

ANNEX A: QUOTATION PROPOSAL TEMPLATE

A. Account Services Team

- Describe the team structure and how resources would be allocated to us.
- Please provide brief bios for the team you would assign to our account

B. Cost Breakdown

DESCRIPTION	Year 1 rates			Optional Year 2 rates		
*Please quote rate per month except for item 6 (JVP)	REMARKS	UNIT RATE S\$	TOTAL PRICE S\$	REMARKS	UNIT RATE S\$	TOTAL PRICE S\$
1. Consultation and Development of Media Buy strategy						
<ul style="list-style-type: none">Provide strategic counsel in publicity and strategiesDevelop marketing strategy and detailed implementation plans with timeline and milestones deliverables for the festivals/programmesRegular WIPs sessions when necessary (at most once a week)						
2. Media Buying						
<ul style="list-style-type: none">Agency commissions on Offline platformsOffline: Biddable and Non-biddable						
4. Measurements, Reporting, Analytics						
<ul style="list-style-type: none">Active tracking and updates of media pitches and media coverage and sentimentsConsolidation and compiling of media coverage reportPost-event report and analysis						
5. Optional Items/Services						
<ul style="list-style-type: none">Additional fees (please list accordingly)						
CONTRACT PRICE (excluding Singapore goods and services tax)						
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Note:

- Please state all costs in the Quotation to include providing the services in the table above and completion of the Scope of Work as defined in Clause 3.2 stated in the RFP documents. No additional claims allowed even where actual quantities differ from the estimated quantities above.
- All prices stated must be without Singapore Goods and Services Tax.
- Please include total cost with Singapore Goods and Services Tax.
- All related expenses for Out-of-Pocket Expenses (such as local transport, accommodation, per diem, insurance etc.) shall be included in the pricing. No additional expenses should be arising out of this project.
- Any third-party products or services are to be first proposed to and approved by the AHL Marketing and Communications Department prior to procurement
- All costs should be billed directly to Arts House Limited for products and services rendered by third-parties vendors where possible.