

Dear Sir / Madam,

Tender Reference No. ATPHKTO/ 2023/004
Invitation to Tender for the Media Buying and Planning
Services Provider for the Bank of China
Hong Kong Tennis Open 2024

You are invited to submit a tender for the Media Buying and Planning Services Provider for the Bank of China Hong Kong Tennis Open 2024 (“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 **12:00 noon on Oct 10 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 Bank of China Hong Kong Tennis Open 2024”
 - b. Label with “Fee Proposal for Media Buying and Planning Services Provider for the Bank of China Hong Kong Tennis Open 2024”
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 following the tender closing date at HKTOEM office. HKTOEM will inform the shortlisted tenderers of the interview time slots and details after the tender closes on Oct 10, 2023.
8. All tender documents can be downloaded from the Hong Kong, China Tennis Association (HKCTA) 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,

A handwritten signature in black ink, appearing to be 'Lai', followed by a period.

Chris Lai
Director

Encl.

Tender Reference No. ATPHKTO/2023/004
Invitation to Tender for the Media Buying and Planning Services Provider
for the Bank of China Hong Kong Tennis Open 2024

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.: ATPHKTO/2023/004
Media Buying and Planning Services Provider for the Bank of China
Hong Kong Tennis Open 2024**

Name of Tenderer: _____

Closing Time and Date: 12 noon on Oct 10, 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.: ATPHKTO/2023/004

**Media Buying and Planning Services Provider for the Bank of China
Hong Kong Tennis Open 2024**

Name of Tenderer: _____ :

Closing Time and Date: 12 noon on Oct, 10 2023

Tender Documents for Media Buying and Planning Services Provider for the Bank of China Hong Kong Tennis Open 2024

Employer

Hong Kong Tennis Open Event Management Limited (“HKTOEM”), a subsidiary of Hong Kong Tennis Association
Room 1021, 1 Stadium Path, So Kon Po,
Causeway Bay,
Hong Kong

September 2023

1. Introduction

With the goals of furthering tennis development in Hong Kong and boosting the city's status as an international city and events hub, Hong Kong, China Tennis Association ("HKCTA") has partnered with the event license holder, IMG, to bring a men's professional tennis event to Hong Kong for the first time since 2002.

From 2023, an ATP Tour 250 tournament will be relocated to Hong Kong. The Tournament, named Bank of China Hong Kong Tennis Open, will receive its operating funding and support primarily through its title sponsor, the Bank of China, the HKSAR Government, and various co-sponsors. Hong Kong Tennis Open Event Management Limited ("HKTOEM"), a subsidiary of HKCTA, has been established to organize professional tennis tournament events hosted by Hong Kong.

The ATP 250 level tournament will be held at the Victoria Park Tennis Stadium, Causeway Bay, from 31 December 31, 2023 to 15 January 2024, with total prize money of more than US\$650,000 and a 28-player singles draw. It will take place in the first week of the ATP's 2024 season and is followed by the Australian Open in Melbourne two weeks later, making it a key event in the Grand Slam preparation for players.

2. The Tournament

The Tournament will be one of the mega sports events in the territory. While tennis fans will have the opportunity to witness the captivating competition among professional players in the center court, the tournament week will also provide fun sports activities and live broadcast to the general public for free.

The tentative tournament schedule is as follows:

Period	Matches	Remarks
31 Dec (Sun) – 1 Jan (Mon morning)	Singles Qualifying (16 draw – 12 matches)	Matches will take place in the center stadium or the adjacement show courts.
1 Jan (Mon afternoon) – 7 Jan (Sun)	Singles Main Draw (32 draw – 27 matches)	
1 Jan (Mon afternoon) – 7 Jan (Sun)	Doubles Main Draw (16 draw – 15 matches)	

Matches for Main Draw are likely to be played between 1pm and 11pm with details and schedule to be finalised:

	Mon Jan 1	Tue Jan 2	Wed Jan 3	Thur Jan 4	Fri Jan 5	Sat Jan 6	Sun Jan 7
MATCH STARTING TIME*	2 pm	2 pm	2 pm	2 pm	1 pm	1 pm	1 pm

*Gates will open 1 hour before the commencement of matches.

Ticketing

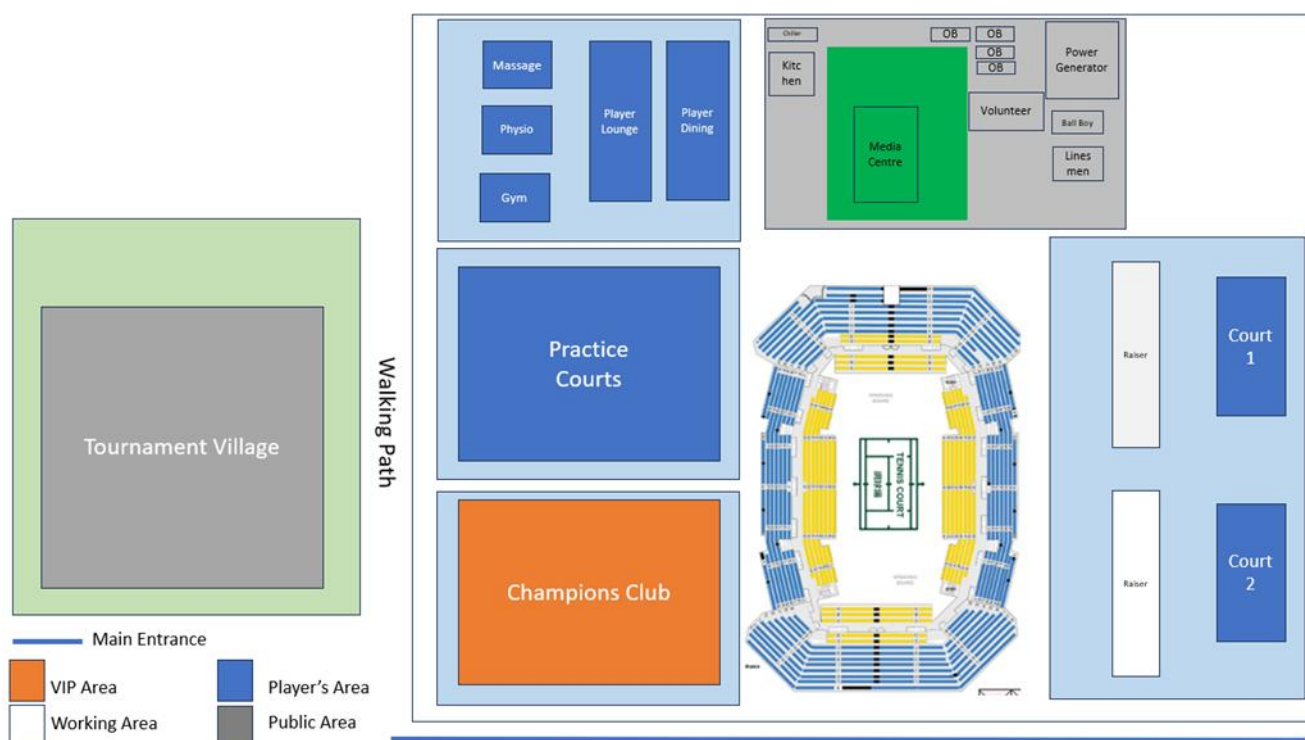
The matches for the qualifying rounds (31 Dec - 1 Jan (morning)) will be free-of-charge. The main draw matches starting in the afternoon of 1 January require purchase of tickets for seats in the stadium. The main court provides 3,600 seats with different categories of ticketing which will be sold through online ticketing agent (hkticketing.com).

There are also VIP Hospitality Boxes, which are packages of premier seats bundled with an access pass to a VIP catering lounge, which will be available for sales through direct reservation with the tournament box office.

Entertainment Village

Apart from the core tournament activities at the stadium, the Entertainment Village will be built adjacent to the stadium. Giant TV for live broadcast of matches will be available for the public for free. Booths for food, beverages, entertainment and game activities will also be opened for everyone. There will be a lounge offering catering services for VIP/Hospitality guests which is exclusively accessible for VIPs

holding VIP admission passes.



3. Advertising Campaign Objectives

A marketing campaign will be launched to support the event. Advertisements shall run from the commencement of ticketing launch in mid Oct till the end of the event Jan 7, 2023. Advertisements are key tactics for the event to achieve the following aims:

(1) facilitate ticketing sales to potential ticket buyers

- general tickets will be sold through online ticketing agent (hkticketing.com). Admission tickets for center court will have different prices from HK\$240 to HK\$1460; There will be a promotion offer exclusively to BOC credit card and BoC PAY users with 25% discount to be provided to purchasers selecting such card or BoC PAY for settlement of payment.
- VIP hospitality boxes, the boxes offer premier seats and VIP F&B services which is located at a lounge situated next to the tennis courts. A box may contain 5 – 15 seats, together with the catering lounge services, will cost HK\$33,750 and up to HK\$178,500 for each box. The boxes are suitable for private companies to reserve for corporate entertainment or individuals to reserve for private party purpose.

(2) promote event awareness and participation of the general public and tourists

The tournament village will be open to public during Jan 1 – 15; the organizer would like to invite the general public and tourists to come by where games and food booths will be available and attendants can watch live broadcasts.

Advertising audience

In advertising the event, we consider the demographics/psychographics of the target audience will be as follows:

- **General public of age 18-55.** Through this event we would like to reach out to the younger and active segment of the city. The segment will be potential ticket buyers who will also be a potential customer for sponsors;
- **Local tennis fans, amateur players and sports lovers:** includes student players, tennis club members, other amateur players and active sports players and sports enthusiasts;

- **Overseas Tennis Fans (mainly Asia) and tourists:** the event also aims to create appeal to attract overseas tennis fans to come to HK and tourists who are visiting HK during the tournament period to participate in the event.

Other related information to be considered

In order to promote the event and share the latest news with tennis fans and other stakeholders, the organiser will set up the following communication platforms through which we should also leverage for advertising:

- a. Facebook;
- b. IG;
- c. Wechat;
- d. Youtube channel; and
- e. twitter

4. Scope of Work

HKTOEM is looking for service provider(s) to provide media buying and planning services to help achieve our objectives, the scope of work includes

- (1) strategic planning of advertising mix;
- (2) recommendation of media plan and schedule;
- (3) negotiation of rates and other terms and conditions;
- (4) suggest mutually agreed performance metrics and KPIs;
- (5) coordinate between the organizer and media outlets on material submission timelines, supporting test prints, to output files for launch;
- (6) actively monitor the advertising performance, particularly digital advertising performance to ensure ROI is kept at a desirable level; and if necessary, adjust digital advertising tactics from time to time;
- (7) Identify any standby advertising space (if the ad space fits the promotion of the event).
- (8) (optional) support the organizer to provide adaptation of materials as output files / artwork to be submitted to media outlets based on the specifications / requirements.

5. Key Deliverables and Performance Metrics (to be proposed by the tenderer)

- Overall advertising plan and schedule with consolidated media budget;
- In the media plan, provide indication of advertising objectives for each booking with measurable reach, frequency, engagement and conversion (ROI);
- Reports on the advertising performance on a regular basis during and post campaign; Regarding reporting requirements:

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. Performance monitoring report: particularly for digital media, a weekly report to update the organizer on the performance on the digital advertising performance; with suggestions on any adjusted tactics for the remaining advertising period;
- b. Post-media buy Report (both print / digital and OOH) – to be submitted within 7 days after the tournament.
- c. Media-Buy Report (Hard copy – Print) – to be submitted within 7 days after the tournament.
- d. Any relevant reports provided by 3rd party media agency (if any).

6. Tender and Proposal Contents

Tender and proposal submitted should include the following:

1. **Company Background** - Including credentials / experience in similar events and testimonials (if any).
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.
3. **Service Provider's experience** in similar international sports events, including the company role in such events.
4. **Proposal of agreement term** for 1, 2 or 3 years is welcomed, but not obligatory.
5. **Technical Proposal** - In relation to the Media Buying and Planning services, the scope of services is divided into the following categories:
 - 5.1. Overall Advertising Strategy Plan (without any price figures).
 - 5.2. Media Plan and Schedule which shows adv specifications, date of placements and projected performance / results

Note:

- Selected Service Provider is expected to commence their work as soon as the tender is granted (tentatively in October 2023). First round advertisements will officially be launched in October 2023 as ticketing sales commence. Continuous support is expected until January 2024. Bi-weekly (every 2 weeks) face-to-face progress meetings are required by HKTOEM between the Selected Service Provider and the management team of during the period from October 2023 to January 2024.
- Interested Service Providers should submit their proposals in the format of a PowerPoint presentation of no more than 30 slides in total.

7. 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-contractors and ensure that such procurement is carried out in an open, unbiased, fair and competitive manner. Service Provider should provide document proof on such an 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
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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.

8. List of Mandatory and suggested media placement

The planned budget for this contract should include all 3rd party fees and production fees. The total amount in any case should NOT exceed HK\$3.2 million. The list below is an initial plan which includes a list of mandatory and suggested media placements. Tenderers should include all mandatory items as shown in the table below, together with the advertising costs required, in their fee proposal as well as a selected number of suggested items and the required costs. 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
Total Amount (include agency fee)	\$3,200,000	

Note: The 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 each 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 (excluding 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) Demonstrated strategies (with detailed objectives and schedules) to maximise the awareness, both locally and internationally, as well as to increase 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

(1) Offering Gratuities

- a) Company shall not, and shall ensure 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, result in its tender being invalidated.

(2) Anti-Collusion

- a) Company shall not communicate to any person or entity other than HKCTA 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.
- 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 HKCTA and its affiliate's contractor.

(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.

(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.

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 fulfil the needs of HKTOEM and the Event. This tender document, however, does not commit the HKCTA 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 Bank of China Hong Kong Tennis Open 2024. 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 Bank of China Hong Kong Tennis Open 2024,
 - 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

Name of Company (Eng): _____

Name of Company (Chi): _____

Registered Office: _____

Postal Address: _____

Business Registration No.
(Please attach a copy) _____

Commencement date of
Business: _____

Contact person: _____

Name: _____

Title & Department: _____

Contact Phone No: _____

Email Address: _____

Signature for and on behalf
of the Company: _____

Signature & Company
Chop: _____

Name in Block Letters: _____

Position: _____

Date Signed: _____