



## CALL FOR PARTNERSHIP (LICENCE)

PROVISION OF VENDING MACHINES OR UN-MANNED SOLUTIONS FOR THE SALE OF SPORTS MERCHANDISE AT ACTIVESTG FACILITIES

*Agreement period: To commence by Dec 2023/Jan 2024*

*2 years licence period with the option to extend by 1 additional year at the discretion of SportSG*

# 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 page 5 for a full list of 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 (LICENCE)

1. To enhance visitors' experience at ActiveSG Sport Centres by providing convenience and accessibility.
2. This call for partnership aims to source for vendors in the market who would be interested to work with us and contribute to the sports community, through sale of the non-exhaustive list of products\* stated below:
  - **Gym towel** (required to be sold at all locations, no higher than Retail Selling Price of \$2.50)
  - **Sport apparels** – i.e. swim wear (*goggles, swimming cap, swim shorts, rashguard*), gym socks, footwears, performance enhancing gears (*sweatband, resistance bands, ankle/wrist/knee guards, swim paddles, kickboard, pull buoy*)
  - **Sport equipment** – i.e. racket grips, shuttlecock, ping pong balls, tennis balls
  - **Toiletries/ Personal Care** – i.e. shampoo, body wash, deodorant, sunscreen, wet wipes, tissue
  - **Energy Supplements** – i.e. energy bars (*excluding any form of beverage*)
3. Other possible opportunities outside the abovementioned scope may include Event Partnership (*including but not limited to co-branding opportunities with sports and lifestyle angle*).

# TO INCLUDE IN PROPOSAL

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Vendors shall include the following in the proposal:

## 1. About your company

- No. of years in the industry
- List of existing partners in Singapore and no. of machines currently deployed across Singapore

## 2. Proposed business model

- Proposed list of products with retail selling price
- Proposed number of deployment and proposed locations – *minimum 25 machines as marked out in page 5 with a ✓*
- Any other potential partnership opportunities

## 3. Proposed revenue model

- Fixed Model – Monthly fixed licence fee paid to SportSG; or
- Variable Model – Monthly commission sharing of total gross sale; or
- Hybrid Model – Combination of both fixed and variable approaches

## 4. Service standards to be expected

- No. of customer support channels
- Frequency of stock replenishment
- Customer service response time
- Frequency of maintenance
- Repair turnaround time

## 5. Sample of existing sales report for ongoing projects (Monthly sales report are required to be furnished to SportSG subsequently)

# ACTIVESG LOCATIONS

## WEST

- ActiveSG Sport Village @ Jurong Town
- ✓ Bt Batok Swimming Complex
- ✓ Bt Gombak Sport Centre
- ✓ Choa Chu Kang Sport Centre
- ✓ Senja-Cashew CC
- ✓ 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

## 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 Stadium
- ✓ Heartbeat@Bedok
- ✓ Katong Swimming Complex
- Kallang Sport Centre
- ✓ Our Tampines Hub
- ✓ Pasir Ris Sport Centre

## CENTRAL

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

# TERMS OF PARTNERSHIP (LICENCE)

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- Only cashless payment modes to be accepted.
- Price of product(s) to remain constant throughout the duration of the agreement, unless prior notice to SportSG is given.
- To ensure constant supply of gym towels in the vending machines at all times.
- To ensure that machines are always operating at optimum professional standards, with all necessary authorities' approval standards, and to undertake the purchase of insurance required to operate the intended business at SportSG facilities – in case of claims arising from consuming/use of products etc.
- 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 maximum projected revenue), to be held by SportSG, regardless the type of revenue model.
- At least 3 months' notice in writing for any termination of agreement.

*\*For variable revenue model only*

*+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*

## EVALUATION CRITERIA

QUALITY OF CONCEPT

**Product Offerings** – Variety

**Product Pricing** – Price Comparison with existing market retail selling price

**Sales Report** – Capability to capture and analyse sales data in detail

COMPANY PROFILE

**Financial Records**

**Market Reputation** – Experience, Reach & Brand Recognition

**Project Team** – Operations Fleet size, Replenishment services, Repair & Maintenance services, Customer Service Response time, Customer Support channels

REVENUE MODEL

**Type of Revenue Model** (Fixed/ Variable / Hybrid)

For further enquiries, please contact:  
Ms. Poon Ying Ying at [POON\\_Ying\\_Ying@sport.gov.sg](mailto:POON_Ying_Ying@sport.gov.sg) ; and  
Ms. Doris Toh at [Doris\\_TOH@sport.gov.sg](mailto:Doris_TOH@sport.gov.sg)

For submissions of proposal, please drop it off by hand at **SportSG HQ Tender Box D**  
in a sealed envelope and prominently marked as: -

***CALL FOR PARTNERSHIP (LICENCE) FOR THE PROVISION OF VENDING MACHINES  
FOR THE SALE OF SPORTS MERCHANDISE AT ACTIVE SG FACILITIES***

*Address to:*

*SPORT SINGAPORE*

*3 STADIUM DRIVE*

*SINGAPORE 397630*

*(Attn: ActiveSG Partnership & Management)*

*From:*

*“Tenderer’s Company Name”*

*“Tenderer’s Company Mailing Address”*

Closing date for submission of proposal:

**Thursday, 9 November 2023, 12pm**