. Interview with key stakeholders to understand company values for brand design incorporation
- b. Proposal for strengthening the brand positioning amongst the youth organisations
- c. Conduct Focus Group discussion with Heartware Network volunteers or youths to get an alternative perspective on current branding and its impact

3.2 Brand alignment and identity design

- a. Development of Brand Intent and brand guide
- b. Design development of brand identity + sub-brand for the following:
 - 1. Websites
 - www.heartware.org
 - www.youthbank.sg
 - ww.youthbizsg.org

2. Social Media Accounts
 - Facebook.com/heartware.org
 - Facebook.com/hwnetwork
 - Facebook.com/youthbanksg
 - Facebook.com/youthbizsg
 - Instagram (www.instagram.com/heartwaresg)

3.3 Master art work for corporate brand + final artwork for the following:

1. Corporate Collaterals
 - Programme brochures
 - Corporate stationery i.e. name card, power-point template, letterhead etc
2. Programmes logo
 - National Day Parade Hospitality
 - Youth Business Singapore
 - Tuition Programme
 - Support Our Pioneers
 - Lifeskills
 - Training Academy
 - Others

3.4 Others

- a. For Corporate Website: Web Development in line with the developed creative concept, editing of existing website, page design layout and image selection (for corporate website)
- b. For New Office Layout: Design proposals incorporating use of Environment Graphics so as to visually communicate Heartware Network identity and key messages and to project the personality of the organisation by creating a visual experience that connects with the youth.

**SECTION 3
CONDITIONS OF CONTRACT**

1.0 Definition

1.1 In these Conditions unless the context otherwise requires:

"Authority" includes any officer authorised by Heartware Network to act on its behalf.

"Contract" includes the all the terms indicated on Heartware Network RFP of which is mutually agreed upon by Heartware Network and the Contractor.

"Services" means the work which the Contractor is required to perform under the Contract.

"Proposer" means a person or his permitted who submits a proposal to supply the Services.

"Contractor" means the successful Proposer who has been awarded the Contract by Heartware Network and agrees to meet the stated requirements at a mutually agreed upon price and within a specified timeframe.

"Parties" refer to Heartware Network and the Contractor.

2.0 GENERAL

2.1 Heartware Network does not bind itself to accept the lowest or any offer.

2.2 Heartware Network reserves the right to accept the offer in whole or in part, the right to reject any or all proposals without assigning any reasons and the right to negotiate with any proposer on the terms of the offer.

3.0 SCOPE OF CONTRACT

3.1 The Contractor shall perform the Services in accordance with the Contract.

4.0 PAYMENT

4.1 Heartware Network shall make payment to the appointed Contractor 30 days after satisfactory completion of the works and upon receipt of an invoice with supporting documents such as a delivery order.

4.2 The payment under this clause shall not prejudice Heartware Network's right to reject deficient Services or the Contractor's responsibility to re-perform deficient Services.

4.3 Without limiting Heartware Network's right under the Contract, the amount of any payment or debt owed by the Contractor to Heartware Network under the Contract may be deducted by Heartware Network from any monies payable by Heartware Network to the Contractor pursuant to this Contract.

5.0 RIGHTS OF HEARTWARE NETWORK IN THE EVENT OF DEFAULT BY THE CONTRACTOR

5.1 The Contractor shall carry out the required works in accordance to the agreed time schedule and ensure that the works carried out in a professional and reasonable manner by deploying workers who have the required skills and are able to exercise care and diligence that may reasonably be expected of a person experience in carrying out the required works.

5.2 The Contractor shall perform the Services by the Performance Date and in the manner specified in the Contract. The Contractor shall obtain a receipt/acknowledgement of job completion from Heartware Network. The issue of such receipt shall in no way relieve the Contractor from his responsibility for re-performing deficient Services.

5.3 If the Contractor defaults in his performance of this Contract, Heartware Network may issue a notice of default to the Contractor informing the Contractor of its default. The Contractor shall, within thirty (30) days of the date of the notice of default, remedy the default. If the Contractor fails to do so, the Contractor shall be taken to have repudiated the Contract and Heartware Network shall have the right to terminate the Contract or cancel any part thereof by way of a notice of termination without Heartware Network being liable therefor in damages or compensation. The said termination shall take effect from the date of the notice of termination.

5.4 In the event of termination, Heartware Network shall have the right to purchase from other sources all the Services which remains unperformed at the time of termination or similar Services, and all increased costs reasonably incurred by Heartware Network shall be recoverable from the Contractor.

6.0 VARIATION OF CONTRACT

6.1 No variation whether oral or otherwise in the terms of this Contract shall apply thereto unless such variation shall have first been expressly accepted in writing by the Contractor and the authorised contract signatory of Heartware Network.

7.0 IDEMNIFICATION

- 7.1 The Contractor shall keep Heartware Network or its agent indemnified against claims, actions or proceedings brought or instituted against Heartware Network and its agent by any Contractor's workers or third party in connection with or relating to or arising out of the works being carried out under the contract.

8.0 CONFIDENTIALITY AND SECURITY

- 8.1 Except with the written consent of Heartware Network, the Contractor shall not disclose the Contract or any purchases made in this Contract or any provisions thereof or any information issued or furnished by or on behalf of Heartware Network in connection therewith to any person.
- 8.2 In addition to the foregoing, the Contractor shall not make use of any information obtained directly or indirectly from Heartware Network or compiled or generated by the Contractor in the course of this Contract which pertains to or is derived from such information, other than use for the purposes of this Contract, without the prior written consent of Heartware Network.
- 8.3 The Contractor shall not publish or release, nor shall it allow or suffer the publication or release of, any news item, article, publication, advertisement or any other information or material pertaining to any part of the obligations to be performed under the Contract in any media without the prior written consent of Heartware Network.