



REQUEST FOR PROPOSAL (RFP)

Creative, Content Production & Public Relations Services

FIBA 3x3 U23 Nations League 2026

RFP Reference No.: BAS/FIBA3X3U23NL2026/001

Issue Date: 3rd July 2026

Proposal Submission Deadline: [11th July 2026

Issued By: Basketball Association of Singapore (BAS)

1. Introduction

The Basketball Association of Singapore (BAS) invites qualified agencies to submit proposals for the provision of creative, content production, photography, videography, and public relations services for the **FIBA 3x3 U23 Nations League 2026**.

The appointed agency will support BAS in creating engaging visual assets and media content before, during, and after the event, while enhancing the event's visibility through strategic public relations.

2. Background

The **FIBA 3x3 U23 Nations League 2026** is an international basketball competition featuring emerging U23 national teams from across the region. As the host federation, BAS aims to deliver a world-class event while showcasing Singapore as a premier destination for international basketball.

A strong creative and media presence is essential to increase audience engagement, attract media attention, and amplify the event across digital and traditional platforms.

3. Objectives

The appointed agency shall:

- Develop compelling creative assets aligned with BAS and FIBA branding.
- Produce high-quality visual content throughout the event lifecycle.
- Generate engaging content to maximise social media reach and audience engagement.
- Capture key event moments through professional photography and videography.
- Support BAS in securing media coverage through professionally written press releases.

4. Scope of Work

The successful agency shall provide the following services:

A. Design & Illustration

Develop creative assets including but not limited to:

- Event key visual
- Social media artwork
- Match schedules
- Player announcement graphics
- Daily fixtures
- Results graphics
- Event information graphics
- Digital promotional materials
- Sponsor acknowledgement graphics
- Other event-related artwork as required

All artwork shall comply with BAS and FIBA branding guidelines.

B. Event Photography & Videography

Provide professional event coverage throughout the competition.

Deliverables include:

- Action photography
- Team photography
- Award ceremony photography
- Behind-the-scenes photography
- Spectator engagement
- Sponsor activation coverage
- Venue ambience
- Opening and closing ceremonies
- Full event videography coverage

Photos shall be edited and delivered in both high-resolution and web-ready formats.

C. Pre-Event Photoshoot

Conduct an official photoshoot prior to the event.



Coverage shall include:

- National teams
- Selected athletes
- Officials (if required)
- Promotional portraits
- Group shots
- Marketing images

The agency shall provide lighting, photography equipment, editing, and image delivery.

D. Pre-Event Hype Content

Develop promotional video content to generate excitement leading up to the competition.

Possible content includes:

- Countdown videos
- Athlete introductions
- Tournament teaser
- Venue preview
- Behind-the-scenes preparation
- Social media promotional reels

Recommended duration:
30–90 seconds per video.

E. Daily Game Highlights

Produce daily highlight reels during the event.

Deliverables:

- Same-day edited highlights
- Key plays
- Best moments
- Crowd reactions
- Athlete interviews (if required)

Videos should be optimised for:

- Instagram
- Facebook
- TikTok
- YouTube Shorts



Delivery timeline:
Within 12 hours after each competition day.

F. Post-Event Highlight Reel

Produce one comprehensive event recap video showcasing:

- Tournament highlights
- Best plays
- Fan engagement
- Athlete experiences
- Event atmosphere
- Award ceremonies
- Closing moments

Recommended duration:
2–4 minutes.

Delivery timeline:
Within seven (7) working days after the event.

G. Public Relations

Prepare and distribute:

Press Release 1

- Pre-event announcement
- Event significance
- Participating countries
- Event information

Press Release 2

- Post-event summary
- Tournament results
- Key achievements
- Quotes from BAS and stakeholders
- Event impact

The agency shall coordinate with BAS for approvals prior to distribution.

5. Deliverables Summary



The successful agency shall deliver:

Item	Quantity
Creative Design & Illustration	As required throughout campaign
Event Photography	Full event coverage
Event Videography	Full event coverage
Pre-Event Photoshoot	1 session
Pre-Event Hype Video	Minimum 3 videos
Daily Highlight Reels	One per competition day
Post-Event Highlight Reel	1
Press Releases	2

6. Vendor Qualifications

Interested agencies should demonstrate:

- Proven experience in sports or major event content production.
 - Strong portfolio in photography, videography, graphic design, and social media content.
 - Experience managing live sporting events.
 - Ability to deliver under tight deadlines.
 - Experience working with national sporting organisations or international events is an advantage.
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7. Proposal Submission Requirements

Proposals should include:

Company Profile

- Company background
- Years of experience
- Key personnel

Technical Proposal

- Understanding of project objectives
- Creative approach
- Proposed production schedule
- Equipment and software to be utilised
- Team structure

Portfolio



Include examples of:

- Sports photography
- Event videography
- Graphic design
- Social media campaigns
- Highlight videos
- Press releases

Financial Proposal

Provide a detailed quotation including:

- Professional fees
- Equipment
- Editing
- Travel (if applicable)
- Optional services
- GST (if applicable)

8. Evaluation Criteria

Criteria	Weightage
Technical Proposal	25%
Creative Quality & Portfolio	30%
Relevant Experience	20%
Project Team	10%
Price Competitiveness	15%

9. Project Timeline

Activity	Date
RFP Issued	4 th July 2026
Clarification Period	4 th July 2026 to 10 th July 2026
Proposal Submission Deadline	11 th July 2026
Evaluation	13 th July 2026
Vendor Presentation (if required)	14 th July 2026
Appointment of Agency	15 th July 2026
Project Commencement	16 th July 2026

10. Submission Instructions



Interested agencies are invited to submit their proposals electronically in PDF format.

Submission Email: weisheng@bas.org.sg

Subject Line:

Proposal Submission – Creative & PR Services – FIBA 3x3 U23 Nations League 2026

Late submissions may not be considered.

11. Terms & Conditions

The Basketball Association of Singapore reserves the right to:

- Accept or reject any proposal.
 - Request clarification or additional information.
 - Negotiate with shortlisted agencies.
 - Award all or part of the scope of work.
 - Cancel or amend this RFP without prior notice.
 - Not necessarily appoint the lowest-priced proposal.
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12. Contact for Enquiries

Basketball Association of Singapore

Contact Person: New Wei Sheng

Designation: Tournament Director

Email: weisheng@bas.org.sg

Telephone: +65 8101 0611

13. Declaration

By submitting a proposal, the agency confirms that:

- All information submitted is accurate and complete.
- The proposal shall remain valid for ninety (90) days from the submission deadline.
- The agency agrees to comply with the requirements outlined in this RFP.

Authorised Representative

Name: _____

Designation: _____



Company: _____

Signature: _____

Date: _____

This version is procurement-ready and follows the style commonly used by national sports associations and event organisers. It also leaves room for BAS to evaluate agencies not only on cost, but on creative quality, sports event experience, and execution capability.