



Invitation To Quote (ITQ)

PUBLIC RELATIONS SERVICES

37TH TO 38TH SINGAPORE INTERNATIONAL FILM FESTIVAL (2026—2027)

Festival Period: August – November 2026 | Two (2) Year Contract with Option to Extend for One (1) Year

ITQ Submission Period: 7 April – 31 May 2026

IMPORTANT NOTICE: This ITQ is not a contract or commitment to award. SGIFF reserves the right to reject any or all submissions, to negotiate with any Vendor, or to cancel or withdraw this ITQ at any time without assigning any reason. This document is issued for evaluation purposes only and does not bind SGIFF in any manner.

1. INVITATION AND BACKGROUND

1.1 The Singapore International Film Festival ("**SGIFF**") hereby invites suitably qualified Public Relations agencies or consultancies ("**Vendor**") to submit a quotation for the provision of comprehensive Public Relations Services in connection with the 37th Edition of the Singapore International Film Festival scheduled for August to November 2026.

1.2 SGIFF has been a key cultural institution for film appreciation in Singapore since its establishment in 1987. Over the last 37 editions, it has built a strong following of film lovers and filmmakers across Asia and Southeast Asia who are committed to supporting the festival.

This year, SGIFF will take place from **21 October to 1 November 2026**. SGIFF continues its purpose of celebrating the power of cinema, especially its ability to inform, transform and inspire. We celebrate the independent spirit of films, build lasting relationships between audiences and filmmakers, and support emerging filmmaking talents in the region.

1.3 Our key festival programmes include:

- 1. Festival Opening and/or Special Presentations**, which are red-carpet screenings with the filmmaker, cast and media in attendance;
- 2. Regular Screenings** that may include post-screening Q&As with the filmmaker and/or cast to build lasting relationships with public audiences;



3. **Forum: Talks & Panels** that are off-screen events and panels that include attending filmmakers and actors, and are usually free for the public to attend;
4. **Silver Screen Awards** for our Films in Competition (Asian Feature Films and Southeast Asian Short Films), which includes a physical awards ceremony;
5. **SGIFF Pro**, which brings together the festival's various industry initiatives under one umbrella to meet the evolving and complex demands of the film industry, while serving as an important launchpad for filmmaking mentorship and knowledge-sharing. (Programmes are run concurrently with the festival screenings.)

Please refer to [Annex A](#) for more information on SGIFF's brand guidelines.

2. CONTRACT DURATION

Parameter	Details
Initial Contract Term	Two (2) years from date of award (covering 37th Edition 2026 and 38th Edition 2027)
Option to Extend	One (1) additional year at SGIFF's sole discretion, covering the 39th Edition 2028
Exercise of Extension Option	SGIFF shall notify the Vendor in writing no later than three (3) months after expiry of the initial term
Extension Terms	On same or mutually agreed revised terms and conditions
Festival Engagement Period	August to November each contract year

2.1 The extension option is entirely at the discretion of SGIFF and does not constitute a guarantee of extension. SGIFF's decision to exercise or decline the extension option shall be final and is not subject to dispute or appeal by the Vendor.

3. SCOPE OF SERVICES REQUIRED

3.1 The Vendor shall provide, at minimum, the following services:

1. **Strategic PR Planning:** Develop and execute a comprehensive PR strategy and calendar aligned with SGIFF's annual festival programme and brand positioning.

2. **Media Relations:** Cultivate and manage relationships with local, regional and international print, broadcast and digital media. Secure editorial coverage, features, interviews and press previews through active pitching. Host foreign trade journalists (maximum 5) as part of SGIFF's Journalist Visit Programme at SGIFF's expense (flight and accommodation are covered).
3. **Press Materials:** Draft and distribute press releases, media kits, backgrounders, bios, and programme notes in English and any other required languages.
 - a. *Up to 8 announcements (including press alerts—to be discussed)*
 - b. *Includes speeches/remarks, fact sheets, talking points, media invites, media anticipated questions, responses to media queries (FAQs), etc.*
4. **Media Accreditation Management:** Administer media accreditation according to SGIFF's benchmarks, coordinating press access and facilitating media coverage during the Festival period.
5. **Media Conference & Junkets:** Consult on event flow for one (1) media conference before the festival, which is to be organised by SGIFF, and manage all related press interviews. During the Festival period, the Vendor will also manage talent media appearances and filmmaker interviews, which includes on-the-ground activations.
6. **Event Invitations:** Organise media and KOL invitations for the following key events:
 - Media conference with press interviews,
 - Festival Opening
 - Special Presentations (Targeting three red carpet galas)
 - Forum (Talks & Panels)
 - Organise physical meet-and-greet sessions (i.e. During pre-opening or at Silver Screen Awards subject to prevailing conditions), as well as provide strategic input for any other media-related events that involve SGIFF.
7. **Crisis Communications:** Provide crisis communications counsel when needed.
8. **Reporting & Analytics:** Provide post-Festival media monitoring reports with AVE (Advertising Value Equivalent) and campaign effectiveness metrics.
9. **Paid Digital Media Ad Management (Optional Add-On):** Execute paid social media plan by SGIFF by creating and monitoring paid ad campaigns on Facebook and Instagram for a maximum budget of \$6,000 (provided by SGIFF).
 - a. Monitor and conduct post-campaign reporting for all paid ad campaigns.

3.2 The Vendor should aim to fulfil the following objectives and Key Performance Indicators (KPIs):

1. **Total Coverage: \$10 Million PR Value** (to be discussed upon further clarification of PR value formula)
 - a. **International Coverage: \$3.5 million PR value**



- b. **Coverage of Singapore films and co-productions: \$4.5 million PR value**
 - c. Propose any other evaluation metric that ensures quality coverage is being secured
2. **Elevate SGIFF’s standing in the regional and international film industry**, underscoring its legacy as the longest-running and largest international film festival in Singapore and Southeast Asia, while reinforcing its credibility and relevance within the global film industry. To achieve this, the Vendor should:
- Conduct targeted research and outreach to reputable international trade media (e.g. Variety, Screen International, IndieWire, etc.), actively pitching compelling story angles that highlight SGIFF’s curatorial strengths as a gateway to Southeast Asian cinema as well as its regional talent development;
 - Liaise with and host foreign trade journalists (maximum 5) invited by SGIFF to attend the event, while curating itineraries and media access to secure quality coverage in collaboration with SGIFF—with budget, hospitality and travel logistics provided by SGIFF;
 - Boost visibility and awareness of SGIFF Pro, SGIFF’s industry sidebar, which was rebranded last year from SGIFF Film Academy, positioning it as a key platform for industry engagement and knowledge sharing.
3. **Broaden SGIFF’s local appeal to new, lifestyle-oriented audiences**, framing the festival as a cultural zeitgeist moment that creatives, tastemakers and cultural enthusiasts should not miss. To achieve this, the agency should:
- Pitch to lifestyle and entertainment publications (e.g. Vogue, Tatler, Prestige, etc.), focusing on celebrity appearances, behind-the-scenes access, exclusive events, and film selections with pop culture appeal;
 - Highlight SGIFF as an inclusive festival with diverse film offerings—from arthouse film to genre-driven festival gems—that aim to entertain while championing untold stories;
 - Connect SGIFF with local brands who are interested in working with international celebrities / KOLs (e.g. exploring potential ambassadorships).

3.3 SGIFF’s key milestones are as follows:

End Aug 2026	<p>Initial Media Announcement (Initial buzz + key announcements)</p> <ul style="list-style-type: none"> ● Kickstart pre-announcement (e.g. Festival Opening / Key Celebs / Special Presentations / Cinema Honorary Award / Screen Icon Award)
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Mid-Sep 2026	Industry Announcement for SGIFF Industry Days , an industry sidebar during the festival <ul style="list-style-type: none">• Full programme launch• Media pitching to garner regional and international trade interest
Mid-Sep 2026	Paid Digital Media Ad Management <ul style="list-style-type: none">• Optional Add-On Service from mid-September to November 2026
24 Sept 2026	SGIFF Media Conference (Local & Regional) <ul style="list-style-type: none">• Fact sheet to be issued to key media before press conference• Ramping up to ticket sales• Event listings / Programme features• Exclusive filmmaker interviews• Interviews with key personalities behind SGIFF
21 Oct 2026	Festival Opening <ul style="list-style-type: none">• Schedule pre-phoners to international directors to solicit key quotes, while on-site interviews are to be held.• Opening release to be disseminated by EOD
1 Nov 2026	Silver Screen Awards <ul style="list-style-type: none">• Fact sheet to be issued to key media (including trade press) prior to event• Full press release to be issued the next working day

4. PROPOSED FEE FOR SERVICES

Description	Year 1 Fee (SGD)	Year 2 Fee (SGD)
Monthly Retainer of \$7,500 per month (August — November 2026)	\$30,000	\$30,000
Paid Digital Media Ad Management (Optional Add-On from mid-September to November 2026)	\$6,000	\$6,000

5. CONTRACTUAL TERMS & OBLIGATIONS



5.1 Delivery Standards: The Vendor shall perform all services to a standard of care, skill and diligence consistent with that of a professional PR firm experienced in the arts and entertainment sector. The Vendor acknowledges that time is of the essence for all deliverables, particularly during the Festival period.

5.2 Key Performance Indicators (KPIs): The Vendor shall meet agreed KPIs (stated in [section 3.2](#)) as specified in the Service Level Agreement ("SLA") appended to the contract.

5.3 Dedicated Personnel: The Vendor shall assign named key personnel to the SGIFF account and shall not replace or reassign such personnel without SGIFF's prior written consent. SGIFF may, at its discretion, request the replacement of any personnel deemed unsatisfactory.

5.4 Confidentiality: The Vendor shall treat all information relating to SGIFF's programmes, talent, sponsors, strategy, and operations as strictly confidential and shall not disclose any such information to third parties without SGIFF's prior written consent. This obligation survives termination of the contract.

5.5 Intellectual Property: All PR materials, press releases, campaign content, creative concepts, media lists, and other work produced under this contract shall be the sole and exclusive property of SGIFF upon full payment of fees.

5.6 Non-Exclusivity / Conflict of Interest: The Vendor shall promptly disclose to SGIFF any actual or potential conflict of interest arising during the contract term.

6. PERFORMANCE REVIEW, REMEDIATION AND RIGHT OF WITHDRAWAL

SGIFF'S RIGHT OF WITHDRAWAL: SGIFF places significant emphasis on accountability and performance. The following clauses set out SGIFF's rights to remediate, suspend, or terminate the engagement where services are found to be unsatisfactory. These provisions are non-negotiable and shall be incorporated verbatim into the final contract.

6.1 Performance Review: SGIFF shall conduct a formal performance review of the Vendor on a semi-annual basis and at the conclusion of each Festival edition. Reviews shall be based on KPI attainment, quality of deliverables, responsiveness, professionalism, and SGIFF's overall satisfaction with the services rendered.

6.2 Remediation Notice: Where SGIFF determines, in its reasonable opinion, that the Vendor's performance is unsatisfactory in any material respect, SGIFF shall issue a written Remediation Notice specifying:

- The nature of the deficiencies identified;



- The specific improvements required;
- A remediation period of not less than fourteen (14) calendar days (or such shorter period as circumstances require during the Festival period) within which the Vendor must demonstrate satisfactory improvement;
- The consequences of failure to remediate.

6.3 Right to Suspend Services: Without prejudice to any other rights, SGIFF may by written notice immediately suspend all or any part of the Vendor's services:

1. Where the Vendor has failed to remedy a deficiency within the period specified in a Remediation Notice;
2. Where SGIFF, acting reasonably, determines that an immediate risk to SGIFF's reputation exists as a result of the Vendor's actions or omissions;
3. Where the Vendor is in breach of its confidentiality obligations;
4. During any investigation into alleged misconduct or performance failures by the Vendor.

During a suspension, SGIFF shall not be obligated to pay fees for suspended services, and may engage a third party at the Vendor's cost to provide equivalent services on an interim basis.

6.4 Right of Revocation (Termination for Unsatisfactory Performance): SGIFF may, by giving fourteen (14) calendar days' written notice, revoke and terminate this contract in whole or in part where:

1. The Vendor fails to satisfactorily remediate deficiencies within the period specified under Clause 7.2;
2. The Vendor receives two (2) or more Remediation Notices within any rolling twelve (12) month period, regardless of whether each deficiency was subsequently remediated;
3. SGIFF's annual performance review concludes that the Vendor's overall performance falls below the agreed KPI benchmarks by more than twenty percent (20%);
4. The Vendor fails to achieve the minimum media placement and AVE targets for any Festival edition;
5. The Vendor's services cause or materially contribute to reputational damage to SGIFF;
6. SGIFF, in its sole and reasonable judgement, determines that a breakdown of trust and confidence in the Vendor has occurred that cannot be remedied.

6.5 Immediate Termination (Termination for Cause): SGIFF may terminate this contract with immediate effect, without notice, in any of the following circumstances:

1. The Vendor commits a material breach of the contract that is incapable of remedy;



2. The Vendor discloses confidential SGIFF information without authorisation;
3. The Vendor engages in fraudulent, dishonest, or criminal conduct;
4. The Vendor becomes insolvent, enters into judicial management, receivership, or is wound up;
5. Key personnel named in the contract depart and the Vendor fails to provide acceptable replacements within thirty (30) calendar days during the period of engagement;
6. The Vendor is found to have provided false or misleading information in its ITQ submission.

6.6 Consequences of Termination: Upon termination (for whatever reason):

1. The Vendor shall immediately cease all work and return all SGIFF materials, data, and property;
2. SGIFF shall pay only for work satisfactorily completed and accepted prior to the effective date of termination, on a pro-rated basis;
3. SGIFF shall not be liable for any loss of anticipated profits, loss of contract value, or other consequential losses arising from the termination;
4. The Vendor shall provide a full handover brief to SGIFF or SGIFF's nominated incoming vendor within fourteen (14) calendar days at no additional cost;
5. Where termination is due to the Vendor's default, SGIFF may seek to recover from the Vendor any additional costs incurred in procuring replacement services.

6.7 No Exclusion of Other Remedies: The rights of suspension, revocation and termination set out in this Section 6 are in addition to, and do not limit, any other rights or remedies SGIFF may have at law or in equity.

6.8 Non-Exercise of Extension Option: For the avoidance of doubt, SGIFF's decision not to exercise the extension option described in Section 2 shall not constitute termination for the purposes of this Section 6 and shall not give rise to any claim by the Vendor.

7. GENERAL CONTRACTUAL PROVISIONS

7.1 Indemnity: The Vendor shall indemnify and hold harmless SGIFF, its directors, officers, employees, and agents from and against any claims, losses, liabilities, costs, and expenses arising out of or in connection with the Vendor's performance or non-performance of its obligations under the contract.

7.2 Anti-Corruption: The Vendor warrants that it has not offered, given, or agreed to give any inducement, gift, or benefit to any employee or representative of SGIFF in connection with this ITQ or contract. Breach of this clause shall entitle SGIFF to



immediately terminate the contract and report the matter to the Corrupt Practices Investigation Bureau (CPIB).

7.3 Data Protection: The Vendor shall comply with the Personal Data Protection Act 2012 (PDPA) and SGIFF's data protection policies in the handling of any personal data accessed or processed in the performance of the services.

7.4 Governing Law: This contract shall be governed by and construed in accordance with the laws of the Republic of Singapore. Any disputes shall be subject to the exclusive jurisdiction of the Singapore courts, or such alternative dispute resolution mechanism as the parties may agree in writing.

7.5 Entire Agreement: The contract documents shall constitute the entire agreement between the parties and supersede all prior representations, discussions, and agreements.

7.6 Variation: No variation to the contract shall be effective unless agreed in writing and signed by authorised representatives of both parties.

8. SUBMISSION OF PROPOSAL

This ITQ will run from 7 April to 31 May 2026.

Vendors are to submit their proposals via email to: marketing@sgiff.com by the Closing Date, which is on 31 May 2026.

For enquiries or clarifications, please contact:

Krystalle Teh
Marketing Executive
marketing@sgiff.com



ANNEX A: SGIFF BRAND GUIDELINES

WHAT SGIFF STANDS FOR

Seeing the world through cinema

SGIFF is where stories spark conversation. We offer a window into diverse perspectives from across the globe, inviting audiences to engage, reflect and connect through the power of film.

WHAT MAKES SGIFF DIFFERENT FROM OTHER FILM FESTIVALS

For our **public audience**, SGIFF is a platform for discovery and diversity—a rite of passage and launchpad for new and emerging filmmakers. Since the Festival happens at the end of the year, it provides an overview of world cinema to our audience.

There is also a need to position SGIFF in the **international community**. SGIFF serves as a gateway to Southeast Asia and a reference point for the world to be introduced to the region's emerging and celebrated filmmakers. The festival offers a channel for international audiences to navigate Southeast Asian cinema.

TONE OF VOICE

Inclusive and inviting: A welcoming atmosphere emphasising accessibility and diversity, ensuring that everyone is encouraged to participate, learn and share their perspectives.

Curious: Driven by a passion for discovery and learning, the festival encourages exploration of both familiar and unfamiliar narratives. Audiences and creators alike are invited to question, engage and deepen their understanding of cinema, fostering a culture of meaningful discourse. Every screening presents an opportunity for new insights and perspectives.

Intimate: A close, personal connection with the audience, creating an environment that feels like a close-knit community or a gathering of friends.

Cultural: A platform for cultural exchange, where films are not only a means of entertainment but also a means of exploration, discourse and understanding.

Collaborative: Emphasising the importance of collaboration and shared dialogue,



SGIFF seeks to strengthen its community by fostering meaningful interactions between our audience, filmmakers and industry stakeholders.

Nurturing: Committed to the growth of both emerging and established filmmakers, SGIFF actively supports talent development and provides opportunities for artistic and professional advancement.