

# SINGAPORE FOOD FESTIVAL 2024-2027

## OPEN CALL PROJECT BRIEF

### INTRODUCTION

1. The Singapore Tourism Board (STB) is inviting Singapore-based event organisers (EOs) to submit proposals to curate and event manage the Singapore Food Festival (SFF). The appointed EO will deliver four editions of SFF, comprising SFF 2024 with an option to extend for another three editions i.e. SFF 2025, SFF 2026 and SFF 2027.

### PROJECT OVERVIEW

#### Background

2. SFF was created by STB in 1994 and is a key fixture in Singapore’s events calendar. It remains the only festival which focuses on profiling Singapore cuisine, and homegrown culinary brands, talents and producers.
3. Over the years, SFF has been organised in various formats ranging from a collection of 20 physical events over three weekends, to virtual and hybrid workshops, and most recently a large-scale festival village supported by satellite events taking place island-wide over two weeks.
4. STB envisions SFF to be a globally-recognised platform that showcases Singapore’s cuisine, culinary brands and culinary talents, which encourages the discovery of Singapore as a world-class food & beverages (F&B) destination.
5. The objectives of SFF are:
  - a. To drive destination awareness and consideration of Singapore as a culinary capital with varied and innovative F&B offerings, and
  - b. To drive tourism receipts through F&B experiences.

#### SFF 2024-2027

6. STB intends to partner with an EO to achieve the above objectives through a new event model comprising SFF-exclusive dining experiences which highlight Singaporean cuisine, local culinary brand(s), and/or local culinary talent(s). SFF should showcase the depth and diversity of Singapore’s F&B scene, ranging from hawker food, casual eats and upscale offerings. The festival is not strictly limited to traditional local cuisine, and should feature contemporary and innovative interpretations of both local and international cuisines with a Singaporean influence. The following table outlines the two types of experiences under this model.

	<u>Signature Experiences</u>	<u>Unique Experiences by Industry Partners</u> <u>(“Unique Experiences”)</u>
<b>Organiser</b>	Appointed EO	Organised by industry partners; secured by EO
<b>What it is</b>	Both Signature and Unique Experiences should fulfil the following conditions: <ul style="list-style-type: none"><li>• Branding: The experience must be branded as a programme under SFF.</li><li>• Duration: The experience must take place in Singapore during the SFF event period.</li><li>• Ticketing: All experiences must be sold on a centralised SFF ticketing platform.</li></ul>	
	<ul style="list-style-type: none"><li>• Unique Selling Point: Iconic culinary experiences that will premiere at SFF 2024,</li></ul>	<ul style="list-style-type: none"><li>• Unique Selling Point: The experience must be exclusive to SFF and have at least one articulated unique selling point (e.g., located</li></ul>

	<p>and headline SFF on a recurring basis</p> <ul style="list-style-type: none"> <li>Availability: Each experience offered in 2024 should cater to 500 to 1,000 participants, with increased capacity in future editions</li> </ul>	<p>in an unconventional venue, offers a limited-time menu, features celebrities, incorporates dining with other programming such as entertainment/sports/education/arts). The experience can either be an original creation or a themed variation of an existing series.</p> <ul style="list-style-type: none"> <li>Availability: A minimum supply of tickets and price point shall be set. The number of attendees can vary between experiences, depending on what is conducive for each experience.</li> </ul>
<b>Venue</b>	Key tourism precincts <sup>1</sup>	Various locations across Singapore e.g. restaurant and bar premises, event venues and attractions
<b>Example(s)</b>	Long-table dinner on an iconic pedestrianised street in Singapore	<ul style="list-style-type: none"> <li>Immersive theatrical dining experience</li> <li>Celebrity cook-offs</li> <li>Multi-sensory dining experience with light and sound projections</li> <li>Unexpected collaborations such as those between hawkers and fine dining players, between zi char restaurants and cocktail bars, or between F&amp;B brands and other industries</li> </ul>

7. STB expects that 2024 will be a transition year for the appointed EO to pilot the new event format. The EO is expected to scale SFF over the following editions, in accordance with the table below<sup>2</sup>.

	<b>2024</b>	<b>2025</b>	<b>2026 and beyond</b>
<b>Signature Experiences</b>	At least 3 experiences, each catering to 500 to 1,000 participants	At least 3 experiences, with increased capacity and/or more runs than the previous edition	At least 3 experiences, with increased capacity and/or more runs than the previous edition
<b>Unique Experiences</b>	At least 5	At least 10	At least 20

8. SFF should take place within the month of August. The EO may propose the duration and dates for the festival.

## PROJECT REQUIREMENTS

9. Please refer to the appended table below for project requirements and key deliverables of the appointed EO.

<b>Singapore Food Festival 2024 Requirements</b>
<p>a. Propose, project manage and execute Signature Experiences.</p> <ol style="list-style-type: none"> <li>The EO is expected to organise three Signature Experiences in 2024 catering to approximately 500 to 1,000 attendees each. Each experience should be scalable where subsequent editions will see a growth in event attendance through increased runs or capacity.</li> <li>The EO should manage the day-to-day coordination with F&amp;B talents, partners and sponsors curated for the Signature Experiences.</li> </ol>

<sup>1</sup> Key tourism precincts include Civic District, Chinatown, Dempsey Hill, Kampong Gelam, Katong-Joo Chiat, Little India, Orchard Road and Marina Bay.

<sup>2</sup> Exact performance targets will be discussed and aligned with the appointed EO.

- iii. The EO is expected to work with the necessary vendors, contractors and partners to execute the event.
  - iv. Where venues are required, the EO is expected to seek out venue partners. The EO is expected to organise and coordinate the necessary venue confirmation, apply for the required permits/licenses, set-up, installation, maintenance, and de-installation of the experiences.
- b. Secure and curate Unique Experiences, and liaise with industry partners to ensure the successful execution of Unique Experiences.
- i. The EO is expected to secure at least five Unique Experiences in 2024, based on criteria pre-aligned with STB.
  - ii. The EO may identify suitable experiences by actively pitching to potential partners through direct outreach and conducting an open call for industry partners to submit their proposals.
  - iii. Commercial arrangements with industry partners are to be handled directly by the EO. The EO is responsible for negotiating the terms of engagement with the industry partners, where EO may choose to tailor benefits to suit the needs of each partner. For example, given EO has oversight of the full slate of programming, EO may suggest or connect industry partners with complementary locations to host their experiences to enhance the event and avoid duplication.
  - iv. The EO is expected to work collaboratively with industry partners to ensure delivery of the experiences. EO is expected to engage with industry partners regularly throughout the planning, marketing and execution phases.
- c. Market SFF to both locals and international visitors, to raise awareness of SFF and drive event attendance. The EO is expected to;
- i. Develop a marketing plan accompanied by marketing collaterals.
  - ii. Showcase all SFF offerings, the EO is expected to manage an official festival website and SFF social media channels (including Facebook, Instagram).
  - iii. Organise a media preview event to showcase the festival's highlights and personalities, and lead PR efforts including developing a press release and engaging in media pitching.
  - iv. Report to STB on marketing metrics including reach, clickthrough rate, international media value, among others.
  - v. Commission an event survey at SFF, to measure satisfaction levels, awareness levels, and perception of Singapore's F&B scene among foreign visitors.
- d. Manage sales and ticketing of all SFF experiences.
- i. The EO shall secure and work with a ticketing partner to create a centralised SFF ticketing platform, where all SFF experiences will be onboarded and sold.
  - ii. The EO shall ensure that a sufficient portion of the marketing plans are tailored to drive conversion.
- e. Secure sponsorships.
- i. The EO shall secure sponsorships, additional partnerships and/or sources of revenue to defray project costs and/or augment project budget and expand reach.
  - ii. Sponsors should not include other National Tourism Organisations (NTOs), organisations that may have a negative impact on Singapore's reputation, and brands from the following industries: adult items, chemicals, medical & pharmaceutical products, cigarettes, and casinos & gambling.

10. The appointed EO is expected to collaborate with STB and STB's other appointed individuals and/or agencies. This includes:

- a. STB Dining – The appointed EO is to work closely with the STB Dining team to ensure SFF’s programming aligns with the festival’s objectives. In curating the programming elements, the EO should seek the STB Dining team’s approval before confirming event partners and prior to publishing marketing assets.
- b. STB Marketing teams – STB’s Marketing team drives awareness and consideration of Singapore as a culinary capital, leveraging SFF as a key proof point to tell this larger Singapore Food Story. The appointed EO is expected to work with STB’s Marketing team to ensure key marketing messages are aligned and to share SFF content assets with STB’s Marketing team and its appointed agencies, such that STB may amplify SFF content via STB’s channels.

## PERFORMANCE TARGETS

- 11. The appointed EO will be held accountable to the following performance metrics:
  - a. Fulfilment of project requirements as stated in Paragraph 9.
  - b. Event visitorship and spend targets (e.g. total unique local and foreign visitors, total spend from attendees).
  - c. International marketing targets (e.g. marketing efforts targeted at overseas audiences, foreign media engagement, awareness levels of SFF, event satisfaction levels, and perception scores of Singapore’s F&B scene among foreign visitors).
  - d. Environmental sustainability targets (e.g. incorporating sustainability initiatives and measures).
- 12. The final performance targets will be set in discussion with the appointed EO at the point of contract signing, including but not limited to those in Paragraph 11.

## EVALUATION CRITERIA

- 13. Assessment of proposals will be guided by the following criteria:
  - a. Quality of Proposal (60%)
    - i. **Strategic Alignment with SFF Objectives.** Proposal should demonstrate a strong understanding of the objectives and vision of SFF, and articulate clear steps to achieve and measure performance targets stated in Paragraph 11.
    - ii. **Creativity and Appeal of Concept.** Proposed concept(s) should be unique, creative, and novel. The concept(s) should offer a fresh and engaging experience for attendees, with the ability to encourage participation from both locals and foreign visitors. Proposal should articulate and reflect evolving F&B trends through proposed programming, chef personalities, and establishments.
    - iii. **Marketing Plans.** The marketing plan for SFF 2024 should clearly articulate the target audience(s) and outline quantifiable efforts tailored to engage the target audience(s). Additional consideration will be placed on marketing plans with creative strategies and compelling messaging that highlight the benefits and value of attending SFF.
    - iv. **Business Feasibility and Sustainability.** The submitted business plan should highlight where the EO will secure additional revenue streams. The plan should include revenue and costs projections for SFF 2024 to SFF 2027.
    - v. **Environmental Sustainability.** Proposal should incorporate environmentally sustainable practices that will have direct relevance to event programming.
  - b. Track Record and Experience (40%)
    - Applicants should have a strong track record in project management and experience working with chef personalities and F&B establishments. Additional consideration will be placed on applicants with experience in executing F&B events which involve curation, programming, and execution at scale.

## PROJECT FUNDING

14. The execution of SFF will be supported through STB’s Leisure Events Fund (LEF)<sup>3</sup> grant scheme (subject to approval), where STB may support up to 70% of qualifying costs, based on the achievement of performance targets as stated in Paragraph 11. STB is open to discussions with the appointed EO on the final disbursement schedule.
15. STB intends to embark on a multi-year grant on a 1 + 3 year model, mirroring the EO appointment where the appointed EO will deliver four editions of SFF, comprising SFF 2024 with an option to extend for another three editions i.e. SFF 2025, SFF 2026 and SFF 2027.

## INTELLECTUAL PROPERTY LICENSING

16. Should the appointed EO successfully meet the pre-aligned performance targets for SFF 2024, STB will offer the appointed EO the option to be the licensee of the SFF-related intellectual properties (“SFF IPs”<sup>4</sup>) from the 2025 edition onwards, where the appointed EO will be able to sub-license the SFF IPs:
  - a. At SFF 2024, the EO will be required to seek approval from STB before confirming event partners, and before publishing any adaptation that includes the SFF logo and/or the words “Singapore Food Festival”.
  - b. Upon licensing the SFF IPs to the appointed EO, the appointed EO shall have the right to apply the SFF logo and/or the words “Singapore Food Festival” without seeking STB’s prior written consent, provided they are in line with STB’s usage guidelines and any other terms and conditions set out in the licence to the appointed EO. Such terms may include applying the SFF IPs only in an event that is at its core about Singapore cuisine, and homegrown culinary talents and brands. The full terms of the license will be shared in due time, before SFF 2025. STB will retain its right as owner of the SFF IPs.
17. STB does not intend to collect a licence fee for the licensing of the SFF IPs to the appointed EO. STB reserves the right to include additional terms into the licence agreement, which may include a quantifiable benefit to be provided to SFF’s industry participants. The terms will be discussed between STB and the appointed EO at a later juncture.

## TIMELINE

18. Key milestones in project implementation for SFF are outlined below, with tentative dates:

Period	Milestone
26 February 2024, 11.59pm	Proposal Submission Deadline
27 February to 8 March 2024	Evaluation and Clarification of Submitted Proposals
By 15 March 2024	Shortlisted EO to Submit Grant Application
March to Early April 2024	Finalisation of Grant Application and Appointment of EO
April 2024	EO to Launch Open Call for Industry Participation
August 2024	SFF 2024 Event Dates

## BRIEFING

19. Interested EOs are invited for a briefing scheduled for 6 February 2024 at 3PM (SGT) via Microsoft Teams call. While not mandatory, EOs are encouraged to join the briefing as information on the

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<sup>3</sup> See details on LEF here: <https://www.stb.gov.sg/content/stb/en/assistance-and-licensing/grants-overview/leisure-events-fund-lef.html>.

<sup>4</sup> SFF IPs include the “Singapore Food Festival” trademark and the SFF logo copyright.

project will be shared at the session and questions that the EOs may have will be addressed. Please register for this briefing by emailing Kimberly Seah ([kimberly\\_seah@stb.gov.sg](mailto:kimberly_seah@stb.gov.sg)) with name of EO & attendee(s) to receive dial-in details.

## **SUBMISSION**

20. Applications submitted must include:
  - a. Detailed Project Proposal for SFF 2024-2027, including proposed concepts, potential partners (including brands, F&B personalities, sponsors), business plan, marketing plan, working timeline, and year-on-year growth plans for SFF. Proposals should articulate how requirements and deliverables will be achieved and where necessary, substantiated by Letters of Intent (LOI) from partners.
  - b. Applicant Profile, including company's portfolio, team composition and track record.
  - c. Financial Projection Template for SFF 2024-2027.
21. Upon confirmation, the selected applicant will be required to fill in an application form for STB's grant scheme.
22. Please submit all documents to Kimberly Seah via email at [kimberly\\_seah@stb.gov.sg](mailto:kimberly_seah@stb.gov.sg) by 26 February 2024.
23. All proposals submitted to STB will be treated with the strictest confidence.
24. For clarifications, please contact Kimberly Seah, Manager, Dining via email at [kimberly\\_seah@stb.gov.sg](mailto:kimberly_seah@stb.gov.sg).

Enclosed:

Appendix A – Financial Projection Template