



CALL FOR PARTNERSHIP

PROVISION OF PARTNERS FOR PRODUCTS &
SERVICES TO BE OFFERED AT ACTIVE SG FACILITIES

*Partnership period: Commence Q1 Calendar Year 2023 or sooner
2 years agreement with the option to extend by 1 additional year*



BACKGROUND ON ACTIVESG



- ActiveSG is an all-inclusive national movement for sports, by Sport Singapore (SportSG).
- A lifestyle destination for Singaporeans to live better through sports, with facilities island-wide and member privileges offered to all ages and abilities (*refer to slide 7 for a full list of existing locations*).
- Today, ActiveSG serves over 2 million users across Singapore, with a reach of various segments within the community.
- Members range from all age groups, with the majority being working adults aged twenty (20) to fifty-nine (59).



OBJECTIVES OF PARTNERSHIP(S)

1. To provide products/ services that enhances visitors' engagement and experience at our Sport Centre. With the intent to provide convenience and accessibility to guests, as well as to encourage them to stay longer at our facilities.
2. This call for partnership is to source for vendors in the market who would be interested to collaborate with us and contribute to the sports community through the non-exhaustive list of areas stated below:

Products

- Healthier Choice Food – i.e. sandwiches, salads, fruits, ready-to-eat meals
- Sporting apparels – i.e. fitness watches, footwears, performance enhancing gears
- Daily essentials – i.e. groceries, medications, vitamins

Services

- Sports-related Services – i.e. badminton racquet restringing, bicycle repair, health and fitness
 - Lifestyle and Entertainment Services – i.e. kiddy ride, laundry machines, photobooth
3. Other possible collaboration outside the abovementioned scope may include Event Partnership (*including but not limited to co-branding opportunities with sports and lifestyle angle*).

**Products/ Services can be offered through vending solutions, kiosks, spaces and lockers concept.*

TO INCLUDE IN PROPOSAL

Vendors shall include the following in the proposal:

1. About your company

2. Products/ Services your company would like to offer at ActiveSG facilities

- Price points of the products/ services
- Including any other potential partnership opportunities
- Proposed locations to implement offerings – *refer to slide 7*

3. Proposed revenue model

- Fixed Model – Fixed licence fee paid to SportSG
- Variable Model – Monthly commission based on gross sale
- Hybrid Model – Combination of both fixed and variable approaches

4. Service standards to be expected

- No. of customer support channels
- Customer service response time
- Frequency of maintenance/ repair timeline if necessary

5. Target audience and publicity plans to reach out to potential customers

ACTIVESG LOCATIONS

WEST

Bt Batok Swimming Complex
Bt Gombak Sport Centre
Choa Chu Kang Sport Centre
Senja-Cashew
Jurong East Sport Centre
ActiveSG @ Jurong Lake Gardens
Jurong West Sport Centre
Hockey Village Gym @ Boon Lay

NORTH

Yishun Sport Centre
Yishun Swimming Complex
Yio Chu Kang Sport Centre
Woodlands Sport Centre
Bt Canberra Sport Centre **Upcoming**

NORTH EAST

Ang Mo Kio Swimming Complex
Bishan Sport Centre
Hougang Sport Centre
Sengkang Sport Centre
Serangoon Sport Centre
Burghley Squash & Tennis Centre
Silver Circle ActiveSG Gym
ActiveSG Gym @ Ang Mo Kio CC
ActiveSG Gym @ Fernvale Square



EAST

Bedok Sport Centre
Heartbeat@Bedok
Katong Swimming Complex
Kallang Sport Centre
Our Tampines Hub
Pasir Ris Sport Centre

CENTRAL

Delta Sport Centre	Clementi Sport Centre
Queenstown Sport Centre	Jalan Besar Sport Centre
MOE Evans	Kallang Basin Swimming Complex
ActiveSG Gym @ Enabling Village	Farrer Park Field & Tennis Centre
Toa Payoh Sport Centre	Geylang East Swimming Complex
St. Wilfred Field & Tennis Centre	
ActiveSG Gym @ Toa Payoh West CC	

**SportSG reserve the right to add/ remove locations as and when required*

TERMS OF PARTNERSHIP



- Only cashless payment modes to be accepted.
- Price of offering(s) to remain constant throughout the duration of the partnership, unless prior approval from SportSG is obtained.
- To ensure that products/ services are always operating at optimum professional standards, with all necessary authorities' approval standards if necessary.
- To provide monthly sales report with detailed breakdown and annual audited report that has been cross-checked with settlement reports, to ensure accuracy of billing.
- To undertake all costs of installation, of which includes (but not limited to) deployment on the ground, timely maintenance, servicing, and any other miscellaneous costs.
- Vendor shall also bear the cost and/or responsibility resulting from unforeseen circumstances, such as system error causing incorrect pricing charges, service recovery, or any unforeseen accidents.
- Awarded partner(s) will be required to pay a Security Deposit (3 months' worth of total projected revenue for the contract period), to be held by SportSG, regardless the type of revenue model.
- At least 3 months' notice in writing for any termination of agreement.

**SportSG reserves the right and discretion to award the partnership in whole or in part to one or more partners, or to no partner at all*

For any further enquiries and submission of proposals, please contact
Mr. Ramasesh at Ramasesh_RAMAKRISHNAN@sport.gov.sg;
and Ms. Poon Ying Ying at POON_Ying_Ying@sport.gov.sg

Closing date for submission of proposal:

Monday, 14th November 2022

11:59pm

