

COVER LETTER

30 September 2026

Dear Sir / Mdm,

INVITATION TO QUOTE FOR THE PROVISION OF AUDIENCE RESEARCH SERVICES FOR THE SINGAPORE BIENNALE 2025 ("SB2025") NON-VISITOR STUDY

1. SAM is looking to appoint a research agency to conduct an online non-visitor study for SB2025. The study seeks to better understand the perceptions of SB2025, consideration of attendance and barriers to attendance among people who were aware of SB2025 but did not visit, to inform future audience development, communications and marketing strategies.
2. The quotation shall be provided based on the Requirement Specifications document.
3. Agencies shall be evaluated based on the following criteria:
 - i. Conformity to the requirements of the specifications*
 - ii. No debarment status*
 - iii. Ability to meet the stated timelines for completion of the project and delivery of goods and/or services*
 - iv. Completeness of documents/information submitted*
 - v. Cost competitiveness
 - vi. Research methodology & project implementation plan
 - vii. Track record & team strength

** These are critical criteria. Quotations that do not meet these criteria are liable to be disqualified.*
4. Agencies are required to submit the following documents:
 - i. **Quotation** (as per the Requirement Specifications document) with a detailed breakdown of costs, including third-party costs that may be incurred.
 - ii. **Proposal methodology and Implementation timeline** detailing the proposed screening, sampling and recruitment approach, as well as project schedule from briefing to fieldwork, analysis, report and data delivery
 - iii. **Relevant experience & team composition**, including a summary of recent clients (preferably including experience in the arts & cultural sector, and no earlier than 2023), and the profiles/CVs of key team members assigned to the project.

Note: Submissions with incomplete information or documents are liable to be disqualified from evaluation.

5. Agencies are to submit their cost proposals and other relevant and required supporting documentation to procurement@singaporeartmuseum.sg by **3 pm on**

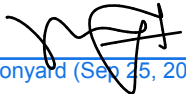
Thursday, 8 October 2026. Submissions received after the Closing Date shall be disqualified at the discretion of SAM.

6. For further clarifications, please contact:

Maybelline Tan
Assistant Director, Marketing Communications
maybelline.tan@singaporeartmuseum.sg

7. Singapore Art Museum does not bind itself to accept the lowest or the whole of any quotations. This ITQ will be governed by the attached Conditions of Contract.

Yours faithfully,


[Esther Conyard \(Sep 25, 2026 11:50:06 GMT+8\)](#)

Esther Conyard
Director, Marketing Communications and Operations
Singapore Art Museum