

7 June 2023

Dear Sir / Madam,

Tender Reference No. HKTOEM/2023/004
Invitation to Tender for the Media Buying and Planning
Services Provider for the Prudential
Hong Kong Tennis Open 2023

You are invited to submit a tender for the Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2023 (“**Event**”) as specified in the tender documents.

1. Your tender proposal should be submitted, **in copies specified in the tender**, in **two separate sealed envelopes** with labels as specified in paragraph 2 below, no later than **12:00nn on 21 June 2023** (Hong Kong time) into the tender box located at the office of **Hong Kong Tennis Open Event Management Limited (“HKTOEM”) - Room 1021, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong**. Tenders submitted after the above time or tenders deposited at a place other than that stated above will **NOT** be considered.
2. The labels for the two sealed envelopes shall be specified as follows:
 - a. Label with “Technical Proposal for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2023”
 - b. Label with “Fee Proposal for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2023”
3. The tenderer shall provide the completed “Company information” as provided in Annex 3 of the tender invitation.
4. In the event of Typhoon Signal No. 8 or above, or Black Rainstorm Warning is hoisted on the tender closing date, the closing time will be automatically postponed to the same time of the next working day.
5. HKTOEM is not bound to accept any proposal it may receive and may consider any proposal based on criteria it deems appropriate at its full discretion.
6. It should be noted that HKTOEM will not be responsible for the reimbursement of any cost

incurred by you for the preparation of the submission.

7. An interview session may be arranged in the final week of **June 2023** at HKTOEM office. HKTOEM will inform the shortlisted tenderers the details of the interview timeslots after the tender closes on 21 June 2023.
8. All tender documents can be downloaded from the Hong Kong Tennis Association (HKTA) website: <http://www.tennishk.org/en/about-us/tender-information>.
9. For queries regarding this tender invitation and/or tender process, please contact Ms. Edith LUN at 2504 8266 or via email: procurement.hkto@tennishk.org.

Yours sincerely,



Chris Lai
Director

Encl.

Tender Reference No. HKTOEM/2023/004
Invitation to Tender for the Media Buying
and Planning Services Provider for the
Prudential Hong Kong Tennis Open 2023

Please adhere the following labels on separate sealed envelopes of your submitted tender.

“Confidential”

Technical Proposal

Hong Kong Tennis Open Event Management Limited
The Tender Box
Room 1021, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong

Ref: No.: HKTOEM/2023/004

Media Buying and Planning Services Provider for the Prudential
Hong Kong Tennis Open 2023

Name of Tenderer: _____

Closing Time and Date: 12noon on 21 June 2023

“Confidential”

Fee Proposal

Hong Kong Tennis Open Event Management Limited
The Tender Box
Room 1021, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong

Ref: No.: HKTOEM/2023/004

Media Buying and Planning Services Provider for the Prudential
Hong Kong Tennis Open 2023

Name of Tenderer: _____

Closing Time and Date: 12noon on 21 June 2023

Tender Documents for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2023

Employer

Hong Kong Tennis Open Event Management Ltd (“HKTOEM”), a subsidiary of Hong Kong Tennis Association

Room 1021, 1 Stadium Path, So Kon Po,
Causeway Bay,
Hong Kong

June 2023

1. Introduction

With the intention to build the status of Hong Kong as an international city and events hub, HKSAR acquired from the Women's Tennis Association (WTA), the international governing body of women's tennis professionals, an international series license to enable Hong Kong to run a professional sports tournament annually since 2014. Hong Kong, China Tennis Association has been granted ownership of the Event to organise the Event

Hong Kong Tennis Open Event Management Limited ("HKTOEM"), a subsidiary of the Hong Kong, China Tennis Association ("HKCTA"), has thus been established to own and organise the Hong Kong Tennis Open ("PHKTO", the "Tournament" or the "Event"). Since its inaugural tournament in 2014, PHKTO has been receiving its operating funding primarily through the support of HKSAR Government, its title sponsor, Prudential Hong Kong Limited, and various co-sponsors. The Event has become a key sporting event known by Hong Kong citizens as well as internationally renowned.

The Tournament will be held at Victoria Park Tennis Stadium, Causeway Bay from **7-15 October 2023** with total prize money of US\$250,000. It is part of the WTA Autumn Asian Swing which culminates at the season ending WTA Finals.

2. The 2023 Tournament

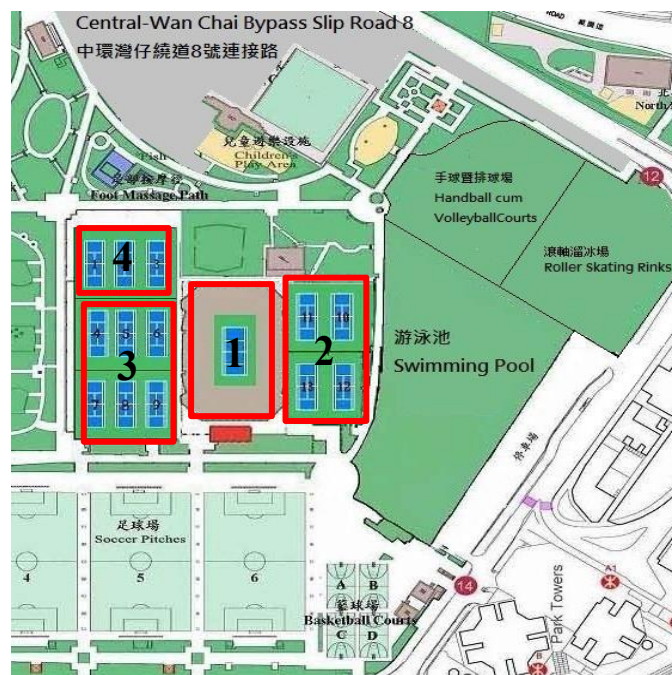
The Tournament will be staging its 6th edition in 2023, and first since its 2018 edition which was awarded 'WTA International Tournament of the Year,' beating out 32 other events in the same tier globally. The Tournament is positioned as a lifestyle and sporting event that is community focused, health-conscious, action packed and sustainable, while showcasing some of the world's best women's tennis players.

The focus of this year's event is the celebration of the return of PHKTO after five years and Hong Kong's return to the forefront of the world stage. It will have a vibrant party/carnival theme to encourage everyone in the community to get involved either by watching the matches or visiting the activity-filled Tournament Village. The key aim is to leverage the Event to promote tennis to all in a fun and engaging way, delivering an even more spectacular event than its last award-winning edition.

Similar to previous editions, the Tournament will be held at the Victoria Park Tennis Stadium, in which the main stadium and two additional show courts will be used to play matches, as well as courts allocated as practice courts. Matches to be held at the Centre Court will be free of charge for the period from 7-9 October with paid ticketing starting from 10–15 October 2023, and houses a maximum of 3,600 spectators. Matches held at the two show courts for the first few days will be free for admission and both courts together can house 500 – 600 spectators. (See rough floor plan below)

Apart from the core tournament activities at the stadium, the Tournament Village will be built adjacent to the stadium which will provide food, beverages, activities and entertainment to ticket holders and the

general public, with a separate marquee for VIP/Hospitality guests. Admission to this entertainment zone is free. The Village will embrace the party/carnival theme with performances and live entertainment during the tournament week. The intimate location of the Village, just steps away from the Centre Court stadium will provide the tournament with a more convenient and connected guest and fan experience.



- 1 – Centre Court
- 2 – Show Courts
- 3 – Tournament Village and VIP/Hospitality Marquee
- 4 – Practice Courts

The tentative tournament schedule is as follows:

7 October (Saturday) – 8 October (Sunday)	Singles Qualifying (24 draw – 18 matches)
9 October (Monday) – 15 October (Sunday)	Singles Main Draw (32 draw – 31 matches)
9 October (Monday) – 15 October (Sunday)	Doubles Main Draw (16 draw – 15 matches)

Matches for Main Draw are likely to be played between 2pm and 11pm with details to be finalized.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
STARTING TIME	3 pm	3 pm	3 pm	3 pm	2 pm	2 pm	2 pm
No. of Singles Matches	8	8	4	4	4	2	1
No. of Doubles Matches	2	2	4	3	2	1	1
Total No. of Matches	10	10	8	7	6	3	2
No. of courts to be used	3	3	2	2	2	1	1

For more information about the tournament and the schedule of play for last year, please visit the official website: <http://www.hktennisopen.hk>.

3. Our Value Proposition

PHKTO's long-term goal is to continuously promote tennis to Hong Kong people through staging a professional tournament in the city as a symbolic event whilst also engaging the community in a mass-public event that encourages the adoption of an active and healthy lifestyle to all. Through a series of PHKTO related activities and the tournament itself, we aim to increase people's interest and awareness towards tennis as a healthy lifestyle option, thus increasing our spectator fan base and ultimately develop grassroots and even professional players in the community.

4. Target Audience

The key target audience includes the following:

4.1 Primary target: Non-local visitors

4.2 Secondary target: Local audience

5. Purpose of the Tender

HKTOEM is looking for interested service provider(s) to provide all media buying and planning services in relation to the strategic planning, promotion of the event and solicitation of ticket sales. The purpose of the Tender is to solicit proposals to establish a contract with qualified media buying and planning service provider (the "Company" or "Service Provider") that can provide comprehensive and cost-effective media plan for the Tournament to further enhance PHKTO's public awareness both locally and internationally and to boost spectators' interest and hence attendance/ticket sales for the tournament.

This tender document sets out all the requirements and selection criteria to be used.

6. Key Deliverables

- Advertising:
 - Measurable reach, frequency and engagement
 - ROI, No. of clickable views, etc.
 - Key visual adaptations for the listed advertising channels, but not limited to the listed channels.
 - Layout adjustments if needed to perfectly fit into different advertising channels
 - Test print arrangements
 - Monitor any standby advertising space (if the ad space fit the promotion of the event)

7. Tender and Proposal Contents

Tender and proposal submitted should include the following:

- 7.1 Company Background** - Including credentials / Experience in similar events and testimonials (if any)
- 7.2 Staffing and Resources** – Team Structure including number of staff and experience of the proposed team should be provided. Resources allocated to the event, including any outsourcing of contracted work (in such case background and credential details of such 3rd party / parties) should also be provided. Team members who are fresh graduates or otherwise possess no prior relevant experience will not be accepted to take charge of any individual projects, and all manpower allocation plans shall be submitted and endorsed by HKTOEM.
- 7.3 Service Provider's experience** in similar international sports events, including company role in such events
- 7.4 Proposal of agreement term** for 1, 2 or 3 years is welcomed, but not obligatory.
- 7.5 Technical Proposal** - In relation to the Media Buying and Planning services, the scope of services is divided into the following categories:
 - 7.5.1 Overall Advertising Planning (without any price figures)
 - 7.5.2 Media Plan (Please refer to section 8 for details of the mandatory and suggested media exposure and placements. And Annex 4 – Key Dates for Events / Activities)

Note:

- Selected Service Provider is expected to commence their work as soon as the tender is granted (tentatively in July 2023). First round advertisements will officially be launched in mid-late July as ticketing sales commence. Continuous support is expected until the end of October. Bi-weekly (every 2 weeks) face-to-face progress meetings if required by HKTOEM between the Selected Service Provider and the management team of PHKTO during the period from July to October 2023.
- Interested Service Providers should submit their proposals in the format of a power point presentation of no more than 40 pages in total based on the order of the above stated categories.

7.6 Detailed Scope of Services:

7.6.1 Overall Advertising Planning

With reference to the proposed media plan for this year's event, the Service Provider is requested to provide their professional advice / insights and develop an overall comprehensive media plan that will develop brand awareness and deliver the relevant messages to the dedicated target market / audience. The Service Provider is also required to design the ads for individual media

placement so that HKTOEM can get the most effective advertising in each market. In contemplating the strategy, the Service Provider should bear in mind the following principles:

Cost-effectiveness and measurable success through digitisation: Over the past few years, marketing efforts of PHKTO have heavily relied on traditional media platforms. For example, significant budget has been spent on print media and outdoor media. The management team believes that there is room for improvement in introducing a more systematic and measurable approach to manage the campaign. HKTOEM is seeking strategic insights to digitise our marketing platform providing measurable ROI and insightful analytics for continuous development.

7.6.2 Media Plan

- Recommendation on Media mix
- Media booking, scheduling and liaison
- Planning, negotiation and execution of media promotions

7.6.3 Reporting Requirement for the Service provider:

The Selected Service Provider needs to submit required reports as requested by HKTOEM in a timely manner. A list of relevant and major reports includes the following:

- a. Post-media buy Report (both print / digital and OOH) – to be submitted within 7 days after the tournament
- b. Media-Buy Report (Hard copy – Print) – to be submitted within 7 days after the tournament
- c. Any relevant reports provided by 3rd party media agency (if any);

7.6.4 Procurement Requirement for All Services Rendered by Sub-Contractors:

With the objective of ensuring openness, fairness and value for money, the selected Service Provider, when procuring sub-contractors who are in any way involved in the Event, shall exercise the utmost prudence in selecting the sub-contractor and ensure that such procurement is carried out in an open, unbiased, fair and competitive manner. Service Provider should provide document proof on such exercise. Please find the table below as reference for the procurement procedures required by HKTOEM. **Please note that the below procedure shall only apply in cases where the selected service provider procures media placements for Optional items that are listed in section 8 and have not been quoted for in the service provider's financial proposal.**

Monetary Level	Quotation/ Tender obtained	Approving Authority
< HK\$ 50,000.00	At least 2 quotations	Acceptance of an offer can only be approved by another officer not lower than the rank of the officer calling the quotations
Between HK\$50,000.00 to HK\$1,430,000.00	At least 5 written quotations	Acceptance of an offer can only be approved by another officer not lower than the rank of the officer calling the quotations
>HK\$1,430,000.00	Adopt open and competitive tendering procedures and accept the lowest conforming bids	Appoint a tender board of not less than 3 persons to consider and decide on the acceptance of tender or advise on the acceptance of tenders

If the service provider cannot obtain the required number of quotation or the lowest conforming bid is not selected, full justification must be given and properly documented.

8. Budget and Fee Proposal

The planned budget for this contract should include all 3rd party fees and production fees. The media plan is intended to cater for 2 groups of target audience, split between local visitors and non-local visitors. The total amount in any case should **NOT** exceed **HK\$3million**. Tenderers should include all mandatory items in the below table in their fee proposal as well as a selected number of suggested items. Details as below:

Target Audience: Covered Primary & Secondary target		
Media	Format	Remarks
Print		
Headline Daily	Full page 4C, ROP	Mandatory
Skypost	Full page or quarter page, 4C, ROP	Format proposed by Tenderer
AM730	Full page or quarter page, 4C, ROP	Format proposed by Tenderer
Oriental Daily	Full page 4C, ROP	Mandatory
HKET	Zero or 1 Cover, standby	Mandatory
Sing Tao Daily	Zero or 1 Cover, standby	Mandatory
Oriental Daily	Package for July to Oct	Mandatory
South China Morning Post	Full page or quarter page, 4C, ROP	Mandatory
South China Morning Post	Package for July to Oct	Mandatory

Sing Tao Daily	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
U Magazine	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
Weekend Weekly	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
OOH		
MTR 12-sheet panels	Zero or ≥ 50 x trackside	Format proposed by Tenderer
MTR Escalator display	Zero or ≥ 50 x panels	Format proposed by Tenderer
Bus Body	Zero or ≥ 30 x bus body	Format proposed by Tenderer
Bus Shelter	Zero or > 1 x Flagship Bus Shelter Domination	Format proposed by Tenderer
Tram Wrap	Zero or ≥ 5 x Tram	Format proposed by Tenderer
Tram Shelter	Zero or ≥ 5 x shelter	Format proposed by Tenderer
Outdoor giant display	Zero or > 1 x item	Format proposed by Tenderer
Cross harbour tunnel	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Western Harbour tunnel	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
K11 Shopping mall	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Grant billboard around the city, if any	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Digital		
Paid Search: Google	40 days	Mandatory
Paid Search: Bing (Yahoo)	40 days	Mandatory
Digital Display Network	Zero or ≥ 15 days	Format proposed by Tenderer
Mobile Advertising	Zero or ≥ 5 days	Format proposed by Tenderer
YouTube Advertising	Zero or ≥ 10 days	Format proposed by Tenderer
Sportsroad	Zero or ≥ 1 article	Format proposed by Tenderer
Social Media		
Facebook Ads	30 days	Mandatory
IG Ads	30 days	Mandatory
WeChat Ads	Zero or ≥ 10 days	Format proposed by Tenderer
Xiaohongshu	Zero or ≥ 10 days or 5 posts	Format proposed by Tenderer
Optional Item		
Please propose any other media means you deem fit.	Please propose.	Format proposed by Tenderer
Agency fee	For whole project	
Total Amount	\$3,000,000	

Note: The above media plan is subject to change and we may include other media formats as deemed appropriate.

The Service Provider in its quotation and final invoice **MUST** provide itemised breakdown with details of costs and charges. Clear breakdown such as the following must be provided:

- Advertising cost for every single advertisement;
- commission fee;
- administration, delivery and service charges;
- 3rd party costs;
- production costs (if any).

9. Tender Selection Criteria

The selection of the winning proposal will be based on the respective applicants' score out of 100 for the following areas:

Ability to meet the scope of work:	20%
Qualifications and Experience	20%
Demonstrated capability	20%
Price (exclude optional items)	40%

The criteria that will be used to assess the Company's Ability to meet the scope of work will be as follows:

- a) Demonstrate strategies (with detailed objectives and schedules) to maximise the awareness, both locally and internationally, as well as increasing spectator attendance

The criteria that will be used to assess the Company's Qualifications and Experience will be as follows:

- a) Company's experience in relevant events
- b) Qualifications and expertise of staff involved in this event

The criteria that will be used to assess the Company's Demonstrated capability will be as follows:

- a) Examples of relevant past projects in international and/or sports events showing the ability to develop and execute a media buying plan that excelled in driving awareness & ticket sales and created positive impressions
- b) Any references / testimonials provided

10. Others

10.1 Offering Gratuities

- a) Company shall not, and shall procure that his employees, agents and sub-contractors shall not, offer an advantage as defined in the Prevention of Bribery Ordinance, (Cap 201) in connection with the tendering and execution of the Media-Buy Services contract(s).
- b) Failure to so procure or any act of offering advantage referred to in (a) above committed by Company or by an employee, agent or sub-contractor of the tenderer shall, without affecting the Company's liability for such failure and act, will result in its tender being invalidated.

10.2 Anti-Collusion

- a) Company shall not communicate to any person or entity other than HKTA and HKTOEM the amount of any tender, adjust the amount of any tender by arrangement with any other person, make any arrangement with any other person about whether or not he or that other person should or should not tender or otherwise collude with any other person in any manner whatsoever in the tendering process. Any breach of or noncompliance with this sub-clause by Company shall, without affecting the Company's liability for such breach of rules and laws or non-compliance, invalidate the tender.
- b) Sub-clause (a) of this Clause shall have no application to the Company's communications in strict confidence with his own insurers or brokers to obtain an insurance quotation for computation of tender price and communications in strict confidence with his consultants / sub-contractors to solicit their assistance in preparation of tender submission.
- c) Company shall submit to HKTOEM a duly signed warranty in the form set out in Annex 2 to the effect that he understands and will abide by these clauses. The warranty shall be signed by a person authorized to sign the contract on Company's behalf.
- d) Any breach of any of the representations and/or warranties by Company may prejudice Company's future standing as a HKTA and its affiliate's contractor.

10.3 License

- a) Media-Buy Services Provider shall secure and pay for any such licenses and comply fully with any and all applicable laws, ordinances and regulations for the services provided under the Media-Buy Services agreement(s).
- b) Media-Buy Services Provider shall be liable to all damage to any property in the event venue arising from the provision of offsite catering service due to the negligence of the tenderer or its employees.

10.4 Insurance

- a) Media-Buy Services Provider shall take out and maintain adequate public liability insurance with a reputable insurance company to cover all of its liabilities under ordinances, statute or at common law in respect of personal injury to or death of any person and loss of damage to property, whether real or personal, as a result of the provision of the services under the Media-Buy Services agreement(s) with a minimum limit of HK\$50 Million per incident.
- b) Media-Buy Services Provider shall take out and maintain Employee's Compensation Insurance to cover all of its liabilities under the ordinance, statute or at common law for all persons employed by Media-Buy Services Provider in the provision of services under the Media-Buy Services agreement(s).

11. Expression of Interest

Company shall submit to the Hong Kong Tennis Open Event Management Limited a duly signed Expression of Interest in the form set out in Annex 1 to confirm that the information provided in all the submitted documents are true, complete, accurate and not misleading.

12. Terms & Conditions

All tender applications satisfying the requirements of this request for proposals will be evaluated to establish which of the applicants' proposals would best fulfill the needs of HKTOEM and the Event. This tender document, however, does not commit the HKTA nor HKTOEM to award a contract, to pay any costs incurred in the preparation of the tender application or a contract for the goods and/or services offered. HKTOEM reserves the right to accept or reject any or all tender applications received as a result of this tender document, to negotiate with all qualified tenderers or to cancel this tender, if it is in the best interests of the HKTOEM to do so. The decision of the HKTOEM shall be final.

Annex 1: Expression of Interest

_____ wishes to register interest and apply to be a
(insert name of organisation)

supplier of the Prudential Hong Kong Tennis Open 2023. I confirm that the information given in the submitted proposal documents are true, complete, accurate and not misleading.

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

Annex 2 - Warranty

To: Hong Kong Tennis Open Event Management Limited

Dear Sir/Madam,

Warranty

1. By submitting a proposal, the applicant represents and warrants that in relation to the proposal for Media-Buy Services Provider for the Prudential Hong Kong Tennis Open 2023,
 - i. it has not communicated and will not communicate to any person or entity other than the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management Limited the amount of any proposed price;
 - ii. it has not fixed or will not fix the amount of any proposed price by arrangement with any person;
 - iii. it has not made and will not make any arrangement with any person as to whether it or that other person will or will not submit a proposal; and
 - iv. it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the request for proposal process.
2. In the event that the applicant is in breach of any of the representations and/or warranties in Clause (1) above, Hong Kong Tennis Open Event Management Limited shall be entitled to, without compensation to any person or liability on the part of the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management:
 - i. reject the proposal submitted;
 - ii. if the Hong Kong Tennis Open Event Management Limited has accepted the proposal, withdraw its acceptance of the proposal; and
 - iii. if the Hong Kong Tennis Open Event Management Limited has entered into the contract with the applicant, terminate the contract.
3. The applicant shall indemnify and keep indemnified the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management Limited against all losses, damages, costs or expenses arising out of or in relation to any breach of any of the representations and/or warranties in Clause (1) above.
4. Clause (1) shall have no application to the applicant's communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the proposed price, or

with its professional advisers, and consultants or sub-contractors to solicit their assistance in preparation of proposal submission. For the avoidance of doubt, the making of a bid by a bidder to the Hong Kong Tennis Open Event Management Limited in public during an auction will not by itself be regarded as a breach of the representation and warranty in Clause (1)(i) above.

5. The rights of the Hong Kong Tennis Open Event Management Limited under Clauses (2) to (4) above are in addition to and without prejudice to any other rights or remedies available to it against the applicant.

Authorized Signature & Company Chop: _____

Name of Person Authorized to Sign (in Block Letters): _____

Name of Applicant in English (in Block Letters): _____

Date: _____

Annex 3: Company Information

- 1 Name of Company (English) : _____
(Chinese) : _____

- 2 Registered Office : _____

Postal Address : _____
(If different from above) _____

- 3 Web-site : _____

- 4 Business Registration Certificate No. : _____
(Please attach a copy)

- 5 Date of Commence of Business : _____

- 6 Contact Person
 - (a) Name : _____
 - (b) Title & Department : _____
 - (c) Direct line : _____
 - (d) Email address : _____

Signed for and on behalf of the Company :

Signature and Company Chop : _____

Name in Block Letters : _____

Position : _____

Date : _____

Annex 4 – Key Dates for Events / Activities

DATE	EVENT / ACTIVITY
Around Mid-July	Ticket Launch
Early Sept	Announcement Press conference
TOURNAMENT WEEK (7 to 15 Oct 2023)	Opening Ceremony (TBC)
	Press draw
	Key activities / performance (TBC)
	CSR event
	Kids day
	Players' party
	Prize Presentation