

16 October 2023

Dear Sir / Madam,

**Tender Reference No. ATPHKTO/2023/005**  
**Invitation to Tender for the Host Broadcaster for**  
**the Bank of China Hong Kong Tennis Open 2024**

You are invited to submit a tender for the Host Broadcaster 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 4 November 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. An interview session may be arranged **(Date & Time TBC)** at HKTOEM office. HKTOEM will inform the shortlisted tenderers the details of the interview schedule after the tender closes 4 November 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 the HKCTA office at 2504 8266 or via email: [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org).

Yours sincerely,



Chris Lai  
Chief Executive Officer

Encl.

**Tender Reference No. ATPHKTO/2023/005**  
**Invitation to Tender for the Host Broadcaster 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/2023/005  
Host Broadcaster 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/2023/005  
Host Broadcaster for the Bank of China Hong Kong Tennis Open  
2024**

**Name of Tenderer:**

# Tender Documents for Host Broadcaster 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

October 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.

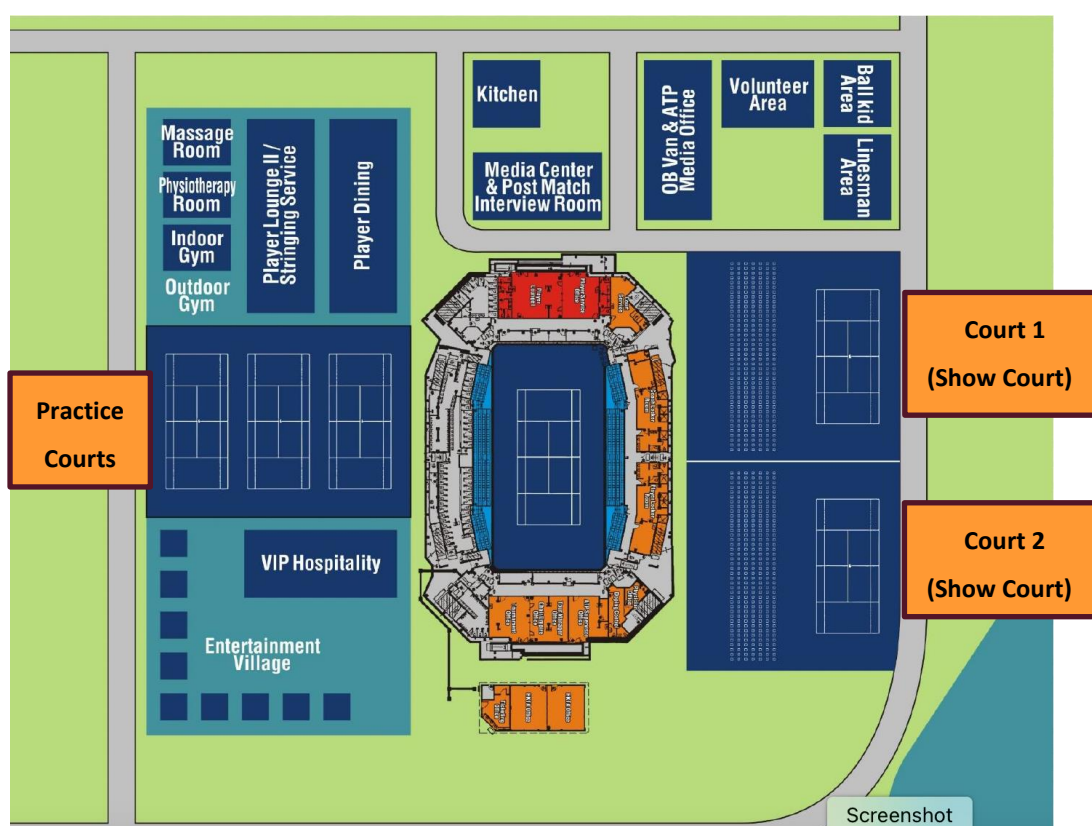
The overarching theme of the event is centred around 'connectivity'- connecting Hong Kong with the global community through this high-profile international event, connecting Hong Kong with the ATP Tour and men's tennis once again, connecting the Bank of China with current and potential new customers, 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 Television Broadcasting Company (“Company” / “Host Broadcaster”) that will be awarded the Tournament’s broadcasting rights for the Hong Kong Special Administrative Region and undertake the full host broadcasting production of the Tournament. This tender document sets out the requirements and selection criteria to be used.

## 6. Tender and Proposal Contents

Tender and proposal submitted should include the following:

- a. Company’s background and its staffing & resources
- b. Whether Company can fulfill all contractual obligations of HKCTA/HKTOEM to the ATP as stated in the ATP Rulebook and ATP 250 TV Broadcast Manual (attached as Annexes 4 and 5), and all items marked as “mandatory” in Section 8. (Any alteration will need approval from related parties);
- c. Details of telecast coverage, including the telecast channels and schedules, to include details of live coverage, delayed live coverage, streaming and highlights. As a government funded event, it is highly desirable to include coverage on at least one free-to-air channel. HKTOEM aims to reach the widest audience possible and promote tennis to the public so the more broadcast channels that can be provided (both pay channels and free-to-air), the better.
- d. Details of promotional support for the events before, during and after the matches;
- e. Estimation of TV viewership based on the proposed telecast coverage and promotional support;
- f. **Fee proposal with breakdown of services. Please provide a breakdown separating the labour, production and any other costs.** For any optional items (e.g. additional production courts), please quote separately and do not include in main quote figures.
- g. Sales package (as a separate item in the Fee Proposal) in carrying the name of the title sponsor as well as TV advertisement for promotion of the events should be included. Options should be given for different ranges of TV promotional budgets;
- h. Company’s broadcast rating of the provisional live broadcast time slots in normal days;
- i. Proposal of an agreement term for 1, 2 or 3 years is welcomed, but not obligatory.

**NOTE: The company should take into consideration the value of domestic broadcast rights to an ATP event when proposing its fee breakdown.**



## 7. Entitlements as Host Broadcaster

Company will have the following entitlements:

- a. Designated as the “Official Host Broadcaster” of the Tournament;
- b. The right to advertise its status as the “Official Host Broadcaster” 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 and social media;
- e. Company can request for other brand exposure opportunities and/or free complimentary tickets/VIP box as a barter deal for a reduction in production costs. Please indicate any such proposal in your Fee Proposal.

## 8. Detailed Scope of Works

Company should include the following table in their Technical Proposal indicating whether the below requirements can be fulfilled or not:

Requirements	Mandatory? (Y/N)	Fulfilled? (Y/N)
(a) Meet with the minimum Broadcast Quality Standards for ATP tournaments as required by ATP as specified in Exhibit C of the ATP 2023 Rulebook (pages 273-276), and ATP 250 TV Production Manual (section 8- Host Broadcaster), <b>which are attached as Annexes 4 and 5, respectively</b> , for your reference. Where there is a discrepancy between the ATP Rulebook and ATP 250 TV Production Manual, the ATP 250 Production Manual shall prevail. Host Broadcasters must comply with, and shall be subject to, all ATP rules as amended from time to time.	Y	
(b) <b>Minimum Broadcast Requirements</b> The ATP requires the tournament to appoint the Host Broadcaster to produce the feeds for all ATP singles matches on Centre Court at a minimum using a minimum 6-camera production plan (see Technical Requirements in (e) below). Host Broadcaster should produce the feed for <u>all</u> matches on Centre Court (including doubles matches). Please refer to Annex 6- Tentative Match Schedule for schedule details.  All produced matches must be broadcast or streamed in their entirety and any commercial breaks should not exceed the 90 seconds breaks between change of ends or the length of breaks in between matches.	Y	

<p><b>(c) Additional Match Courts Production (optional item)</b></p> <p>The Tournament may wish to produce the matches on all three show courts (Centre Court, Court 1 and Court 2). Host Broadcaster should provide a separate cost for producing all main draw matches on Court 1 and Court 2 with a minimum 3-camera production plan. Please refer to Annex 6- Tentative Match Schedule for schedule details of Court 1 and 2.</p>	N	
<p><b>(d) Broadcaster's Responsibilities</b></p> <p>i) Host Broadcaster and all International Broadcasters must graphically identify the broadcast with the ATP's logo at the commencement of each broadcast and during the broadcast no less than once an hour, each occurrence lasting no less than five (5) seconds, so as to make clear that the tournament being played is an official ATP event.</p> <p>ii) Host Broadcaster must supply ATP, or ATP designee with one international dirty HDCam or DigiBeta of the final match or on a Portable Hard Drive with a USB 3.0 or FireWire 800 port (or a Beta SP if no other option). Recordings must be available to the ATP Senior Vice President - Rules &amp; Competition on-site immediately after signing off the air or sent to an ATP office promptly after the tournament.</p> <p>iii) With respect to any live match scores or related statistical data provided to broadcaster by ATP, or its designee, or collected by broadcaster, such broadcasters shall agree (i) not to onward supply, sublicense or otherwise make such scores and data available to any third party for use not related to the broadcast, and (ii) to restrict their use of such scores and data to use on a contemporaneous basis within their live broadcast of any match; any other use shall be subject to a delay of at least :30 seconds.</p>	Y	
<p><b>(e) Technical Requirements</b></p> <p>Each tournament must incorporate the following technical terms within their Host Broadcaster contract. These conditions represent the minimum technical standards necessary to produce a quality broadcast.</p> <p><b>(i) Cameras</b></p> <p>For ATP 250 events, ATP Media insist on a 6-camera production plan for the main stadium court and no less than six (6) cameras must be used on Centre Court (and no less than three (3) cameras on other courts) for an acceptable tennis broadcast (please see diagram in Exhibit C in ATP Rulebook and diagram in ATP 250 TV Production Manual- page 9). <u>More cameras are encouraged if possible.</u></p> <p><b>Camera 1:</b> Tripod camera high up in the stands (Centre Court line).</p>	Y	

<p><b>Camera 2:</b> Tripod camera approximately three (3) rows lower than Camera 1 (Centre Court line).</p> <p><b>Cameras 3 and 4:</b> Camera objective lens height approximately 1.00m. Used for player close-ups for cutting into coverage and isos. These cameras may be positioned on the same or opposite side from where the players sit down.</p> <p><b>Camera 5:</b> Low angle camera on court behind the baseline usually aligned with sideline (see attached chart, Camera Example 2) Note: Cameras 1, 2, 3, and 4 need to be on secure tripods with fully rotating camera mounts, and remotely controlled irises. Lenses for Camera 1 should be 18:1. Lenses for Cameras 2, 3, and 4 should be 50:1.</p> <p><b>Camera 6:</b> Please see page 9 of ATP 250 TV Production Manual</p> <p><b>(ii) Microphones</b> 1) Four (4) corner court microphones must be positioned in the corners of the court and adjacent to Cameras 3 and 4. 2) At least one (1) microphone must be placed for purposes of picking up sound from the crowd. 3) One (1) microphone must be placed on the umpire's chair. available to any third party for use not related to the broadcast, and (ii) to restrict their use of such scores and data to use on a contemporaneous basis within their live broadcast of any match; any other use shall be subject to a delay of at least :30 seconds.</p>		
<p><b>(f) Technical Standards</b></p> <p><b>(i) High Definition</b> The Host Broadcaster is expected to deliver all feeds in High Definition. Depending on the Host Broadcasters native output, either HD 1080i 59.94 or HD 1080i 50 are the only acceptable formats for ATP Media to utilise. Should ATP Media decide to change the format mentioned, it will give sufficient time for the Host Broadcaster to alter their signal if possible to achieve.</p> <p><b>(ii) Production Standards</b> The Host Broadcaster will deliver a complete and continuous international court feed(s) and make this feed available to the World Feed production facility located in the TV Compound of the ATP 250 event.</p> <p>ATP Media will be available to make suggestions and assist the Host Broadcaster to maintain and guarantee a high standard of broadcast. This includes end of set and match rollouts (edited montage) to include both players, no camera 1 footage or scorebug. Rollouts can be approximately 30 seconds for end of set and between 45-60 seconds for end of match.</p> <p><b>(iii) Monitoring</b> The Host Broadcaster will provide to ATP Media an SDI monitor (or the</p>	Y	

equivalent of one per produced court feed) for the purpose of monitoring the Host Broadcaster output. This is to be set up and checked during and as part of the pre-arranged Facilities Check the day before the main draw matches begin.		
<b>(g) Access to Host Broadcaster Signals</b> The Host Broadcaster shall provide ATP Media with access to the Feeds in a technical format as reasonably requested by ATP Media for all selected matches beginning not less than ten (10) minutes before the players walk on the court and concluding not less than ten (10) minutes after the players walk off the court. ATP Media shall be authorised to use the feeds to create a “World Feed Program” add-on production remotely and to distribute an international signal from London along with all other produced court feeds. ATP Media shall not be required to compensate the Host Broadcaster for such access.	Y	
<b>(h) Centre Court Coverage</b> The individual feeds supplied by the Host Broadcaster to ATP Media as a minimum requirement should consist of: <ul style="list-style-type: none"> <li>• Court clean feed (host court feed without graphics, in vision presenters, VT elements, cuts or dips to black)</li> <li>• If requested, the main play-by-play camera, (often referred to as Camera 1)</li> <li>• If requested, the two ‘player’ net cameras (often referred to as Cameras 3 and 4)</li> <li>• If requested, a wide beauty shot</li> </ul>	Y	
<b>(i) Production Cabling and Installation</b> ATP Media requires the Host Broadcaster to cable all main draw court feeds to the ATP Media cabin in the TV Compound. All signals should be presented as 1+1 HD SDI. The Host Broadcaster is obliged to provide technical support to identify the tailboard circuits and complete the broadcast venue integration.	Y	
<b>(j) Clean Feed Requirements</b>  <b>(i) Clean Feed</b> The Host Broadcaster’s clean feed should contain the chosen Electronic Line Calling (ELC) graphical officiating review if the system is in operation at the Tournament.  The Host Broadcaster’s clean feed should contain the replay transition wipe provided by ATP Media that includes the logo of the ATP 250’s and the tournament logo. This will be supplied by the ATP Media in advance of the tournament.  The Host Broadcaster shall provide a stereo pair of clean FX, stereo left and stereo right. The PA announcer shall be included in the FX mix provided by the Host Broadcaster for all on-court presentations.	Y	

<p><b>(i) Isolated Camera Feeds</b>  The isolated camera feeds detailed above are requested on a tournament-by-tournament basis. Additional camera signals may be requested in writing in advance of the Tournament for the benefit of the World Feed and News service. Cameras 3 and 4 or the two 'player' net cameras must maintain a safe and usable shot during the warm-up period and just before, during and just after sit downs at the changes of ends. This shot must be of the player on the same side as the camera.</p> <p><b>(iii) Audio Feeds</b>  The Host Broadcaster shall also provide a separate feed of the public address system to the World Feed add-on audio production. The umpire's microphone and any on court public announcements, particularly the trophy presentation will be provided on this feed.</p> <p><b>Continuous Programming</b>  The Host Broadcaster must always maintain continuous video and audio signals from the clean feed and isolated feeds for the benefit of the World Feed operation. Between matches the main clean feed may offer the beauty camera until such time as the players are due to walk onto court.</p> <p>In the event that rain stops play, the clean feed will be expected to offer a continuous usable feed as well as feature court preparation for the oncoming match as conditions improve.</p> <p>At the conclusion of the final match, and after the players have left the court the clean feed should continue to offer a usable wide shot for at least ten minutes (10) to allow the World Feed to complete the daily results, recap and closing titles.</p>		
<p><b>(k) Tape Delay/Repeats</b>  Tournaments may not license to domestic or international broadcasters the right to telecast any portion of any match more than 48 hours after the termination of that match, and not more than (3) times within that 48-hour period, unless written authorization is obtained in advance from ATP. Each repeated telecast during the same day must be scheduled in a different part of the day in the same time zone. In the case of any telecast that is not live, tournaments must ensure that broadcasters provide a continuously visible on-screen legend stating "Tape Delay".</p> <p>The requirement in the above paragraph shall not apply to telecasts under the following situations:</p> <ul style="list-style-type: none"> <li>a) Less than five (5) minutes of continuous action (including time between points) or less than three (3) minutes of match highlights on any news or highlights program.</li> <li>b) If because of rain delay or other unavoidable cessation in play, the scheduled broadcast match is canceled, the 48-hour tape delay restriction will be lifted. Any previously recorded</li> </ul>	Y	

match from the current year's competition or last year's competition can be repeated as "filler" programming.		
<b>(l) Ratings</b> To the extent available, the Host Broadcaster shall provide ATP with the ratings of the Host Broadcaster's programming of the covered events in the domestic territory.  A detailed ratings and coverage report shall be submitted to HKTOEM within 7 days after the completion of the event. The report must indicate the geographics / time / rating per match and clearly list the rating of all channels, lead ins, promotions, 3-mins highlights, and relevant editorial platforms.	Y	
<b>(m) Electronic line-calling system</b>  The tournament will use an electronic line-calling system such as Hawk-Eye or FoxTenn as an officiating aid, and as a piece of sponsor branded tournament inventory. At this moment of tender issuance, the system provider has not yet been confirmed. The Host Broadcaster may be requested that, subject to local broadcast regulations, such sponsor branding is to be broadcasted and not to be edited, covered, nor blurred out. Please indicate in the Fee Proposal as an option with the production cost for cases with and without such sponsor logo for potential cost reduction.	Y	
(n) Host Broadcaster must provide the clean version of two (2) semi final singles matches and the singles final on digital format to ATP Uncovered Show either by external hard disk or upload to FTP.		
(o) Host Broadcaster shall include logos of ATP, Title Sponsor and BrandHK signature (if any specific logos) as required by Tournament in the broadcast.	Y	
(p) Host Broadcaster shall produce 3-minute highlights package each day (from 1-7 January 2024) of the Tournament (which includes the best shots of the day) and incorporate it into the international TV signal. Host Broadcaster shall also prepare two USB flash drives of such highlights package and immediately following the conclusion of each event day provide to HKTOEM such flash drives.	Y	
(q) As the Tournament receives funding from the Hong Kong Government, Host Broadcaster shall, upon request by HKTOEM, include footage/snippets promoting Hong Kong in all broadcasts of the Tournament. For the avoidance of doubt, all such footage/snippets promoting Hong Kong shall be provided by HKTOEM at no additional cost and provided that the exposure will not affect the live coverage.	Y	
(r) Host Broadcaster shall film and produce lead-in programmes to promote the Tournament. Please provide the no. of lead-in programmes to be produced and telecast schedule in the Technical Proposal. Relevant rating reports need to be provided post event.	Y	

(s) Host Broadcaster shall produce tournament video of all produced matches in USB flash drive / DVD format based on the television coverage and deliver to HKTOEM.	Y	
(t) Host Broadcaster shall produce and provide on-air promotions in selected sports channels prior to the Tournament.	Y	
(u) Host Broadcaster shall film other non-match activities during Tournament period, including Tournament Village, marquee player photo shoots and tennis clinic as well as selected players' interviews.	Y	
<p>(v) Other production requirements in relation to the event:</p> <p>Shooting of pre-event activities including one press conference to be held by HKTOEM with schedules to be provided;  Shooting of non-match activities at the Tournament Village during the Tournament period as when required, e.g. when players and/or celebrities visit the Village or when special activities occur. HKTOEM shall provide notice well in advance to the Host Broadcaster for shooting;  Supporting the rehearsal of prize presentation to make sure the ceremony run smoothly when telecast.  Facebook live for Press Conference, Draw Ceremony and 5-minute highlights of the day, etc.</p>	Y	
(w) Public relations/editorial support pre-tournament: Host Broadcaster is encouraged to provide public relations and/or editorial support for the event pre-tournament through the leveraging of their channels. This is not limited to sports programming, but could be through news/finance content, for example the arrangement of interviews with key stakeholders to promote the event.	N	
(x) Celebrities / artists support: to promote the event to locals as well as overseas visitors, the Host Broadcaster is encouraged to arrange celebrities/artist support at no cost/low cost. Ideally the celebrities/artists would support our media events, for example player announcement press conference, draw ceremony, opening ceremony (if any), a CSR event or additional performance or activities, including supporting the event's social media campaign.	N	

*Please note: All equipment, food and travel costs will be paid by the Company.*

*Please note: Company should refer to ATP Rulebook and ATP 250 TV Production Manual for more information.*

## 9. Broadcast Rights

- a. Subject to any Match Distribution and Rights and Obligations set out in Exhibit C of the ATP 2023 Rulebook (pages 273-276), and ATP 250 TV Production Manual, HKTOEM will grant the Company the sole and exclusive right to record, broadcast and distribute the event throughout the Hong Kong Special Administrative Region. Any exception to these rights will only be permitted if mutually agreed between HKTOEM and the Company. Please refer to sections in the ATP 2023 Rulebook (pages 273-276), and ATP 250 TV Production Manual listed above for reference.
- b. HKTOEM retains the copyrights of all recordings and footage of the Tournament, including the use of such recordings and footage in the website and social media channels of HKTA, HKTOEM and the Government of the HKSAR.

## 10. Tender Selection Criteria

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

Price:	40%
Broadcast Coverage	20%
Promotional Support	20%
Experience with Sport Events	20%

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

- a) Coverage of proposed channels for live and delayed live matches among applicants
- b) Coverage of proposed channels for live and delayed live matches compared to Prudential Hong Kong Tennis Open and other relevant major tournaments

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

- a) Overall promotional support for the Hong Kong Tennis Open among applicants
- b) Promotional support to increase awareness of Hong Kong Tennis Open

The criteria that will be used to assess the Experience with Sport Events will be as follows:

- a) Any proven experience in the production of similar large scale sports events in driving awareness and spectators
- b) Any proven experience in broadcasting similar large scale sports events



## 11. 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.

## **12. 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.

## **13. 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 : \_\_\_\_\_