



CALL FOR PARTNERS TO ENGAGE AND EDUCATE SENIORS ON SMART SPORT CENTRES



CALL FOR PARTNERS IN THE FOLLOWING AREA:

Objective

- To alleviate seniors' awareness of e-payment solutions in the market
- To deepen engagement and enhance digital literacy through designed programme using ActiveSG app as main content such as experiential learning within the sport centre
- Partnership period, commencement Q4 CY2019:
 - (a) 1 year, with an option to extend for another 1 year

ENGAGE AND EDUCATE SENIORS ON SMART SPORT CENTRES

1. Business Model Proposal

- Partners shall submit business model proposal, taking into consideration of the following models:
 - **Option A: Co-investment, Partnership Model**
eg. Profit-sharing, co-branding in marketing and any other initiatives deem fit
 - **Option B: Other Business proposals**
- All options to include stipulated kpi of minimum 80% new ActiveSG members onboarding



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2a. Business Requirements

- **Experiential Learning**

Awarded partner shall collaborate with ActiveSG to curate opportunities for programme participants to try-out using ActiveSG app at various offerings within the Sport Centre such as purchase a drink, merchandise, food from cashless vending machines, purchase a meal at Active Wallet merchant out

- **Upkeep of Course / Programme**

Partner shall collaborate with ActiveSG to ensure programme material is updated such as using latest ActiveSG app for conduct of lesson

SportSG reserves the absolute right and discretion to award the partnership in whole or in part to one or more partners

OTHER COLLABORATIONS

During the partnership period, the scope of collaboration may include sponsorship (both cash and / or in kind) for the non-exhaustive list of areas stated below:

Event Partnership & Collaboration (including co-branding opportunities with sports and lifestyle angle)

The annual GetActive! Singapore is an inaugural national event that aims to provide a platform to inspire the Singapore spirit and celebrate our national identity through sport. The activities are designed to promote an active lifestyle through fun, exciting and inclusive sporting activities island-wide.

Academies and Clubs (partnering in the development of programmes & sports)

Since year 2016, ActiveSG have started launching several academies/clubs as the national movement for sports to reach out to Singaporeans, providing structured programming for Singaporeans to learn, develop skills in the sports and continue to engage in them.

Sportcares (providing equal opportunities for more through sports)

SportCares works to improve the lives of underprivileged children, youth-at-risk, needy seniors, people with physical and/or intellectual disabilities and the disadvantaged in our community. SportCares help to bridge communities through sports by linking underprivileged beneficiaries with passionate volunteers and community-spirited donors. With support from partners in the community and corporate sectors, SportCares have organised programmes and projects that have touched the lives of more than 5000 children and youth.

OTHER COLLABORATIONS

Team Nila (giving back and volunteerism)

Team Nila was formed to create a common identity for Sports Volunteer whom have great passion for sports volunteerism and has now morphed into a nation-wide sport volunteer movement that has the potential to draw even more volunteers across diverse segments of Singapore. Today, Team Nila is highly regarded as a committed and dependable volunteer force for major sporting events in Singapore such as the Standard Chartered Marathon Singapore, GetActive! Singapore and many more.

Spex Business (partnering Team Singapore)

Aims to help athletes strive towards the pinnacle of sporting excellence whilst preparing for a successful transition into life after sports. Launched in November 2013, the Sports Excellence Career (spexCareer) Scheme is customized scheme that seeks to develop athletes' career by partnering with companies to offer various form of employment opportunities including internship, apprenticeships, job placements and flexible workplace practices for Team Singapore Athletes.

For any further enquiries, please feel free to contact
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Closing date for submission of proposal:

23 Sept 2019

