

1 September 2023

Dear Sir / Madam,

**Tender Reference No. ATPHKTO/2023/006**  
**Invitation to Tender for the Hospitality Service Provider**  
**for the Bank of China Hong Kong Tennis Open 2024**

You are invited to submit a tender for the Hospitality Service 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 15 September 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 Host Broadcaster for the Bank of China Hong Kong Tennis Open 2024”
  - b. Label with “**Fee Proposal** for Host Broadcaster for the Bank of China Hong Kong Tennis Open 2024”

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, containing basic information of the interested tenderer.
4. In the event Typhoon Signal No. 8 (or above) or Black Rainstorm Warning is still hoisted at 9:00 a.m. on the tender closing date, the closing time will be automatically postponed to 12:00 noon of the next working day.
5. Neither HKTOEM nor any of its related party is bound to accept any proposal it may receive.

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. All tender documents can be downloaded from the Hong Kong, China Tennis Association (HKCTA) website: <http://www.tennishk.org/en/about-us/tender-information>.
8. For queries regarding this tender invitation and/or tender process, please contact Ms. Olivia TSE at 2504 8266 or via email: [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org).

Yours sincerely,

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

Chris Lai  
Chief Executive Officer

Encl.

**Tender Reference No. ATPHKTO/2023/006**  
**Invitation to Tender for the Hospitality Service 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/2023/006  
Hospitality Service Provider for the Bank of China Hong Kong  
Tennis Open 2024**

**Name of Tenderer:**

**“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/2023/006  
Hospitality Service Provider for the Bank of China Hong Kong  
Tennis Open 2024**

**Name of Tenderer:**

# Tender Documents for Hospitality Service Provider for the Bank of China Hong Kong Tennis Open 2024

## **Employer**

Hong Kong Tennis Open Event Management Ltd (“HKTOEM”), a subsidiary of Hong Kong, China 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 event license holder IMG to bring an ATP men's professional tennis event to Hong Kong for the first time since 2002.

Hong Kong Tennis Open Limited ("HKTOEM"), a subsidiary of HKCTA, has thus been established to organise the ATP Hong Kong Tennis Open (the "Tournament" or the "Event"). The Tournament will receive its operating funding primarily through its title sponsor Bank of China, support from the HKSAR Government, and various co-sponsors. As the first ATP event in Hong Kong in more than 20 years, the Tournament is positioned to be a major draw for sports fans in the region as it forms part of one of the most established and popular sports tours globally.

The ATP 250 level tournament will be held at Victoria Park Tennis Stadium, Causeway Bay from **31 December 2023 to 7 January 2024** with total prize money of more than US\$650,000 and a 28-player singles draw. It takes 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 is positioned as a high-profile, major international event featuring global stars and the highest level of professional tennis. The Tournament is a meaningful and remarkable event for Hong Kong, HKCTA and title sponsor Bank of China, being the first ATP event in the city in more than two decades and in a post-pandemic landscape, one of the highest profile new events to launch in the region. The Tournament wishes to showcase the professionalism, power and passion of the ATP players competing, whilst highlighting the fun and festivity of the event for sports lovers as well as the general public.

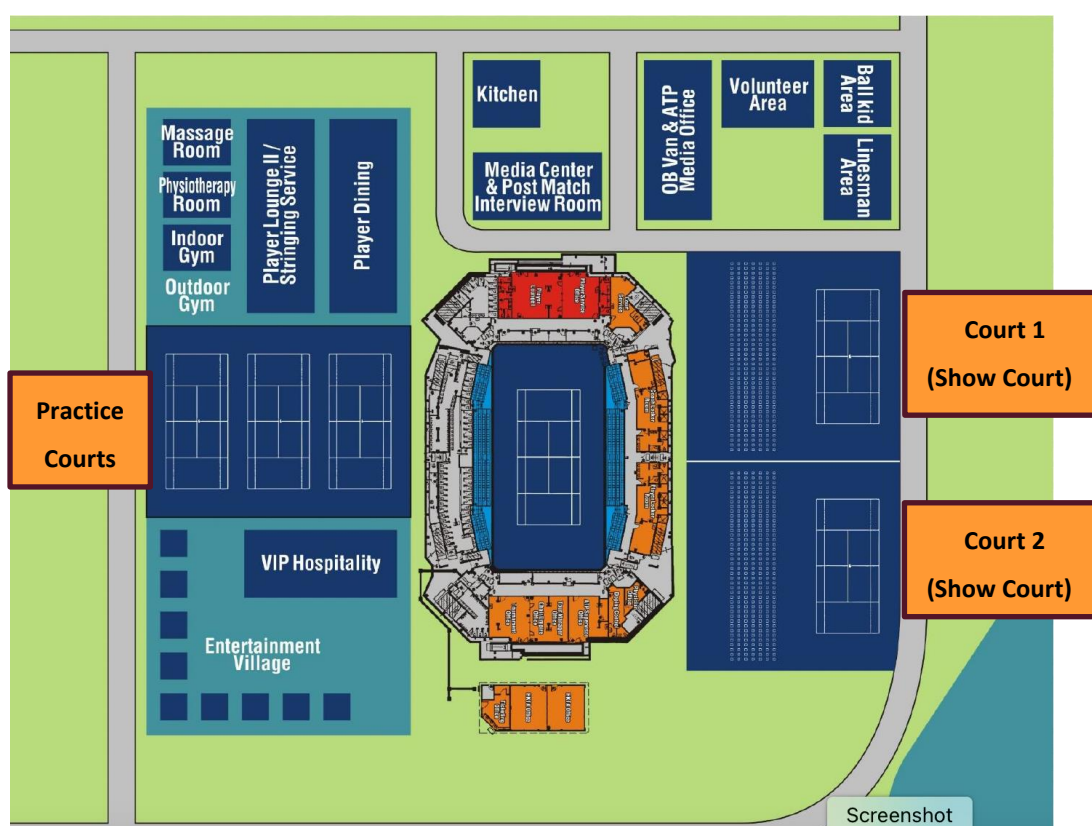
The overarching theme of the event is centred around 'connectivity'- connecting Hong Kong with the global community through this high-profile international event, connecting Hong Kong with the ATP Tour and men's tennis once again, connecting the Bank of China with current and potential new customers, and connecting with sports fans both local and overseas.

Its secondary theme is of 'festivity' with entertainment and an atmosphere of fun & joy being key components of the Event, and Bank of China wishes to reach a younger demographic through the Tournament and connect with individuals from the next generation. Additionally, HKCTA and the

Tournament wish to connect with the local community, and encourage participation in tennis and sports generally through CSR events, whilst also advancing elite player development through active participation in the Tournament and inspiring future generations of players.

The Tournament will be held at 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 for the qualifying rounds on 31 December and 1 January (morning) will be free of charge, with paid ticketing starting for main draw matches starting on the afternoon of 1 January onwards. The detailed match schedule and pricing details will be finalised at a later stage. Centre Court houses a maximum of 3,600 spectators, while matches held at the two show 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. The Village will embrace the fun/festivity/carnival aspects of the Tournament theme with its entertainment offerings. The intimate location of the Village, just steps away from the Centre Court stadium will provide the tournament with a convenient and connected guest and fan experience.



The tentative tournament schedule is as follows:

31 December (Sunday) – 1 January (Monday)	Singles Qualifying (16 draw – 12 matches)
1 January (Monday) – 7 January (Sunday)	Singles Main Draw (28 draw – 27 matches)
1 January (Monday) – 7 January (Sunday)	Doubles Main Draw (16 draw – 15 matches)

Matches for Main Draw are likely to be played between 2pm and 11pm:

	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

Please see Annex 6- Tentative Match Schedule - BOCHKTO 2024 for detailed information of match scheduling (please note this document is strictly for reference only and is subject to final confirmation by ATP and the Tournament).

### 3. Our Value Proposition

The Tournament's long-term goal is to stage a high-profile, world-class international tournament that showcases the best of men's tennis, capturing the imagination of the local community as well as a global audience and shining a spotlight on Hong Kong and its status as an events, tourism and financial hub. It aims to connect Hong Kong globally whilst promoting tennis to the people of Hong Kong and encouraging sports and a healthy lifestyle through a joyful, entertainment filled spectacle. Through Tournament activities and the tournament itself, we aim to boost interest in tennis, expand our spectator fan base, and develop players at the grassroots and professional level in Hong Kong.

### 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 25 – 65.

4.2 Secondary target: Mass general public, with focus on younger people and 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

The purpose of the Tender is to solicit proposals to establish a contract with a qualified Hospitality Service Provider (“Company”) for providing the hospitality services (including but not limited to hotel accommodations for players and officials) for the Tournament. This tender document sets out all the requirements and selection criteria to be used.

## 6. Tender and Proposal Contents

Tender and proposal submitted should include the followings:

- a. Company’s staff resources
  - i. Company profile, background and expertise;
  - ii. Details of servicing team for hospitality service for the Tournament
- b. Whether Company fulfills all requirements of HKCTA/HKTOEM set out in Section 8. Company is expected to provide reference photos:
  - i. all hotel rooms to be provided as mentioned in the proposal;
  - ii. hotel facilities including gym, executive lounge, breakfast area, check-in counter, parking area reserved for the official cars, welcome desk area for players
- c. Details of special terms and conditions, including cancellation policy and minimum guaranteed room nights, if any, to be specified in the **Fee Proposal**
- d. Details of promotional supports for before, during and after the matches;
- e. Any proposal of an agreement for 1, 2 or 3 years is welcomed, but not obligatory. Proposal for longer agreement term with price discount offer is also welcomed.

## 7. Entitlements as Host Broadcaster

Company will have the following entitlements:

- a. Designated as the “Official Partner” of the Tournament;
- b. The right to advertise its status as the “Official Partner” of the Tournament;
- c. The right to use tournament logos in its advertising and promotional materials in connection with the Tournament;
- d. Company name and/or logos in promotional activities/materials, including official website, social media;
- e. Company can request for other brand exposure opportunities and/or free complimentary tickets as a barter deal for reduction in cost and/or supporting for the following activities:



- a. joint promotional activities via Company's various channels and database and packages targeting visitors;
- b. Press Conference which HKTOEM is considering to hold at the official hotel in around end of November with the capacity of 100 persons (Please propose the venue for our consideration. In case a rental fee is required for the venue, please include in the fee proposal accordingly.);
- c. Players' Party which HKTOEM is considering to hold in the official hotel's ballrooms on 31<sup>st</sup> December 2023. It will be in the form of cocktail for guests of around 300 persons or a sit-down dinner for guests of around 150 persons (In case a rental fee is required for the venue, please include in the fee proposal accordingly.).

Note: Please indicate any such proposal in your fee proposal. Standard sponsorship packages information will be provided upon written request via email: [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org)

## 8. Requirements

Company should include the following table in their Technical Proposal indicating whether the below requirements can be fulfilled or not. Please also indicate the details of supports in each item.

Descriptions	Requirements	Fulfilled?(Y/N)																																																				
1. Hotel Room	<p>Estimation of hotel rooms/day.</p> <p>Estimated number of room nights by HKTOEM: 480 Estimated number of room night on guest own account: 200 Should you propose different rates for HKTOEM and their guests, please indicate it in the Fee Proposal.</p> <table><tr><td>Estimation:</td><td>28 Dec</td><td>29 Dec</td><td>30 Dec</td><td>31 Dec</td><td>1 Jan</td><td>2 Jan</td><td>3 Jan</td><td>4 Jan</td><td>5 Jan</td><td>6 Jan</td><td>7 Jan</td><td>8 Jan</td></tr><tr><td></td><td>Thu</td><td>Fri</td><td>Sat</td><td>Sun</td><td>Mon</td><td>Tue</td><td>Wed</td><td>Thu</td><td>Fri</td><td>Sat</td><td>Sun</td><td>Mon</td></tr><tr><td>Executive Suites</td><td>0</td><td>0</td><td>4</td><td>6</td><td>6</td><td>6</td><td>6</td><td>6</td><td>6</td><td>4</td><td>2</td><td>1</td></tr><tr><td>Queen/Twins</td><td>20</td><td>55</td><td>75</td><td>90</td><td>100</td><td>90</td><td>75</td><td>60</td><td>45</td><td>15</td><td>10</td><td>1</td></tr></table> <p><i>Note: The above is only an estimation based on previous experience and the actual no. of rooms required on each day is subject to change and according to final confirmation from HKTOEM.</i></p>	Estimation:	28 Dec	29 Dec	30 Dec	31 Dec	1 Jan	2 Jan	3 Jan	4 Jan	5 Jan	6 Jan	7 Jan	8 Jan		Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Executive Suites	0	0	4	6	6	6	6	6	6	4	2	1	Queen/Twins	20	55	75	90	100	90	75	60	45	15	10	1	
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Queen/Twins	20	55	75	90	100	90	75	60	45	15	10	1																																										
2. Proximity from venue	<ul style="list-style-type: none"><li>• Within 15 minutes travelling from Victoria Park Tennis Stadium</li></ul>																																																					
3. Guest Services	<ul style="list-style-type: none"><li>• Dedicated Check-in counter</li><li>• 24 hours access to Gym</li><li>• In-room Internet</li><li>• Provision of simple sight-seeing guide</li><li>• Concierge service to guests including local, guided tours (on guest account but it could be of very short notice due to tight match schedules)</li></ul>																																																					
4. Executive Lounge	<ul style="list-style-type: none"><li>• Free access to Executive Lounge for VIPs (e.g. coach/parents or marquee players).</li></ul>																																																					
5. Breakfast	<ul style="list-style-type: none"><li>• Breakfast on actual consumption basis. May be on guest own bill or on HKTOEM account (Advance confirmation with HKTOEM authorized personnel is required.)</li></ul>																																																					
6. Player Welcome Desk	<ul style="list-style-type: none"><li>• Dedicated welcome desk, for HKTOEM staff stationing at Lobby with HKTO backdrop, for players to seek assistance for any</li></ul>																																																					

	tournament related matters. Hotel to provide electricity, internet connections, etc.	
<b>7. Parking for official Limousine</b>	<ul style="list-style-type: none"> <li>• Provision of parking slots for Official Limousines to standby for VIPs (e.g. Marquee Players and ATP guests, etc.). Please state how many parking slots will be allocated.</li> </ul>	
<b>8. Promotional Supports</b>	<ul style="list-style-type: none"> <li>• As official partner, hotel is expected to provide strong promotional support for the event to raise the event awareness and hence attendance, to both local and overseas visitors;</li> <li>• Distribution of promotional materials to hotel guests before as well as during the event days.</li> </ul>	
<b>8. Events</b>	<ul style="list-style-type: none"> <li>• Venue and F&amp;B support for the Press Conference</li> <li>• Venue and F&amp;B support for the Player's Party</li> </ul>	

## 9. Tender Selection Criteria

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

Price:	50%
Proximity to Venue	10%
Hotel Facilities	10%
Convenience of Accommodation	10%
Services to Players/VIPs	10%
Promotional / Other Supports	10%

The criteria that will be used to assess the Price will be as follows:

- a) Room rate
- b) Room upgrade
- c) offer complimentary or discounted costs for venue and/or catering for press conference(s) and players' party

The criteria that will be used to assess the Proximity to Venue will be as follows:

- a) Distance of hotel from event venue

The criteria that will be used to assess the Hotel Facilities will be as follows:

- a) Quality of hotel facilities, including gym, hotel room, etc.

The criteria that will be used to assess the Convenience of Accommodation will be as follows:

- a) Time taken for travelling between hotel and Victoria Park
- b) Convenience to shopping areas

The criteria that will be used to assess the Services to Players/VIPs will be as follows:

- a) Any value added service to players and VIPs to enhance their experience during their stay such that, in the long run, Tournament can be players' first choice in the same level of event in Asia

The criteria that will be used to assess the Promotional/Other Supports will be as follows:

- a) Any promotional support helps increasing the awareness of the Tournament locally and/or internationally, including using existing platforms of Company (and/or its partners and affiliates);
- b) Any value-added supports.

## 10. Others

### a. Offering Gratuities

- i) 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 Host Broadcaster contract.
- ii) Failure to so procure or any act of offering advantage referred to in (i) 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.

### iii) Anti-Collusion

- i) 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, invalidate the tender.
- ii) Sub-clause (i) 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.
- iii) 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.
- iv) 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.

### c. License

- i) Host Broadcaster 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 Host Broadcaster agreement;
- ii) Host Broadcaster shall be liable to all damage to any property in the event venue arising from the provision of services under this tender due to the negligence of the Host Broadcaster or its employees.

d. Insurance

- i) Host Broadcaster 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 Host Broadcaster agreement with a minimum limit of HK\$50 Million per incident.
- ii) Host Broadcaster 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 the Host Broadcaster in the provision of services under the Host Broadcaster agreement.

## **9. Expression of Interest**

Company shall submit to the Hong Kong Tennis Open Event Management Limited, in the Technical Proposal, 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.

## **10. 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 HKCTA nor HKTOEM to award a contract for the goods and/or services offered or to pay any costs incurred in the preparation of the tender application. 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 HKTOEM shall be final.

**Annex 1: Expression of Interest (Please attach to the Technical Proposal.)**

\_\_\_\_\_ 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.

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **Annex 2 – Warranty (Please attach to the Technical Proposal.)**

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 Host Broadcaster 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, China 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 (Please attach to the Technical Proposal.)**

- 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 : \_\_\_\_\_