

12 Jun, 2024

Dear Sir / Madam,

**Tender Reference No. HKTOEM/2024/011**  
**Invitation to Tender for the provision of Marketing,**  
**Communications, Event Management and /or PR Services**  
**for Hong Kong Tennis Series 2024/2025:**

**Prudential Women's Challenge 2024**  
**Prudential Hong Kong Tennis Open 2024**  
**Bank of China Hong Kong Tennis Open 2025**

You are invited by Hong Kong, China Tennis Association Limited & its subsidiaries ("HKCTA") to submit a tender for the provision of marketing, communications, event management and / or PR services for Hong Kong Tennis Series 2024/2025, to include three events: the Prudential Women's Challenge 2024, Prudential Hong Kong Tennis Open 2024 and the Bank of China Hong Kong Tennis Open 2025 ("the Events" or "the Tournaments") 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 26 Jun 2024 (Hong Kong time) into the tender box located at the office of Hong Kong, China Tennis Open Association Limited ("HKCTA") - HKCTA Tennis Centre, Kowloon Tsai Park, 13 Inverness Road, Kowloon.** 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 specified as follows:
  - a. Label with "**Technical Proposal**" detailing your proposed strategy, plans and services on providing the required marketing, communications, event management and / or PR services for Hong Kong Tennis Open Series 2024/2025"
  - b. Label with "**Fee Proposal**" detailing your expected charges to be payable to your company on providing the required marketing, communications, event management and / or PR services for Hong Kong Tennis Open Series 2024/2025"

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 Appendix 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 HKCTA nor any of its related party is bound to accept any proposal it may receive.
6. It should be noted that HKCTA will not be responsible for the reimbursement of any cost incurred by you for the preparation of the submission.
7. An interview session may be arranged in July at HKCTA's office. HKCTA will inform the shortlisted tenderers the details of the interview schedule after the tender closes on 26 June, 2024, 12:00 noon.
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 via email: [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Lai".

Christopher Lai  
Chief Executive Officer

Encl.



**Tender Reference No. HKTOEM/2024/011**  
**Invitation to Tender for the provision of Marketing, Communications,**  
**Event Management and / or PR Services for**  
**Hong Kong Tennis Series 2024/2025**

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

**“Confidential”**

**Technical Proposal**

Hong Kong, China Tennis Association Limited  
The Tender Box  
HKCTA Tennis Centre, Kowloon Tsai,  
Kowloon Tsai Park, 13 Inverness Road, Hong Kong

Ref No: HKTOEM/2024/011  
Invitation to Tender for the provision of Marketing,  
Communications, Event Management and / or PR Services for  
Hong Kon Tennis Series 2024/2025

Name of Tenderer:

**Closing Time and Date: 12:00 noon on 26 June, 2024**

**“Confidential”**

**Fee Proposal**

Hong Kong, China Tennis Association Limited  
The Tender Box  
HKCTA Tennis Centre, Kowloon Tsai,  
Kowloon Tsai Park, 13 Inverness Road, Hong Kong

Ref No: HKTOEM/2024/011  
Invitation to Tender for the provision of Marketing,  
Communications, Event Management and / or PR Services for  
Hong Kon Tennis Series 2024/2025

Name of Tenderer:

**Closing Time and Date: 12:00 noon on 26 June, 2024**



Tender Documents inviting for the provision of Marketing, Communications, Event Management and / or PR Services for the Hong Kong Tennis Series 2024/2025 consisting of the following events:

- a. Prudential Women's Challenge 2024
- b. Prudential Hong Kong Tennis Open 2024
- c. Bank of China Hong Kong Tennis Open 2025

**Employer**

Hong Kong, China Tennis Association & its subsidiaries ("HKCTA")  
HKCTA Tennis Centre, Kowloon Tsai  
Kowloon Tsai Park, 13 Inverness Road, Kowloon

Jun 2024

## 1. Introduction

With the goals of furthering tennis development in Hong Kong and offering a pathway for local players, as well as boosting the city's status as an international events, finance and tourism hub, Hong Kong, China Tennis Association and its subsidiaries ("HKCTA") will be staging three professional tennis tournaments as part of a 'Hong Kong Tennis Series' from September 2024 to January 2025, encompassing a new WTA 125 event and returning WTA 250 and ATP 250 events. Each tournament will be held at Victoria Park Tennis Stadium in Causeway Bay.

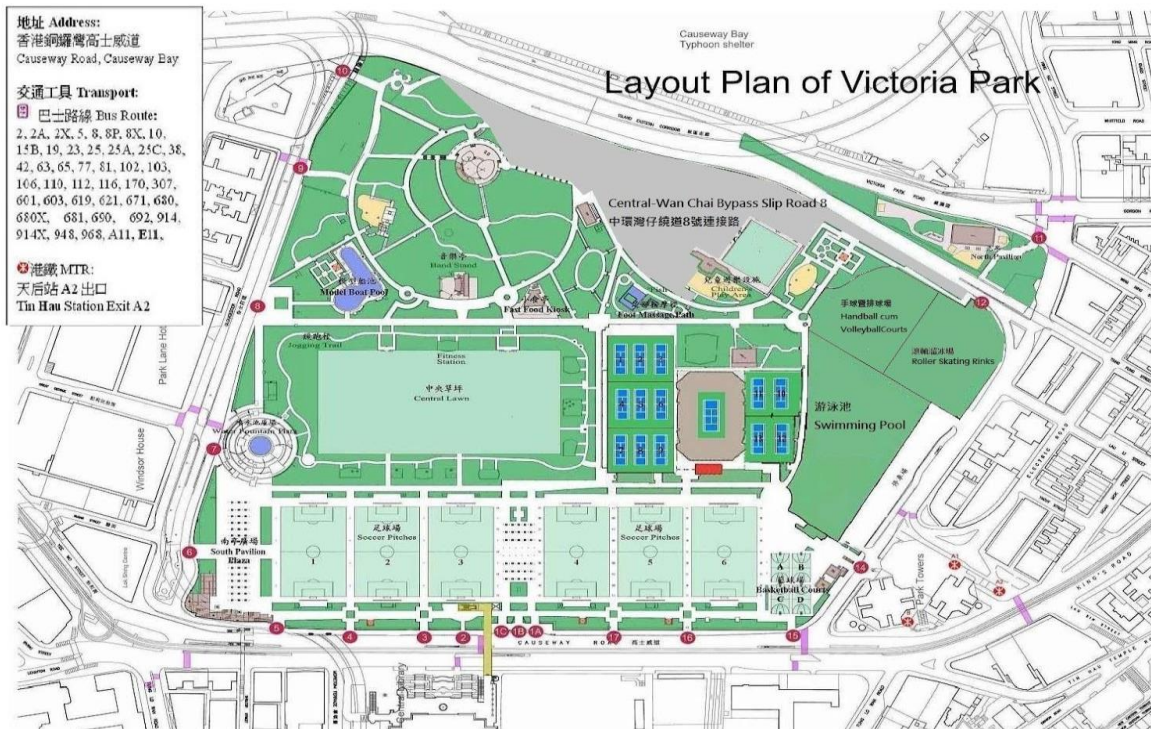
The series will comprise of the following tournaments:

- Prudential Women's Challenge 2024- WTA 125 event ("WTA 125") (29 September to 6 October 2024)
- Prudential Hong Kong Tennis Open 2024- WTA 250 event ("WTA 250") (26 October to 3 November 2024)
- Bank of China Hong Kong Tennis Open 2025- ATP 250 event ("ATP 250") (29 December 2024 to 5 January 2025)

The Tournaments will receive their operating funding primarily through their respective titles sponsors Prudential Hong Kong and Bank of China (Hong Kong), support from the HKSAR Government, and various co-sponsors.

HKCTA wishes to engage experienced marketing and communications agencies for its three events and invites applicants to submit proposals and quotations according to the outlined scope of work, which is divided into seven distinct sections.

### Victoria Park Tennis Stadium



## 2. The Tournaments

### a. Prudential Women's Challenge 2024 (WTA 125)

The Prudential Women's Challenge 2024 will be staged for the first time this year. A WTA 125 level event, it is positioned directly below the higher tier 250, 500 and 1000 WTA (Women's Tennis Association) events, but above the lower-level ITF Women's World Tennis Tour. It provides a launching pad for lower ranked up-and-coming female players and rising stars from around the world, including our local players, who can earn ranking points to compete in WTA Tour level tournaments. Its focus is on player development in Hong Kong and offering our local players competitive opportunities at the WTA level in their hometown.

Supported by title sponsor Prudential and the Hong Kong Government, the tournament will be held from **29 September to 6 October 2024** at Victoria Park Tennis Stadium with the main stadium (3,600 seats) and two additional show courts (minimum 500 seats for Court 1 and approx. 100 seats for Court 2) used to play matches, as well as courts allocated as practice courts. It will feature a 32 players singles draw, 16 team doubles draw, as well as a qualifying singles draw. Tickets will be sold for main draw matches on Centre Court, whilst qualifying matches and matches on courts 1 and 2 will be free of charge (ticketing details to be confirmed).

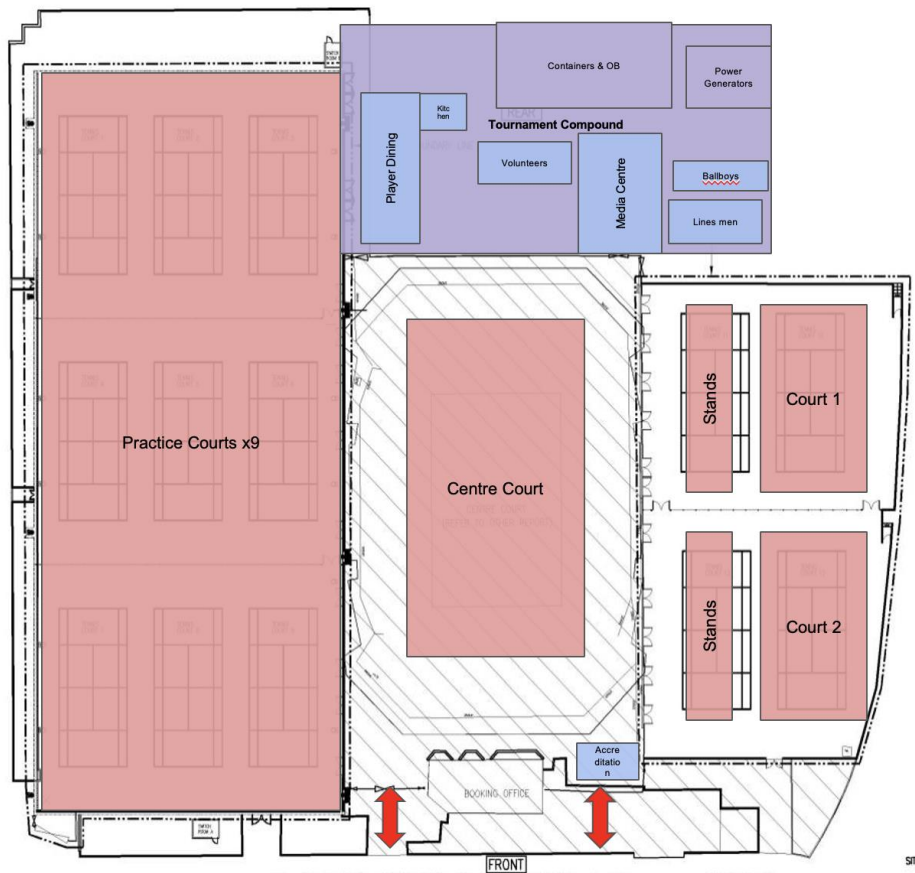
The tournament will have a simpler venue set-up compared to its larger scale sister WTA & ATP 250 events, with no Tournament Village, VIP areas and external player lounge (see tentative floor plan below). Structures for Player Dining, Media Centre and staff working areas will be constructed in the Tai Chi Garden area and it is planned that these structures will remain in place for the Prudential Hong Kong Tennis Open (WTA 250) which will commence less than 3 weeks after its completion.

The tentative tournament schedule is as follows:

29 September (Saturday) – 30 September (Sunday)	Singles Qualifying
30 September (Monday) – 6 October (Sunday)	Singles Main Draw (32 draw – 31 matches)
30 September (Monday) – 6 October (Sunday)	Doubles Main Draw (16 draw – 15 matches)

Match schedule details will be confirmed at a later date.

## Tentative Venue Floorplan (structures not to scale)



### b. Prudential Hong Kong Tennis Open 2024 (WTA 250)

The Prudential Hong Kong Tennis Open will return for its 7<sup>th</sup> edition this year. Launched in 2014, the WTA 250 event has grown to become a key event on the local sporting calendar as well as being internationally renowned and a previous recipient of the WTA International Tournament of the Year award. The Tournament is positioned as a lifestyle and sporting event that is community focused, health-conscious, action packed and sustainable, while showcasing some of the world's best women's tennis players in competition.

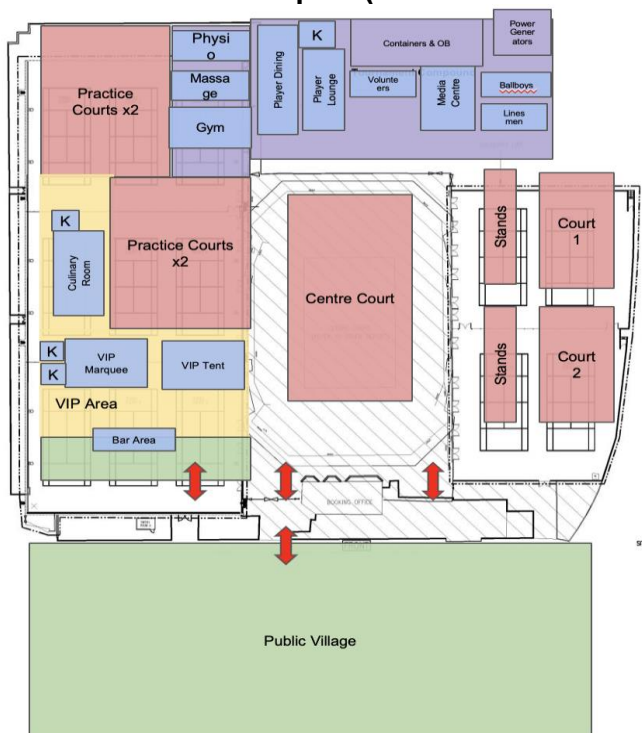
Once again, the tournament will have a vibrant party/carnival theme to encourage everyone in the community to get involved either by watching the matches or visiting the activity-filled Tournament Village. The key aim is to leverage the Event to promote tennis to all in a fun and engaging way, delivering an even more spectacular event than its 2023 edition.

Supported by title sponsor Prudential and the Hong Kong Government, the tournament will be held from **26 October to 3 November 2024** at Victoria Park Tennis Stadium, with the main stadium (3,600 seats) and two additional show courts (minimum 500 seats for Court 1 and approx. 100 seats for Court 2) used to play matches, as well as courts allocated as practice courts (see tentative floor plan below). It will feature a 32 player singles draw, 16 team doubles draw, as well as a 16 player qualifying singles draw. Matches to be held at the Centre Court will be free of charge for the period from 26-28 October (TBC) with paid ticketing starting from 29 October to 3 November 2024, while matches played on courts 1 & 2 will have free entry during the tournament week (match schedule and ticketing details to be finalised at a later stage).

Apart from the core tournament activities at the stadium, the Tournament Village will be built on the soccer pitch adjacent to the stadium which will provide activities and entertainment. Admission to this entertainment zone is free to the general public and will be the focal point of the fan experience and off-court activities with sponsor & NGO booths, a giant screen broadcasting the live matches, a player autograph booth, photo ops and a variety of tennis themed interactive games, amongst other attractions, all embracing the party/carnival as well as showcasing Hong Kong elements (see section 7 below).

The 'Champions Club' for VIP Hospitality guests with indoor and outdoor spaces will be located at courts 7-9 adjacent to the stadium, whilst a bar will serve both VIP guests and the public from opposing sides. The VVIP 'Culinary Room' will offer an exclusive fine dining experience for guests, showcasing top restaurants in the city. Structures for the players and staff working areas will be constructed at the Tai Chi Garden and tennis court 9.

### Tentative Venue Floorplan (structures not to scale)



The tentative tournament schedule is as follows:

26 October (Saturday) – 27 October (Sunday) Singles Qualifying (16 draw – 12 matches)  
 28 October (Monday) – 3 November (Sunday) Singles Main Draw (32 draw – 31 matches)  
 28 October (Monday) – 3 November (Sunday) Doubles Main Draw (16 draw – 15 matches)

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

	Monday 28 Oct	Tuesday 29 Oct	Wednesday 30 Oct	Thursday 31 Oct	Friday 1 Nov	Saturday 2 Nov	Sunday 3 Nov
<b>MATCH STARTING TIME (TBC)</b>	2 pm	2 pm	2 pm	2 pm	2 pm	2 pm	2 pm

\*Gates will normally open 1 hour before the commencement of matches

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





**c. Bank of China Hong Kong Tennis Open 2025 (ATP 250)**

The Bank of China Hong Kong Tennis Open will return for its second edition after a highly successful inaugural event earlier this year, which was the first ATP Tour level event to be held in Hong Kong since 2002. The Tournament, which is supported by title sponsor Bank of China (Hong Kong) and the Hong Kong Government is positioned as a high-profile, major international event featuring global stars and the highest level of professional tennis, and it proved to be a major draw for sports fans in the region at its first edition. It takes place in the first week of the ATP's 2025 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.

The Tournament showcases the professionalism, power and passion of the ATP players competing as well as the excitement and dynamism of ATP tennis itself, in alignment with ATP's "This is Tennis" campaign, whilst highlighting the fun and festivity of the event for sports lovers and the general public. The event aims to 'connect'- connect Hong Kong with the global community through a high-profile international event, connect Hong Kong with the ATP Tour and men's tennis, connect Bank of China with current and potential new customers, and connect with sports fans both local and overseas.

'Festivity' and entertainment with an atmosphere of fun & joy are key components of the Event which wishes to also reach a youth demographic 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 and the Tournament Village, whilst also advancing elite player development through active participation in the Tournament and inspiring future generations of players.

The ATP 250 level tournament will be held at Victoria Park Tennis Stadium from **29 December 2024 to 5 January 2025** Victoria Park with the main stadium and two additional show courts used to play matches, as well as 2 courts allocated as practice courts (and 6 additional practice courts allocated at Causeway Bay Sports Ground). Matches for the qualifying rounds on 29 & 30 (morning) December and all matches on courts 1 & 2 will be free of charge, with paid ticketing for main draw Centre Court matches starting on the afternoon of 30 December onwards (detailed match schedule and ticketing details will be finalised at a later stage). It will feature a 28 player singles draw, 16 team doubles draw, as well as a 16 player qualifying singles draw.

The free-entry Tournament Village will be built at the Victoria Park Central Lawn, which is close to the stadium, providing activities and entertainment to ticket holders and the general public. The Village will embrace the fun/festivity/carnival aspects of the Tournament theme with its entertainment offerings alongside local Hong Kong elements. The Tournament's VIP areas will follow a similar layout to the WTA 250 with indoor and outdoor VIP areas, and a separate 'Culinary Room' experience, but has additional external player areas located behind the practice courts on courts 1-3.

**Tentative Floorplan** (structures not to scale)

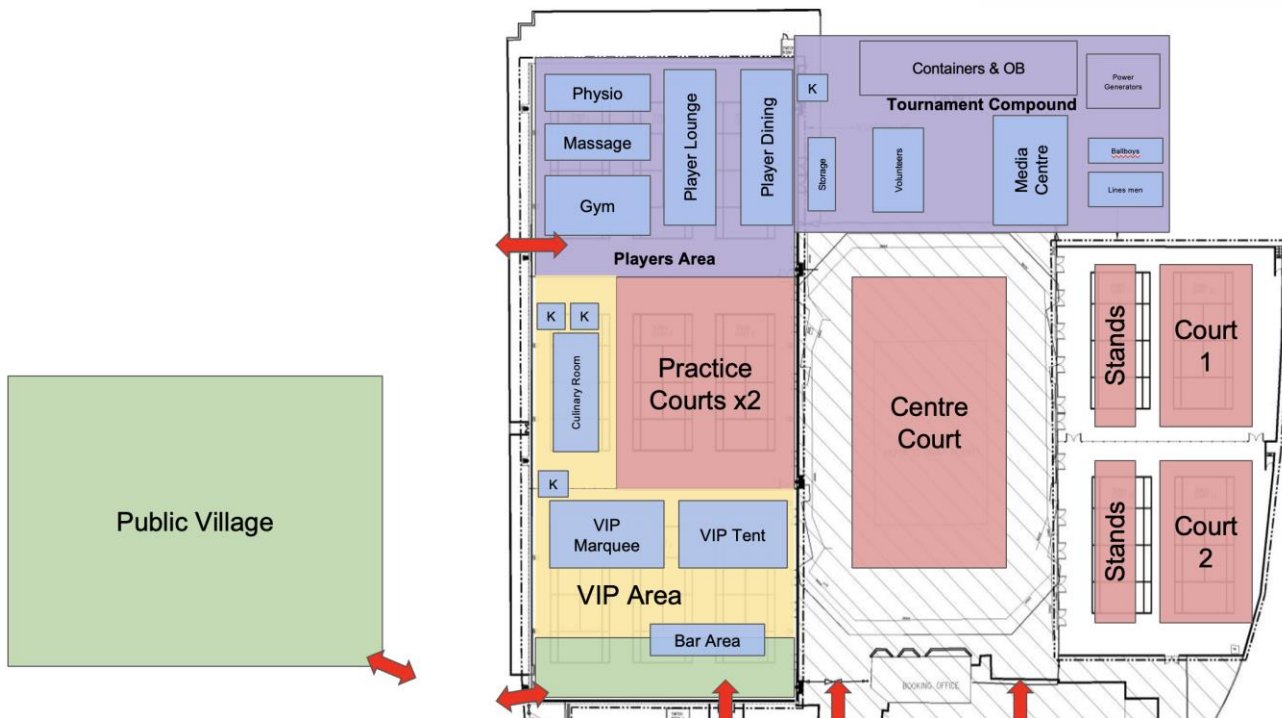
The tentative tournament schedule is as follows:

- 29 December (Sunday) – 30 December (Monday)      Singles Qualifying (16 draw – 12 matches)
- 30 December (Monday) – 5 January (Sunday)      Singles Main Draw (28 draw – 27 matches)
- 30 December (Monday) – 5 January (Sunday)      Doubles Main Draw (16 draw – 15 matches)

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

	Mon Dec 30	Tue Dec 31	Wed Jan 1	Thur Jan 2	Fri Jan 3	Sat Jan 4	Sun Jan 5
<b>MATCH STARTING TIME* (TBC)</b>	2 pm	2 pm	2 pm	2 pm	1 pm	1 pm	1 pm

\*Gates will normally open 1 hour before the commencement of matches



### 3. Positioning and Value Proposition of Hong Kong Tennis Series

HKCTA's long-term goal for the tournament series is to stage high-profile, world-class international tournaments that showcase the best of men's and women's professional 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.

The Tournaments aim to connect Hong Kong globally whilst promoting tennis to the people of Hong Kong and encouraging sports and a healthy lifestyle through joyful, entertainment filled spectacles. Through Tournament activities and the matches themselves, we aim to boost interest in tennis, expand our spectator fan base, and develop players at the grassroots and professional level in Hong Kong. It is HKCTA's goal to continuously improve the overall spectator experience and we strive for news ways to achieve this through tournament enhancements and upgrades.

The Tournaments are also positioned as 'green' and environmentally friendly, with an emphasis on sustainability. As such, the events are part of the Environmental Protection Department's (EPD) "Green Event Pledge" and have pledged to use recycled materials where possible, to recycle materials used in the Tournaments and reduce waste and consumption of one-off items. Please refer to:

[https://www.wastereduction.gov.hk/sites/default/files/green\\_event/GreenEvent\\_Guidebook\\_Eng.pdf](https://www.wastereduction.gov.hk/sites/default/files/green_event/GreenEvent_Guidebook_Eng.pdf) for more information

### 4. Purpose of the tender

The purpose of the Tender is to solicit proposals to establish a contract with a qualified marketing and / or public relations agent (the "Company" or "Companies") for providing marketing, communication, event management and / or PR services for the Tournament.

Tenderers are invited to submit their proposals and quotations according to the outlined scope of work, which is divided into 5 distinct sections. **A minimum of one section must be submitted for consideration**, with each section requiring a comprehensive quotation to qualify as an eligible submission. Please note that incomplete quotations, or the omission of individual items within any section, will result in the submission being deemed ineligible.

## 5. Our Marketing Approach

### Promote three tournaments under the umbrella naming - Hong Kong Tennis Series

From 2024, Hong Kong will host 3 professional tournaments (WTA125, WTA250, & ATP 250). As these events are scheduled to take place at a time with close proximity from end Sept 2024 - Jan 2025, a series of tournaments is expected to draw increasing attention and we see opportunity here to develop and operate a standard protocol in managing and promoting the events in a sustainable manner.

These events, collectively named as flagship events of “**Hong Kong Tennis Series**” (HKTS), will be managed with a vision “**to promote Hong Kong as a premier event hub for world-class tennis that inspires both enthusiasts and the local community with the highest level of sports excellence and audience engagement**”. Beneath our vision we have summarized 4 key goals to achieve our new level of engagements:

Four key goals to guide the way and our measure of success:

- Promote excellence: show case Hong Kong’s capability to run a series of international tournaments that meet the highest professional tournament standards
- Build connection: host captivating entertainment events that excite and engage tennis players, tennis enthusiasts, and the general public from the local and regional communities.
- Create prominence: boost HK’s profile as a destination for must-attend events for tennis fans in HK and cities nearby by promoting and broadcasting our events.
- Foster development: contribute to the growth and development of tennis in Hong Kong.

The Hong Kong Tennis Series comes with a brand identity as follows. The logo will form part of the boilerplate of our communication materials:



## 6. Target Audience

The key target audience includes the following:

1. Spectators who buy tickets to watch the Tournaments. 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.

2. Corporate decision makers who would like to leverage the events to offer engagement and hospitality through our VIP corporate box / hospitality package.
3. Mass general public in HK, with focus on younger people and young families. The Tournament Village will be open to all with tennis theme entertainment activities
4. Schools, parents and children who are keen on tennis as sports for the students. Complimentary tickets will be provided to selected schools to support our aim to nurture and cultivate the sports in Hong Kong. Students should be on primary school and this coincide with our grassroots tennis training sector.
5. Tourists visiting of Hong Kong, mostly citizens from nearby Greater Bay China market. We aim to provide them an appeal that Hong Kong has a unique mega event filled with Hong Kong's interesting elements.

## 7. Scope of Work

### Marketing and Tendering approach

Interested tenderers should provide your proposals and quotations based on the following scope of work, categorized into 5 sections.

- Marketing Campaign Management (Section 7.1.)
- Brand and Marketing Collateral Design, Copywriting and Production (Section 7.2.)
- Advertising Creative Development and Creative Adaptation (Section 7.3.)
- Public and Media Relations and Event Management (Section 7.4.)
- Digital and Social Media Marketing Campaign Management (Section 7.5)

You are expected to submit your proposal for at least 1 section and **each submitted section should provide a fully completed quotation on such section without any missing parts in order to be considered an eligible submission.** Missing or failure to quote on individual items of each section will be considered as incomplete submission and will not be considered

Your proposal should be developed on the basis that same framework will be used for WTA250 and ATP250 events, with the aim to create synergy on costs, operating efficiency and sustainability.

Except for event specific activities (e.g. press conference for announcing marquee players and media tour of the tournament village of each event), communications, marketing and promotional activities of the three tournaments shall be planned and considered as related activities to create synergy and maximize awareness. A summary of required supporting activities has been outlined below:

## Section 7.1. Marketing Campaign Management

Prior to and during the tournament period, we will have a number of campaigns with the aim to promote the event awareness and attract footfall to our Tournament Village and the Match Courts. The tenderer is required to support the coordination and implementation on all of the following campaigns.

### Important Note:

- All activities below are required for the 3 tournaments of WTA125, WTA250 and ATP250.
- For WTA125 where there will be no tournament village, activity relating to the village will not be applicable.
- While it is the intention to create synergy, generate greater impact and deepen participants' experience by rolling out strongly aligned activities for the tournaments, points of differentiation are still expected to create appeal. To differentiate among the tournaments, adjustment of creative, visual elements or content of the promotion for each tournament is expected.
- Your technical proposal on each campaign / activity should include, but not limited to, the following:
  - objectives,
  - high-level campaign calendar for key milestones,
  - program logistics, implementation plan and timeline,
  - resource required,
  - projected results: response rate / target KPIs or no. of participants
  - creative and innovative suggestions to garner both international and local awareness

Your fee proposal is required to indicate cost breakdown in details, such as management fees and production fees required to execute each campaign / activity

### 7.1.1. Village Activities: Hong Kong Market Place

We aim to strengthen our level of entertainment and engagement with the events. The tournament village of WTA250 / ATP250 will be developed as a Hong Kong Market Place filled with unique, made in HK products to provide a PR stunt to attract the participation of our target audience.

Interested tenderer with this Hong Kong Market Place is required, but not limited to, support the following:

- (i) generate an overarching theme captures the essence of Hong Kong's bustling marketplaces, celebrating the rich local traditions and the wide array of goods that attract both residents and visitors, all while echoing the spirit of tennis.
- (ii) recruitment of booth tenants,
- (iii) management of exhibition schedule,
- (iv) coordination and administration of the street activities,
- (v) offer creative and innovative suggestions to enhance the footfall.

Each tenant will be given a standard semi-open booth stall structure. Tentatively free rental will be given to the product provider if a full period commitment can be made. A penalty fee is also recommended for those who are not able to fulfil the commitment on schedule. Our target is to recruit 15-20 stalls to operate for each of WTA250 / ATP250. It is estimated that the opening hours for Hong Kong Market Place will be from 1 pm to 5 pm (weekday) and 11 am to 7 pm (weekend) daily during tournament period. Product / service nature should convey a "Made in Hong Kong" or "Cultural heritage of Hong Kong" message and therefore locally made product is highly preferred to

create a unique appeal of the village. Additionally, it is mandatory for each merchant to include at least one tennis-related them product in its offering to enhance the tennis atmosphere.

### Reference photo of Hong Kong Street Booths



### **7.1.2. Village Activity: Tennis Game Booths & HK Market Place Promotion, Coordination & Service Support**

In the tournament village, we will also set up tennis related interactive game booths. The aim of the booth is to attract young families with kids to learn some elementary concepts of tennis and participate in a simulation game. Multiple players are preferred at a time.

While the game booths (possibly 2 – 3 games) will be developed and staffed by HKCTA or our representatives to ensure their basic operations, the tenderer is required to support the following:

- be the floor manager / center in charge of the tournament village activities organised by HKCTA, particularly HK market place and Tennis game booths or any non-sponsor managed booths.
- support HKCTA to manage the overall coordination and operation arising from the request and enquiries from both staff and visitors.
- Promote these activities targeting to our target audience as set out in Section 6 to draw attendance and participation.
- Monitor, track and provide data and analytics, including but not limited to:
  - Projected daily capacity and targeted daily no. of participants for HK Market Place, Tennis Game Booths and HKCTA booths
  - Total actual number of daily participants;
  - Duration of each participants' engagement on the activity;
  - Any other insights / information / data as recommended helpful

### **7.1.3 Charity Campaign: Charity Event for Title Sponsors (Center Court)**

The aim of the campaign is to provide title sponsors an anchor event so that executives of the title sponsor, namely Prudential and Bank of China Hong Kong, together with their HNW clientele can participate in tennis activities. In return, the title sponsors will support with donation for participation of the event.

With WTA250, we have been running a Can Challenge Campaign inviting professional athletes, celebrities, title sponsor's executives and its VIP customers to join a game by hitting tennis ball can at center court. We will keep this campaign ongoing to continue this tradition for WTA250.

Tenderers of the activity are required to focus on:

- i. develop the detailed mechanism / rundown of the charity event;
- ii. invite celebrity players to create the appeal of the event;
- iii. promote to the public / relevant audience about this charity event and call for free admission during the game time;
- iv. overall event management

For ATP250, we invite tenderer to develop a new idea as an ongoing signature charitable event for the tournament. The tenderer will also be responsible for supporting the above item (i) – (iv).

#### **7.1.4 Community Program: Encouraging the public participation (Center Court)**

During the following non-peak days of the tournament

- Sep 29 – Oct 1
- Oct 26 - 29
- Dec 29-Jan 1

We will offer complimentary tickets to the general public to experience tennis tournament. Potential and preferred group of audience will include:

- a) Primary and secondary schools who have developed tennis as a key sport for their students or those schools that have participated in the Hong Kong Jockey Club Funded Program for Tennis Rocks
- b) Another group to reach out is Community Tennis Clubs
- c) Members of the public suffering from disabilities

During the above periods, there will be an Opening Ceremony for each tournament with kick off performance and Team Hong Kong matches to increase the appeal. Offering of souvenirs may be considered as a tool to create the appeal also.

We invite tenderers to support the followings:

- (i) promote and recruit participants for the whole free entry admission periods;
- (ii) particularly invite participation for the exciting Opening Ceremony (which may be likely follow by a qualifying match with Hong Kong players involved);
- (iii) recommending and proposing the kick off gimmick and the overall event rundown of the Opening Ceremony;
- (iv) communicate, coordinate and manage relevant stakeholders to achieve the purpose.
- (v) offer creative and innovative suggestions to enhance the recruitment of participants

#### **7.1.5 Green Event Promotion Campaign**

As mega event organiser, we see our impact and duty to promote awareness of environmental protection and educate the public. We aim to include a program to benchmark ourselves to other event organizers as an environmental and socially responsible event organizer.

We would like to introduce initiatives with the aim to achieve the following 3 aspects:

- reduce waste;
- use of recyclable materials, re-purposing of materials
- promoting healthy lifestyle

Interested tenderers of this initiative is suggested to conduct the following:

- (i) develop a sustainable program as our green campaign framework for Hong Kong Tennis Series;
- (ii) invite professional consultancy of the area to advise and guide on our program;
- (iii) put in place key measurements to guide our efforts
- (iv) develop promotional / educational activity during the tournament period to encourage public participation
- (v) produce tracking mechanism, data insights and other result report to keep track our performance

#### **7.1.6 GBA Tourist Promotion Campaign (Center Court Ticketing Sale and Village Attendance)**

To support our goal to develop Hong Kong as a premier tennis event hub in the region, we hope to develop our appeal of the event not just to our Hong Kong audience but also to tennis fans and the general public living nearby our city. Our nearby cities in the Greater Bay Area are our primary target and we would like to invite their footfall and participation.

Our mission on this including 2 aspects:

- **Promote ticket selling to GBA citizens:** inviting tennis fans of the GBA cities to attend the tournament. This means developing a package offer with / without hotel accommodation package and promoting this package to our target audience;
- **Promote free for admission activities to GBA tourists:** inviting GBA tourists (non-tennis fans) to visit our tournament village which is positioned as a point of tourist attraction to them.

Interested tenderers are suggested to consider the following aspects:

- (i) develop 2 different programs targeting to the above 2 distinct group of audience
- (ii) liaise with online travel platforms to launch travel package deal including ticketing and travel / accommodation; the bundled package shall include an option of hotel accommodation with our official hotel partner
- (iii) consider the promotional / marketing communication efforts to reach out to potential GBA tourists who is interested to experience Hong Kong

#### **7.1.7 Musical and entertainment performance at Village**

Tenderers are required to propose and arrange musical support and entertainment performance during the time tournament village is in operations. Entertainment period will possibly be in between 11 am to 7 pm daily.

In view of the long duration, we would like to consider live performance to be conducted at intervals where visitors are at peak. During non-peak hours we aim to provide a lively vibe and relaxing atmosphere which should be sufficient.

The following should be included in your proposal:

- (i) list of performance / nature of performance
- (ii) suggested overall performance schedule
- (iii) set up requirements
- (iv) any promotional efforts to draw attendance





### **7.1.8 Exhibition show / Giant installation leverage on comic strip characters of Peanuts**

HKCTA will collaborate with the comic strip Peanuts to develop a series of souvenir items. We are exploring to display giant Peanuts characters as an exhibition show or produce some giant art piece, or develop some unique performance which will create appeal to the visitors.

Interested tenderers should provide your recommendation on the following:

- (i) Creative concept of the exhibition / display / performance /
- (ii) Details of expected activities for the visitors
- (iii) Measurable and projected footfall being attracted by the exhibition / display / performance

## Section 7.2. Brand & Marketing Collateral Design, Copywriting and Production

Tenderers are invited to provide support to facilitate our communication and promotion of the events by providing the following services:

The collateral design and copywriting should include, but not limited to, the following:

- (i) 1 set of collateral templates under our brand Hong Kong Tennis Series is required. The collaterals should include
  - letterhead,
  - eDM template to subscribe / invite purchase corporate box package,
  - eDM template to invite purchase of individual ticket,
  - eDM template to invite key stakeholders to attend an event / party,
  - eDM template for sponsor(s) to promote their collaborative initiative(s) with HKCTA,
  - post event thank you letters to key stakeholders including various contacts of the HKSAR government departments, athletes, sponsors, schools, donors and etc
  - Acknowledgment Certificate for donors.
  - Content on HKCTA's ticketing platform and / or app,
  - Passes, VIP ticket packages, etc.
- (ii) Souvenir Program Booklet, 2 or 3 versions to be confirmed for WTA/ATP events. This is a digital copy to be provided to our key stakeholders as a complimentary item. It will include messages from key supporters and latest developments about Hong Kong tennis
- (iii) 1 eDM with sitemap to promote the centre court and village activities. This can be distributed to visitors on site by digital means and as a pre-event promotional material to draw attendance
- (iv) Develop a sizzling film to be broadcast in our social media to introduce the Hong Kong Tennis Series and its series of tournament to arouse attention and anticipation
- (v) Event logo for WTA125 (to be confirmed)
- (vi) Bilingual copywriting for WTA125 website, an additional section to be added on our existing website <https://www.hktennisopen.hk/en/>
- (vii) Hong Kong Tennis Series souvenirs' design, production, quality control and delivery: Approximately 15 items for WTA/ATP are required in total as souvenir items to be sold online and onsite. Items tentatively include the following:
  1. Tees x 2 designs (1 WTA and 1 ATP) – 2 items
  2. Hoodies x 2 designs – 2 items
  3. Foldable cups
  4. Socks x 2 – 2 items
  5. Cap x 2 – 2 items
  6. Giant Ball and Holder
  7. Sport towel
  8. Tote bag
  9. Umbrella
  10. Thermal pot

**Design with inclusion of Hong Kong iconic elements is required.** Some of the items could make use of comic strip, Peanuts and its cartoon characters as part of the design.

### Important Notes:

- For digital collaterals and materials, preferably tracking mechanism to understand the response rate is required for us to evaluate effectiveness for future improvement
- Please also provide your rate card regarding any additional copywriting job or graphic design costs

### Section 7.3. Advertising Creative Development and Creative Adaptation

Interested tenderers of this section are invited to propose on the following work:

- (i) Review, adopt and adapt the official assets and guidelines from ATP250 for the development of the key visual for ATP250 for advertising purpose.
- (ii) Review, adopt and adapt the official assets and guidelines from WTA125/250 and develop the key visual for WTA125/250 for advertising purpose.
- (iii) Reference material for ATP and WTA brand guidelines and logo:
  - a. [ATP](#) (click the link here)
  - b. [WTA](#) (click the link here)
- (iv) Provide 3 visually related versions of advertising creatives for WTA/ATP respectively that aim to promote
  - early ticketing of events without players details (not applicable for WTA125)
  - call for ticketing with players line up image
  - call for visiting tournament village showing entertainment elements (not applicable for WTA125)
- (v) Recommending high level advertising plan and tactics
- (vi) Support adaptation of creatives as well as producing output files to different advertising media including, but not limited to:
  - horizontal digital adv
  - vertical digital adv
  - mobile and digital adv
  - lamppost bunting

Your fee proposal should state

- Your fee for creative concept, layout out development and output file.
- Rate card for adaptation of each creative to one version for output
- Rate card for additional work

Remarks: The organizer reserves the right to consider the adoption of any proposed creative concepts submitted within this tender. Should any concept be deemed suitable for application, its use will be subject to a separate agreement, mutually negotiated and consented to by both the tenderer and the Organizer/Sponsor(s).

## Section 7.4. Public & Media Relations and Event Management

### 7.4.1. Public & Media Relations Strategic Planning & Support

Interested tenderers are required to develop public relations strategies to build identity and awareness for the tournaments of HKTS among local, regional and international levels to acquire wide spread media and general public attention and also subsequent media mentioning. Tenderers must also be prepared to offer risk management strategies and solutions when necessary.

Your proposal should provide the following information:

- (i) Overall PR and media plan:
- The plan should illustrate your recommended strategies, pitching angles / key messaging, target media, target participants, message dissemination approach and your implementation schedule for promoting the tournaments from pre-tournament period to post events.
  - The expected minimum number of media coverage / media mention is 650+ with media value no less than HK\$28M.
  -
- (ii) Content strategy & key messages framework recommendation: In terms of developing key messages and creating media angles, you should align with HKTS' mission which we have committed to dedicating ourselves to the following:
- **Excellence:** We run events that meet the highest professional standards.
  - **Connection:** We offer experience that deeply engage and excite players, enthusiasts and the wider public.
  - **Prominence:** We elevate HK's image by promoting and broadcasting our events.
  - **Development:** We contribute to the growth and development of tennis and the society in Hong Kong.

You are required to support bilingual messages and content development in the following formats:

- Press invitation
- Press release (English, Traditional Chinese and Simplified Chinese)
- Welcome speeches for HKCTA spokespersons
- Emcee script
- Presentation materials at press events
- Media pitch materials for key HKCTA spokespersons and / or local top tennis athletes for publicity usage on digital and social media
- Q&A of media interviews, line-to-take, and related items as required for HKTS
- Any other communications which is deemed appropriate

(iii) News agenda and supporting communication plan

**The following are tentative and basic news agenda** to be included in the PR plan. Tenderers should plan for the communication approach, timeline and tactics:

News Agenda	Jul	Aug	Sep	Oct	Nov	Dec	Jan
1.Launch of WTA / ATP corporate hospitality package							
2.Unveil HKTS as long-term strategy, key appointments & event previews							
3.Ticketing commencement of WTA125							
4. Media pitching for key messages stories for sponsors & HKCTA							
5. WTA125 players announcement and supporting activities							
6.WTA125 players reception party							
7.WTA125 – daily news release during tournament							
8.Ticketing commencement of WTA250							

9.WTA250 players announcement							
10.WTA250 players reception party							
11.WTA250 – daily news release during tournament							
12.Launch of corporate ATP hospitality package							
13.Ticketing commencement of ATP							
14.Media pitching for key messages stories for sponsors & HKCTA							
15.ATP250 players announcement and supporting activities							
16. ATP250 players reception party							
17. ATP250 – daily news release during tournament							

(iv) Suggested list of target media outlets & media channels

Tenderers should propose

- possible collaboration with media partners which will support us to co-curate content and execute promotions
- List of target media (local, GBA and international) which we will be reaching out to pitch for media exposure. The target media should be of significant circulation or reach.
- (if applicable) list of KOL or influencers which will be considered as supplementary mix to reach out our target audience

**7.4.2. Event Management of Key Activities**

Based on the proposed key messages and communication plan where the communication format will be in form of an event, tenderers are also required to support the part of event management, will include the following:

Tentative events	Event management support
<ul style="list-style-type: none"> <li>• Press event / conference for HKTO Series (end July 2024 after Olympics)</li> <li>• Press Conference of WTA 125+250 (Sep 2024)</li> <li>• Press Conference of ATP 250 (Nov 2024)</li> <li>• Players reception Party (WTA125)</li> <li>• Players reception Party (WTA 250)</li> <li>• Players reception Party (ATP250)</li> <li>• Countdown Activities for ATP250</li> <li>• Prize presentation for WTA125 (Sep) + 250 (Oct)</li> <li>• Prize presentation for AT250 (Jan)</li> <li>• Opening/closing ceremonies</li> <li>• Charity events</li> <li>• Optional item: 1 special event for WTA250 + 1 special event for ATP250</li> </ul>	<ol style="list-style-type: none"> <li>1. Venue set up and design</li> <li>2. Rundown / logistic management</li> <li>3. Press invitation (if applicable)</li> <li>4. Press kit (if applicable)</li> <li>5. Press release (English, Traditional Chinese and Simplified Chinese) (if applicable)</li> <li>6. Handle guest invitation</li> <li>7. Welcome speeches for HKCTA spokespersons</li> <li>8. Emcee script</li> <li>9. Media pitch materials for key HKCTA spokespersons and / or local top tennis athletes for publicity usage on digital and social media</li> <li>10. Q&amp;A of media interviews, line-to-take, and related items as required for HKTS</li> </ol>

**7.4.3. Onsite PR & Media Management**

During the tournament period, tenderers are required to support the following:

- (i) Invite and engage media to attend the tournaments and publish news in a positive manner to public and tourists
- (ii) Handle media accreditation, oversee and manage media center during pre- and during event period:
  - Ensure the setup, replenishment of equipment and supplies, and request of media are being handled
- (iii) Distribute daily release of tournament news to news agency (local and international), ATP office, WTA office and Hong Kong Tourism Board

- (iv) WTA125/WTA250/ATP250 - total 25 days
- (v) Proactively monitor and propose responses or holding statements for any potential risks which may lead to issues / reputation risks

#### 7.4.4. Website Updates & Marketing

We currently own 3 websites, (1) HKCTA.org; (2) hkmenstennisopen.org; (3) hktennisopen.org. With the umbrella identity, Hong Kong Tennis Series, we invite tenderers to optimize the UI/UX experience for a frictionless integration among the three websites. The requirements include the following:

- (i) Design and create, and coordinate with other service provider (if needed) for the additional pages for WTA125 under existing hktennisopen.org
- (ii) Provide revision on webpages regarding updated content for (2) hkmenstennisopen.org; (3) hktennisopen.org regarding this year's tournament news
- (iii) Recommend any enhancement on UI/UX to facilitate promotion and ticketing

#### 7.4.5. Post event support

The awarded tenderer is required to provide

- (1) Post-Event Evaluation Report – to be submitted within 7 days after the tournament
- (2) News Clippings Report (soft copy) – to be submitted on the next day following the PR event (or any event) no later than 11am;
- (3) News Clipping Report (hard copy) – to be submitted within 3 days after the event;
- (4) Media Attendance List – to be submitted on the next day following the PR event (or any event); need to include media outlet's Name, Contact Person, Contact No. and Email Address;
- (5) Post-Event PR Report – to be submitted within 7 days after the tournament;
- (6) Any relevant reports provided by 3<sup>rd</sup> party media agency (if any)

#### Important Notes:

In your technical proposal, in order for us to evaluate the proposal, please include the followings:

- Your suggested media list which you will be approaching (including local, GBA and international media). The media list should be categorized into top tier media and non-top tier media
- Your projected deliverables total media mentions;
- Your projected deliverables on the percentage (%) of media mentioning which is under your suggested category of media (top tier versus non top tier media)
- (if applicable) Your deliverables on projected KOL mentions; no. of KOL, targeted KOLs (for example by number of fans)
- In your fee proposal, please provide
  - breakdown of your professional fee required for carrying out the duties of each part and production costs in relation to the part of event management.
  - your professional fee /rate card (in relation to PR / media relations) for any additional work not indicated in this scope of work

## Section 7.5. Digital & Social Media Marketing Campaign Management

### 7.5.1. Social Media Platform - Content Development and Maintenance

Objectives:

1. **Increase Brand Visibility:**  
Amplify the presence of the 2 WTA evens and 1 ATP event across all primary social media platforms to boost brand awareness and engagement.
2. **Audience Growth:**  
Strategically target and acquire new followers, particularly tennis enthusiasts and potential attendees, on both primary and secondary social media handles.
3. **Engagement and Interaction:**  
Foster a community by encouraging user interaction through comments, shares, and likes, and by creating engaging content that resonates with the audience's interests.
4. **Content Diversification:**  
Utilize a mix of content types, such as live updates, player interviews, behind-the-scenes footage, and user-generated content, to maintain a dynamic and varied social media presence.
5. **Conversion Optimization:**  
Drive ticket sales and attract foot traffic to the Village
6. **Enhance the look and feel of social handles:**  
Escalate the professional image and visual aesthetic of primary social media platforms

Based on our projected volume, tenderers are required to submit your proposal to include:

- your high-level content strategy and detailed plan
- your social media marketing and advertising strategy to reach out to potential segments, grow followers and achieve engagement
- any additional idea that helps us excel
- manpower plan and executive profile of the account servicing and supporting team
- your projected results and KPIs

On your fee proposal, please provide

- separate fees for Part A - Part D for social media marketing and website marketing are required
- please also provide your digital advertising budget required for the whole period and your tactic to allocate the budget

Deliverables	Pre-tournament support	During Tournament (Onsite support is required) (26 days in total)	Post-tournament
WTA 125	Aug 1 –Sep 28 (2 mths)	Sep 29–Oct 6 (8 days)	Oct 7-16 (10 days)
WTA 250	Sep 1–Oct 25 (2 mths)	Oct 26-Nov 3 (9 days)	Nov 3-30 (27 days)
ATP 250	Nov 15 -Dec 28 (1.5 mths)	Dec 29-Jan 5 (8 days)	Jan 5-31 (26 days)

Remarks: tentative commencement of ticketing and / or press conference for WTA125, WTA250 and ATP250 will be in the early Aug, Sep and end Nov / early Dec respectively

<b>Part A</b> <b>High level content strategy</b>	<b>1 for WTA125</b> <b>1 for WTA250</b> <b>1 for ATP250</b>
<b>Part B: Minimum no of posts to fully produce</b> <i>(incl bilingual content creation. visual design, advertising, launching of post and managing the communication / collaboration with ATP office)</i>	<b>Primary:</b> <b>FB:</b> Minimum 260 static posts / short-form videos / Stories / Reels / audios / engagement games / other suggested formats for the 3 events in total <b>IG:</b> Minimum 260 static posts / short-form videos / Stories / Reels / audios / engagement games / other suggested formats for the 3 events in total <b>X (Twitter):</b> Minimum 260 static posts / short-form videos audios / engagement games / other suggested formats for the 3 events in total  <b>Secondary:</b> <b>WeChat:</b> Minimum 48 static posts / short-form videos / audios / engagement games / other suggested formats for the 3 events in total  YouTube: Assist in posting minimum 48 videos for the 3 events in total  <b>Note:</b> <ol style="list-style-type: none"> <li>a. The tenderer is expected to propose content pillars and manage the allocation of resources throughout the pre-event, event, and post-event stages. This includes a strategic distribution of materials to ensure consistent engagement and impact across all phases of the event.</li> <li><b>b. Another around 50% to 60% of content, mainly focus on matches results, will be developed and / or in conjunction with our in-house writer and / or ATP/WTA media team. Your primary responsibilities will include assisting with visual design, translating content into Chinese, and tailoring platform-specific content for various social media platforms.</b></li> <li>c. The tenderer is required to tailor the content for various social media platforms, ensuring uniformity and pertinence across all channels.</li> <li>d. The official videographer of HKCTA is anticipated to supply approximately 10 to 15 videos centered on matches for the tenderer's utilization.</li> <li>e. The tenderer will have access to the HKTCA's official photographers' photo bank, which focuses on match-related images for usage.</li> <li>f. IG and X represent our central strategic initiatives for sustained growth in the medium term.</li> </ol>
<b>Part C:</b> <b>Posts involving partial support</b>	. Please provide your fee proposal for each post / articles
<b>Part D: Provision of post event report within 20 days after each tournament</b>	<b>1 for WTA125</b> <b>1 for WTA250</b> <b>1 for ATP250</b>

Post-event support:

1. Social Media Coverage Report- to be submitted within 14 days after the tournament
2. Players' Social Media Coverage Report to be submitted within 14 days after the tournament

## 8. Tender and Proposal Requirements

Tenders and proposals submitted should include the following:

- a. Background of the Company (in Technical Proposal)
  - Company profile and background



- Expression of Interest, Warranty and Company Information (Appendices 1, 2 and 3)
- b. Company's staff resources to be put in this project (in Technical Proposal)
  - Details of servicing team for providing services for the Tournament described in this tender document, including their background, expertise and experience in similar projects
- c. Credentials (in Technical Proposal)
  - Experience in providing services of a similar nature and scale, including sporting events within/outside Hong Kong. (It is recommended to provide details such as of no. of spectators and duration of such events the Company has previously provided services.)
  - Testimonials from previous clients
- d. Proposed details on each proposed activity / campaign / event
  - Your proposal should provide recommendation on the campaigns or events required as listed in Part 7 of Scope of Work.
  - For each required item, your proposal should include the following:
    1. objectives;
    2. activity / campaign / event period;
    3. your recommended creative concept, communication messages and promotional approach;
    4. program logistics, implementation plan and development timeline,
    5. manpower and other resource required.
    6. projected results: response rate / target KPIs or no. of participants
- e. Fee proposal with cost breakdown
  - please provide a **clear breakdown of professional and production fees** (or proposed fee schedules/rate cards). Company should submit costs separately for the required items and optional items for each event and include all 3<sup>rd</sup> party production fees.
  - Additionally, the fee proposal should be segmented into three distinct tournaments: WTA125, WTA250, and ATP250. This categorization will ensure a clear and organized presentation of the expenses associated with each event.
  - HKCTA can, at its sole discretion, decide to increase, decrease or even remove any particular listed item(s) with the project costs being adjusted according to the price lists submitted. Company hereby acknowledges that there will not be any claim for loss of profit as a result of any such reduction in the scope of works.
- f. The HKCTA reserves the exclusive right to select multiple vendors for any given section if it chooses to do so.
- g.
- h. HKCTA can offer free complimentary tickets or VIP hospitality box as a barter deal for reduction in cost. Please indicate any such proposal in the Fee Proposal.

#### **Ongoing Client Services Support and Reporting (apply for Section 7.1 to 7.5) :**

- Attend meetings and report to HKCTA in written format on the work progress;
- Interested tenderers shall prepare to work with the HKCTA Marketing team, steering committee, government, sponsors and other relevant stakeholders to deliver the HKTS in a professional manner and high standard;
- A dedicate personnel in project coordination, and report to HKCTA in a regular basis;
- Arrange post-event review meetings as requested by HKCTA;
- Assist HKCTA to obtain feedback and KPI for reporting purposes;
- To deliver the above said plan within the defined budget and schedule; prepare completion reports, according to the agreed plan and timeline.

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

- i. Post-event evaluation report – to be submitted within 7 days after the tournament
- ii. News clippings report (soft copy) – to be submitted on the next day following the PR event (or any event) no later than 11am;
- iii. News clipping report (hard copy) – to be submitted within 3 days after the event;
- iv. Media attendance list – to be submitted on the next day following the PR event (or any event); need to include media outlet's Name, Contact Person, Contact No. and Email Address;
- v. Post-event PR Report – to be submitted within 7 days after the tournament;
- vi. Social media coverage report- to be submitted within 14 days after the tournament;
- vii. Players' social media coverage report - to be submitted within 14 days after the tournament;
- viii. Any relevant reports provided by 3<sup>rd</sup> party media agency (if any);
- ix. Archived / photobank / videoclips of all photos / videos taken for the events (if any).
- x. Post campaign evaluation report – to be submitted within 14 days after the tournament.

**Remarks:**

- i. Company must comply with any regulatory requirements, restrictions, etc., in relation to the service provided to HKCTA under this tender, including those imposed by the Government of the HKSAR and the venue management company.
- ii. The costs as listed out in the fee proposal should match with the creative design and plan provided in the technical proposal.
- iii. HKCTA can, at its sole discretion, decide to engage different Companies to provide services for different items as listed and to include or take out any item/project, partially or completely, in the final contract. Interested companies who submit proposals for all services/items should take this into account and provide the best estimated quotation in the Fee Proposal in case not all services/items/projects are not awarded to the same Service Provider.
- iv. HKCTA welcome proposals for all three events together, but may, at its sole discretion, award event contracts to different companies.
- v. Company to include all fees, including design, production and management fees in its fee proposal.
- vi. HKCTA retains the sole discretion to determine the outcome based on solely the submissions of the tenderers and/or their presentations.
- vii. HKCTA reserves the right to remove items based on its final requirements.
- viii. HKCTA reserves the right to request for alternative proposal if the cost of the proposal(s) is/are not realistic to the project budget.

## 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:

- Creative concept & proposal quality demonstrating innovation & execution capability 40%
- Price (excluding the optional items): 30%
- Inclusion of clear implementation details and timetable 10%
- Inclusion of measurable / tracking mechanism 10%
- Relevant experience and manpower resources to support the scope of work 10%

### Important Note:

For the purpose of event specific evaluation, **2 separate technical proposals (physical copy & soft copy in USB)** indicating initiatives applicable for WTA and ATP respectively are required. While the intention is to offer the same scope of work to one tenderer across the 3 tournaments, we may take into consideration the possibility to award same scope of work to more than one tenderer if there is an imminent need to have significant difference in the tactic in deliver such scope of work under different tournaments.

Likewise, we may consider it necessary to award our work to more than one tenderers under the same section / category of scope of work.

## 10. Major Project Timeline (Tentative)

Date	Description
26 Jun 2024 (By 12 noon)	Deadline for submission proposal and budget
26 to 30 Jun, 2024	Vetting meeting with presentation of the shortlisted tenderers (shortlisted tenderers will receive an email notification)
Week of 1 Jul, 2024	Announcement of tender result (appointed company(ies) will receive an email notification)
End of Jul 2024 to Jan 2025	Starts deliverables according to agreed plan
Feb 2025	Project completion and report submission

## 11. Payment Schedule (Tentative)

The service fee is due and payable in accordance with the follow schedule (detail date to be discussed with appointed company):

- a) Deposit (20% of the total contract sum) after signing of official agreement / contract
- b) 40% of the total contract sum as 2<sup>nd</sup> installment after starting the mutually agreed key initiatives
- c) 20% of the total contract sum as 3<sup>rd</sup> installment after submission of a wrap up report
- d) Remaining balance (20% of the total contract sum) after completion of services, provided that the service is satisfactory delivered and a finalized wrap-up report submitted

## 12. 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 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.

b. Anti-Collusion

- i. Company shall not communicate to any person or entity other than HKCTA 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 HKCTA a duly signed warranty in the form set out in Appendix 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. Company 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 agreement.
- ii. Company shall be liable to all damage to any property in the event venue arising from the provision of services due to the negligence of the Company or its employees.

d. Insurance

- i. Company 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 Company in the provision of services under the Venue Setup Contractor agreement.

### 13. Expression of Interest

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

### 14. 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 HKCTA and the Event. This tender document, however, does not commit the HKCTA to award a contract for the goods and/or services offered or to pay any costs incurred in the preparation of the tender application. HKCTA 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 HKCTA to do so. The decision of HKCTA shall be final.



**Appendix 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 Hong Kong Tennis Series 2024/2025. I confirm that the information given in the submitted proposal documents are true, complete, accurate and not misleading.

Authorised Signature: \_\_\_\_\_

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

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

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



## Appendix 2 – Warranty (Please attach to the Technical Proposal)

To: Hong Kong, China Tennis Association Limited

Dear Sir/Madam,

### Warranty

1. By submitting a proposal, the applicant represents and warrants that
  - i. it has not communicated and will not communicate to any person or entity other than the Hong Kong, China Tennis Association 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, the Hong Kong, China Tennis Association Limited shall be entitled to, without compensation to any person or liability on the part of the Hong Kong, China Tennis Association:
  - i. reject the proposal submitted;
  - ii. if the Hong Kong, China Tennis Association Limited has accepted the proposal, withdraw its acceptance of the proposal; and
  - iii. if the Hong Kong, China Tennis Association Limited has entered into the contract with the applicant, terminate the contract.
3. The applicant shall indemnify and keep indemnified the Hong Kong, China Tennis Association 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, China Tennis Association 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, China Tennis Association 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.

Authorised Signature & Company Chop:

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Name of Person Authorised to Sign (in Block Letters):

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Name of Applicant in English (in Block Letters):

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Date:

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**Appendix 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 : \_\_\_\_\_

## Appendix 4: Reply Slip for Tender Briefing with site visit (Return by Email)

I/we would like to attend the tender briefing (with site visit) for the Tender for Venue Setup Contractor during week of 6 May at **Victoria Park Tennis Stadium, Causeway Bay, Hong Kong.**

1 Name of Company (English) : \_\_\_\_\_  
(Chinese) : \_\_\_\_\_

### 2 Contact Person

(a) Name : \_\_\_\_\_  
(b) Title & Department : \_\_\_\_\_  
(c) Mobile Phone No. : \_\_\_\_\_  
(d) Direct line : \_\_\_\_\_  
(e) Email address : \_\_\_\_\_  
\_\_\_\_\_

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#### Note:

1. Each Tenderer shall register for five attendees at most.
2. Please return the completed reply slip by email to [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org) **no later 26 Jun 2024.**
3. Please contact Mr. Tom Reed at [procurement.hkto@tennishk.org](mailto:procurement.hkto@tennishk.org) for any enquiry.



## Appendix 5: Supplementary information about Tournament Village, VIP Area & Player Areas

### Activities @ Public Tournament Village

With reference to our focus group study previously conducted, the following activities are the ones which typically arouse the interest of the general public:

- **Mini Tennis Courts:** Kids can try out tennis playing in the mini practice court(s). This may even help discovery of their talent to play tennis. *[we may change to pickleball courts this year]*
- **Game Booths for All Ages:** Young parents should find the Public Village a place that can provide family activities in the heart of the city and an attractive place to go with their children. On the other hand, to cater for different needs of the general public, it is preferable to have game booths that can entertain not only the kids but also people of all ages.
- **Photography Opportunities and Linkage between Tennis Stadium and Village:** It is recommended to have a photo corner for the general public and ticket holders to have a photography opportunity which would help engage visitors to create content to be shared on social media to further help promote the tournaments.
- **Live Broadcast Entertainment Zone:** One of the favourite activities from audiences' feedback is live broadcasting of the tournament in the Public Village in previous years. It is thus recommended to create a relaxed and 'chilled' atmosphere under which family and friends can hang out and enjoy the matches.
- **Catering Service:** Catering services are currently TBC, but at a minimum will have a drinks and light food service counter next to the VIP area, subject to the confirmation of catering tender. Additional F&B for the Village may be confirmed later.
- **Official Merchandise Booth:** In other previous events, the design of the official merchandise booth looks like a counter for selling merchandise items. However, we would like to have it designed in a more open and welcoming style to audiences. Company should also propose the design of the booth to match the key themes.
- **Workshop zone:** We may hold some handmade workshops such as tennis ball upcycling workshop, face painting workshop, etc. to create memories for audiences.
- **Green Initiatives/Recycling area:** In recent years HKCTA has made a push to enhance the green initiatives and sustainability of the events and invite the public to participate in an engaging way (for ATP 250 2024 the Big Waster Mascot attended the events).

### VIP Champions Club, Culinary Room & Player Areas

With reference to our focus group study conducted earlier, the following will be required to serve VIPs and Players:

- **Champions Club:** For VIP guests and box ticket holders, hospitality and catering services are served in the Champions Club which features both inside and outside areas. Guests can enjoy a rolling buffet and drinks in a comfortable environment. As practice courts are right next to the Champions Club, VIPs can watch star players practice during day and night times.
- **Culinary Room:** A high-end dining experience, the Culinary Room will feature restaurants and chefs from some of the top establishments in Hong Kong. This year the Culinary Room will be a separate structure and area from the main VIP Champions Club with high-end decoration and finish. Features a show kitchen (provided by sponsor) so patrons can watch the chef in action preparing the meals.
- **Player Lounge and Player Dining:** These are the places for players to relax between matches and practice and be served with catering, respectively. Company should create a relaxed atmosphere with functionality. We have previously set up video games and air hockey for players to play. Company should suggest some mini games/activities in Player Lounge (e.g. pool, table tennis etc).



