

7 June 2023

Dear Sir / Madam,

Tender Reference No. HKTOEM/2023/002
Invitation to Tender for the PR and Marketing
Services Provider for the Prudential
Hong Kong Tennis Open 2023

You are invited to submit a tender for the non-exclusive PR & Marketing Services Provider for the Prudential Hong Kong Tennis Open 2023 (the “**Event**”) as specified in the tender documents.

1. Your tender proposal should be submitted, in **one hard copy and one soft copy (preferably in USB flash drive) specified in the tender**, in **two separate sealed envelopes** with labels as specified in paragraph 2 below, no later than **12:00 noon 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 PR & Marketing Services Provider for the Prudential Hong Kong Tennis Open 2023”
 - b. Label with “**Fee Proposal** for PR & Marketing Services Provider for the Prudential Hong Kong Tennis Open 2023”

Please note that the envelope labelled with “Technical Proposal” shall **NOT** include any pricing details. Failure to do so will render the tender null and void.

3. The tenderer shall provide the completed “Company information” as provided in Annex 3 of the tender invitation.
4. In the event Typhoon Signal No. 8 (or above) or Black Rainstorm Warning is hoisted at or before 9:00 a.m. on the tender closing date, the closing time will be automatically postponed to 12:00 noon on 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. Moreover, HKTOEM or any of its related parties may decide to engage more than one agency as PR & Marketing Services Providers for different events / activities that may take place before, during, after or otherwise in connection with the Event, and hence this tender is for an appointment on a non-exclusive basis.
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/2023/002
Invitation to Tender for the PR & Marketing
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/2023/002

PR & Marketing Services Provider for the Prudential Hong Kong
Tennis Open 2023

Name of Tenderer: _____

**** One hard copy and one soft copy in USB flash drive of Technical Proposal are attached.***

“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/2023/002

PR & Marketing Services Provider for the Prudential Hong Kong
Tennis Open 2023

Name of Tenderer: _____

**** One hard copy and one soft copy in USB flash drive of Fee Proposal are attached.***

Tender Documents for PR & Marketing 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

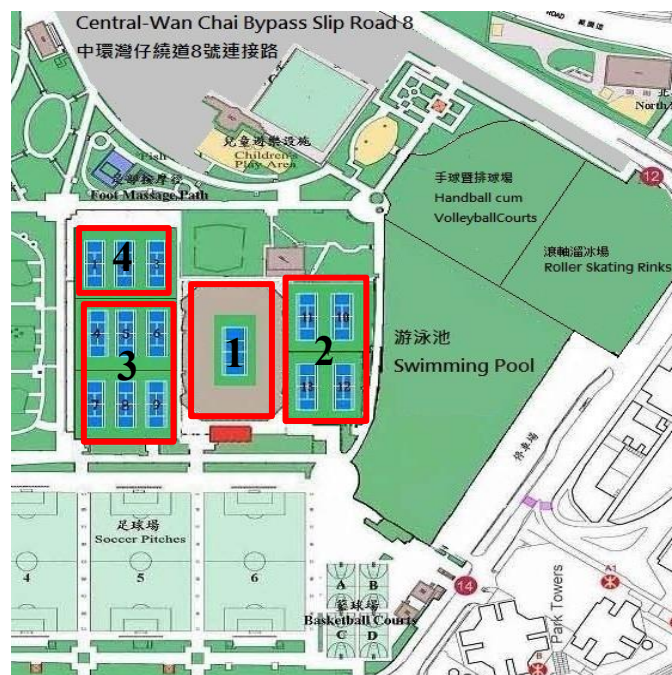
The Tournament will be staging its 6th edition in 2023, and first since its 2018 edition which was awarded 'WTA International Tournament of the Year,' beating out 32 other events in the same tier globally. The Tournament is positioned as a lifestyle and sporting event that is community focused, health-conscious, 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: spectators who buy tickets to watch the tournament. They are likely amateur players participating in tennis in various private clubs and sports clubs, or sports enthusiasts. Mostly in the age range of 30 – 65.

4.2 Secondary target: General public, focusing on young families. The tournament village is open to all. We aim to encourage parents to bring along children (aged 3 – 15) and promote healthy outdoor activities to primary / secondary school students.

5. Purpose of the Tender

HKTOEM is looking for interested service provider(s) to support marketing and PR 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 PR and marketing service provider(s) (the "Company" or "Service Provider") that can provide comprehensive and cost-effective PR and marketing campaigns 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. However, based on your company's background, experience and expertise, interested Service Provider can opt to submit a proposal for all or selected service categories as listed below in Item 7.5.

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

6. Key Deliverables

To measure the success of our event, we will set up KPIs for our Marketing and PR partner(s). The following KPIs are tentatively set for the purpose of this tender. Final KPIs of the project are subject to further amendment:

- Centre Court Ticketing: minimum 60% of tickets sold on 13 October and 80% on 14 -15 October 2023 with a measurable tracking mechanism of sold tickets via promotional activities

- Media Exposure: A total of >750 individual media mentions, (pre- and post-tournament, inclusive of all local media outlets but excluding international media) with media reports as substantiation of coverage. The total PR value should exceed HK\$36m.
- Social Media:
 - A total of >350 posts on Facebook Fanpage, >180 on Instagram and >190 on Twitter and >50 posts on wechat
 - Response time to social media enquiry: within 2 hours
- Brand and Marketing Collateral Planning, Design and Production
 - Total No. of measurable recipients / viewers of the materials
 - Open Rate / Response rate

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 Marketing and PR services, the scope of service is divided into the following categories:
 - 7.5.1 Overall Marketing and Creative Strategy with high level campaign design & planning
 - 7.5.2 Public relations, media relations and ticket promotion
 - 7.5.3 Social Media Management and Brand & Marketing Collaterals Design & Layout Development
 - 7.5.4 Event Management and Production

Note:

- Selected Service Provider(s) is expected to commence their work as soon as the tender is granted (tentatively in late June 2023). Promotional activities will officially be launched **in mid July** as ticketing sales commence (official website & social media pages will be relaunched concurrently at this time to support the 1st round of early bird ticket sales). Continuous support is expected until the **end of October**. Bi-weekly face-to-face progress meetings are required between the selected Service Provider and the PHKTO management team during the period from July to October 2023.
- In the event of the tournament being postponed, rescheduled or subject to other changes, the appointed Service Provider(s) will be required to be flexible and adapt to the needs of the PHKTO management team in order to deliver the required PR and marketing services of the Tournament.
- Interested Service Providers should submit their proposals in the format of a **power point presentation of no more than 30 pages in total, and no more than 7 pages for each category based on the order of the above stated categories.**

Detailed Scope of Services:

7.5.1 Overall Marketing and Creative Strategy with high level campaign design & planning

With reference to the tentative KPIs, the Service Provider is requested to develop an overall marketing and creative strategy that forms the basis of the over-arching communicating platform of the Event. 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 in 2023. Joint promotion and leveraging partners & sponsors will be a key direction.

Development of 2 Creative Concepts: HKTOEM would like to invite the interested Service Provider to develop 2 creative options: one mandated by HKTOEM while the other to be

proposed by the Service Provider as considered to be the best option for the Event.

The followings are some guiding principles for contemplating the creative direction:

Creative Option 1:

As the tournament has not been held in 5 years, HKTOEM would like to emphasis 'we're back' and focus on the return of this world class sporting event to Hong Kong, an event whose last edition in 2018 was awarded 'International Tournament of the Year' by WTA. A key emphasis on the carnival/party theme to celebrate the return of the event (especially post-pandemic) and invite tennis fans and the mass public to enjoy the outstanding entertainment, experiential elements and community engagement that the tournament brings which extend beyond tennis with wider engagement in the city. To include communication of PHKTO as an exciting, health focused and sustainable event that encourages active living and participation.

Colour palate should utilise multi-colours to convey the celebratory and energetic feel (rather than focusing on the previous red & purple colour scheme). Additionally, this year is the 175th anniversary of title sponsor Prudential and this could be incorporated into the celebratory message.

Creative Option 2:

Interested Service Provider is invited to propose a creative option at its own discretion that can help to integrate PHKTO activities and deliver the best possible results. Given the carnival/party/celebration theme of this year's event which aligns with the Tournament Village, Service Providers are encouraged to submit another creative concept which focuses on the these aspects in the Tournament Village in order to draw public awareness and attract the public to visit the village.

- The appointed service provider will be required to submit two phases of creative design for HKTOEM's evaluation. The first phase must be released by mid-July to promote ticket sales. This creative design will feature no player imagery and should be fresh, eye-catching and clearly convey the core messages of the event (i.e. a celebration that PHKTO is back). It will also be required to include essential event information and ticketing details with strong visibility.
- For phase two (tentatively early September to accompany the player announcements and press conference), the appointed Service Provider will be required to present two creatives which include player imagery as they will be the focus to draw attention and boost the ticket sales.

Service Provider is expected to provide a high-level campaign calendar with regular updates on the progress.

7.5.2 Public relations, media relations and Ticketing Promotion

- PR and communications plan
- Pre-tournament media exposure
- Press Releases (Bilingual)- in conjunction with English copywriter
- Media pitching during pre-tournament period to maximise the exposure
- Tournament on-site media accreditation and management
- Operation of Media Centre at Victoria Park during Tournament Days, including onsite media interview arrangement and results dissemination
- Pre-event media tour
- Media clippings report and daily monitoring
- Post event summary report (for newsletter – physical copy requested)
- Ticketing Promotion. A specific plan with details on how ticketing promotional activities will be carried out and measured will be required. Service Provider should make use of targeted marketing programs, joint promotions and any promotional mix that is considered practical and effective.
- Crisis Management. Crisis management will be an essential component of the Service Provider's public relations scope of work. Service Provider should include all costs relating to any potential crisis management works in their submission. If for any reason (please specify) additional costs are proposed to be charged relating to crisis management, the Service Provider should clearly state what costs would be charged, and this will be taken into consideration during the tender evaluation.
- Additional entertainment elements, such as mini-concerts and performances before or during the tournament period. If these events are held, the Company will be required to create and execute engagement activities or strategies to promote the entertainment elements drive public interest and attendance.

7.5.3 Social Media Management and Brand & Marketing Collaterals Design & Layout Development

(a) Social Media Management

- Social media posting & engagement plan and execution, including fanpage, Instagram, Twitter, WeChat, YouTube etc.

- Social media support: layout development, promotional activities, content planning and copywriting in conjunction with HKTOEM's English copywriter, video filming and editing for social media posts with video length below 1 minute (approx 5-8 videos needed from July to Oct)

(b) Brand & Marketing Collaterals Design & Layout Development

- Newsletter (monthly e-newsletter from July – October) (content planning and layout design, bilingual)
- Collaterals (creative development, layout and adaption) (including event posters, official partner / ticketing agency's online banners, e-Invitation, promotional leaflet, eDM for event activation / joint promotion with official partners, etc.)
- Promotional posters to be distributed to private clubhouses, LCSD venues, etc.
- LCSD banners & Giant Banners (adapted from the key visual)
- Souvenir Programme booklet (e-version can be downloaded from our website: <https://www.hktennisopen.hk/en/overview/booklet/>)
- Leaflets for Players Bio
- Event merchandised items (proposal of merchandised items with design development, the indicate clear the production cost, it will be under other budget)

The above list is not exhaustive and there will be additional items to be confirmed at a later date. The above adaptations of the creative design may require several rounds of adjustments and turn-around time may be same-day in certain circumstances.

7.5.4 Event Management & Production

Planning, Logistics and production management (including Event/hospitality-related signage, décor, backdrops, etc.) of the following events:

- Announcement Press Conference (Early September 2023)
- Players' Party (evening of 8 October 2023)
- One PHKTO CSR Flagship Fund Raising Event during the tournament period (should be within first 4 days of event)
- Opening Ceremony or any other event that can draw public awareness and attendance (an Opening Ceremony is not mandatory, Service Provider is welcome to come up with any idea to serve the purpose)
- Prize Presentation Ceremony (evening of 15 October 2023 at Centre Court)
- Any activities which leverage on players to promote the event that take place outside the tournament venue during the tournament week. HKTOEM expects the Company to also

allocate resources for event management which are not currently listed out in the tender document.

- Brand new event / activities to be held at venue (not limited to Centre Court & village) during the tournament. Focus will be to attract the mass public, and to execute more engagement between the event as well as the title sponsor in order to promote both. The format types could include but are not limited to mini-concerts or performances and brand new and/or digital activities which can engage more of the public are welcomed. PHKTO will reserve additional budget for this brand new concept / activities (depending on appeal of proposed activity).

7.5.5 Reporting Requirement for All Service Categories:

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-Event Evaluation Report – to be submitted within 7 days after the tournament
- b. News Clippings Report (soft copy) – to be submitted on the next day following the PR event (or any event) no later than 11am;
- c. News Clipping Report (hard copy) – to be submitted within 3 days after the event;
- d. Media Attendance List – to be submitted on the next day following the PR event (or any event); need to include media outlet's Name, Contact Person, Contact No. and Email Address;
- e. Post-Event PR Report – to be submitted within 7 days after the tournament;
- f. Social Media Coverage Report;
- g. Players' Social Media Coverage Report;
- h. Any relevant reports provided by 3rd party media agency (if any);
- i. Archived / photobank / videoclips of all photos / videos taken for the events (if any).

7.5.6 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 to carry out the Event 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 as required by the HKTOEM.

Monetary Level	Quotation/Tender obtained	Approving Authority
HK\$5,000 or below	1 quotation only	Acceptance of an offer can only be approved by another officer not lower than the rank of the officer calling the quotations
> HK\$5,000 to HK\$50,000	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
> HK\$50,000 to HK\$1,430,000	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	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 quotations or the lowest conforming bid is not selected, full justification must be given and properly documented.

7.6 Optional Services

HKTOEM would like to also invite interested service providers to provide the following services:

7.6.1 Sponsorship Sourcing Services (non-exclusive)

- Service Provider can receive a commission on total sponsorship amount for any successful referral.
- Proposed sponsor cannot be a life insurance company which would conflict with our title sponsor.

7.6.2 Additional Media event / Marketing event – the Company can propose any media event / marketing event or campaign with a budget of HK\$500K in their proposal. However, HKTOEM will, at its sole discretion, decide whether to include this programme, partially or completely, in the final contract. This can be part of or linked to the above brand new concept/ activities mentioned in 7.5.3. Sufficient ROI projection will be required.

8. Budget and Fee Proposal

The planned budget for this contract should include all 3rd party fees and production fees (but excluding the venue rental fees for any proposed events). The total amount in any case (excluding optional service) should **NOT** exceed **HK\$1.96 million**. Details as below:

Service Category	Planned Budget (HK\$)
7.5.1 Overall Marketing and Creative Strategy with high level campaign design & planning	\$200,000
7.5.2 Public Relations, Media Relations & Ticketing Promotion	\$600,000
7.5.3 Social Media Management and Brand & Marketing Collaterals Design & Layout Development	\$560,000
7.5.4 Event Management & Production	\$600,000
Total	\$1,960,000

Under each service category, 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:

- professional fee for layout and artwork development;
- commission fee(s);
- administration, delivery and service charges;
- 3rd party costs;
- production costs;
- printing costs;
- rental fees for equipment or any required items;
- etc.

The items and services listed in Section 7 can be managed by more than one appointed Service Provider. HKTOEM can, at its sole discretion, decide to engage different Service Providers to provide PR & Marketing Services and to include or take out any item/event/project, partially or completely, in the final contract. Interested Service Providers should take this into account and provide the best estimated quotation in the Fee Proposal for each section individually bearing in mind not all services/items/events/projects may be awarded to the same Service Provider.

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:

Applicable to services categories under 7.5.1, 7.5.2, 7.5.3, 7.5.4

Ability to meet the scope of work:	30%
Qualifications and Experience	20%
Demonstrated capability	20%
Price (exclude optional items)	30%

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 maximize 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 quality and ideas employed to develop and execute a PR & marketing service that excelled in driving awareness 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 PR & Marketing 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) PR & Marketing 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 PR & Marketing Services agreement(s).
- b) PR & Marketing 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) PR & Marketing 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 PR & Marketing Services agreement(s) with a minimum limit of HK\$50 Million per incident.
- b) PR & Marketing 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 PR & Marketing Services Provider in the provision of services under the PR & Marketing 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

12.1 Awarding of Tender

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.

12.2 Postponement of Tournament

In the event that the tournament is postponed or rescheduled to alternative dates, the appointed Service Provider(s) will be required to adjust and reschedule the overall PR and marketing plan and services accordingly. In such an instance, the appointed Service Provider will not be entitled to receive any compensation or charge any additional service fee, unless otherwise agreed with HKTOEM in writing.

12.3 Cancellation of Services

In the event that HKTOEM cancels all or part of the confirmed scope of works of the appointed Service Provider(s) due to the cancellation of the tournament or for any other reason, HKTOEM reserves the right to solely determine the cancellation fee(s) paid to the Service Provider(s), if any.

Annex 1: Expression of Interest

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

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 PR & Marketing 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 : _____