

Request for Proposal for AN EVENTS MANAGEMENT AGENCY

Issued by: The Food Bank Singapore Ltd

Date of Issue: 10:00am, 27 May 2025

Closing Date for Submission: 4pm, 3 July 2025

Introduction

Established in 2012, The Food Bank Singapore is a registered charity with Institution of a Public Character (IPC) status. As Singapore's leading food rescue organisation, we are committed to ending food insecurity and minimising food waste. Our operations focus on collecting excess food from businesses and individuals, and redistributing it to beneficiaries across our islandwide network — including Active Ageing Centres, charities, and low-income families. In 2024 alone, we redistributed over 217 tonnes of food (equivalent to more than 2.04 million meals), directly supporting over 30,000 individuals from vulnerable backgrounds.

As a charity with IPC status, we are held to the highest standards of transparency, governance, and social accountability. Every activity we undertake is rooted in purpose and driven by our vision of a fairer, more inclusive food system. We take our mission seriously — and this extends to how we tell our story, mobilise support, and design experiences that inspire empathy, generosity, and action.

That is why we are seeking to work with the best. We are looking for an experienced, values-aligned Events Management Agency that not only excels in execution but understands the deeper purpose that drives our work. Together, we aim to create meaningful, well-crafted events that elevate awareness, foster lasting partnerships, and bring the community closer to our cause.

Our Vision and Mission

We believe that food should never be wasted, especially when so many in Singapore go without.

Vision: To be the leading charity in Singapore devoted to ending food insecurity and reducing food waste through innovative and inclusive solutions.

Mission: To bridge the gap in the market by collecting and redistributing excess food to those in need via a sustainable, fair, and community-based approach.

Scope of Work and Expectations

We are not simply looking to run events; we are looking to create *experiences that move people*, strengthen partnerships, and spotlight the pressing issues of food insecurity and waste in Singapore.

We are looking for an events company that can manage the full end-to-end process for events of various scales. These include annual fundraising galas, donor appreciation events, media activations, and community outreach activities. The selected partner will work closely with our internal team and stakeholders to ensure every event is delivered smoothly and makes a lasting impact.

- **Event planning and conceptualisation:** Develop creative event concepts and work with us to design experiences that align with our mission and audience.
- **Budget management:** Plan events within the allocated budget, provide accurate costings, and propose cost-effective solutions. This could include fundraising for a specific event and appropriate marketing efforts.
- **Venue sourcing and logistics:** Source venues, manage permits, coordinate logistics, and ensure timely set-up and tear-down.
- **Vendor and supplier coordination:** Manage third-party vendors, including catering, AV, production, decoration, and printing.
- **Programme development:** Design event programmes, emcee scripts, run-downs, and liaise with performers or speakers as needed.
- **On-site management and support:** Provide a professional team to manage registration, coordination, and execution on the day.
- **Risk and contingency planning:** Ensure safety, compliance with health guidelines, and have contingency plans in place.

KPIs, Budget and Community Contribution

This is a valuable opportunity to be associated with a well-regarded charity and to demonstrate your expertise to a broad network of corporate sponsors, government stakeholders, and community leaders. Your contribution will be publicly acknowledged at events, in our marketing collateral, and across our social media platforms—enhancing your brand's profile and reputation for social impact.

We are seeking a long-term partnership with an agency that shares our commitment to social good and upholds our core values of integrity, innovation, and inclusion. As a mission-driven organisation, we operate within lean budgets and take great care to ensure that every dollar is used responsibly. We are therefore looking for creative, resource-conscious partners who can deliver high-quality outcomes while understanding the unique operating context of the charitable sector.

Together, we will agree on a calendar of events designed to grow our brand and profile across key audiences. While we do not offer monthly retainers, a portion of the revenue generated from each event will be allocated to the agency to help cover costs. However, we kindly request that the agency view this collaboration as part of their Corporate Social Responsibility efforts, offering pro bono or in-kind support to help uplift vulnerable members of our community.

Fees will be agreed on a per-event basis, typically supported by individual donors or sponsors. Where events deliver exceptional outcomes and fundraising performance, a discretionary bonus of up to 10% may be awarded at year-end in recognition of outstanding service and impact.

KPIs will include:

- Cost per event.
- Quality of event as judged by the Executive Director and a relevant board member.
- Feedback from attendees.
- Feedback from donors and sponsors.

What to Include in Your Proposal

Please include the following in your proposal:

- Company background and relevant experience managing various types of corporate/NPO events.
- Proposed approach to ongoing event planning and how your team will collaborate with ours.
- Portfolio of past events with client references (if available).
- Proposed fee structure for three types of events, including planning and execution timelines, and any value-added offerings:
 - (i) Charity ball / gala dinner with 300 attendees
 - (ii) Outdoor walkathon with 500 attendees over 4 hours
 - (iii) Donor appreciation event with up to 150 donors and volunteers
- Names and profiles of key personnel who will manage our account.
- If your agency will consider offering The Food Bank Singapore part of the work pro bono?
- A brief reflection on why your agency is keen to work with The Food Bank Singapore and how your values align with our mission.

How We Will Evaluate

Proposals will be assessed on the following criteria:

- Experience with non-profit or public engagement events.
- Creativity and alignment with our values and tone.
- Budget suitability and added value through CSR or in-kind support.
- Operational reliability and quality assurance.

Above all, we are looking for a partner who takes pride in their work, values social purpose, and is committed to helping us amplify our impact through outstanding event delivery.

Submission Details

All proposals must be submitted by 4pm on Thursday, 3 July 2025 to:

Email: RFP@foodbank.sg

Subject Line: RFP Submission – Events Management Partner

For any enquiries, please contact Arthur Chin – Executive Director, The Food Bank Singapore by **Friday 13 June 2025**, with the subject heading “**RFP – Events Management Partner**”.