

1 Oct 2024

Dear Sir / Madam,

Tender Reference No. HKTOEM/2024/012
Invitation to Tender for the Media Buying and Planning
Services Provider for the
Prudential Hong Kong Tennis Open 2024

You are invited to submit a tender for the Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2024 (“**the 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 **2pm on 7 October 2024** (Hong Kong time) into the tender box located at the office of **Hong Kong Tennis Open Event Management Limited (“HKTOEM”) - Room 1021, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong**. Tenders submitted after the above time or tenders deposited at a place other than that stated above will **NOT** be considered.
2. The labels for the two sealed envelopes shall be specified as follows:
 - a. Label with “Technical Proposal for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2024”
 - b. Label with “Fee Proposal for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2024”
3. The tenderer shall provide the completed “Company information” as provided in Annex 3 of the tender invitation.
4. In the event of Typhoon Signal No. 8 or above, or Black Rainstorm Warning is hoisted on the tender closing date, the closing time will be automatically postponed to the same time of the next working day.
5. Neither HKCTA 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. NO interview session will be arranged for this tender.
8. All tender documents can be downloaded from the Hong Kong, China Tennis Association (HKCTA) website: <http://www.tennishk.org/en/about-us/tender-information>.
9. For queries regarding this tender invitation and/or tender process, please contact Ms. Edith LUN at 2504 8266 or via email: procurement.hkto@tennishk.org.

Yours sincerely,



Chris Lai
Director

Encl.

Tender Reference No. HKTOEM/2024/012
Invitation to Tender for the Media Buying
and Planning Services Provider for the
Prudential 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.: HKTOEM/2024/012

Media Buying and Planning Services Provider for the Prudential
Hong Kong Tennis Open 2024

Name of Tenderer: _____

Closing Time and Date: 2pm on 7 October 2024

“Confidential”

Fee Proposal

Hong Kong Tennis Open Event Management Limited
The Tender Box
Room 1021, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong

Ref: No.: HKTOEM/2024/012

Media Buying and Planning Services Provider for the Prudential
Hong Kong Tennis Open 2024

Name of Tenderer: _____

Closing Time and Date: 2pm on 7 October, 2024

Tender Documents for Media Buying and Planning Services Provider for the Prudential Hong Kong Tennis Open 2024

Employer

Hong Kong Tennis Open Event Management Ltd (“HKTOEM”), a subsidiary of Hong Kong Tennis Association

Room 1021,1 Stadium Path, So Kon Po,

Causeway Bay,

Hong Kong

Oct 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, 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 WTA250 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: a. Prudential Women's Challenge 2024- WTA 125 event ("WTA 125") (29 September to 6 October 2024) b. Prudential Hong Kong Tennis Open 2024- WTA 250 event ("WTA250") (26 October to 3 November 2024) c. 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 WTA250 event and invites applicants to submit proposals and quotations according to the outlined scope of work, which is divided into seven distinct sections.

2. The Tournaments

Prudential Hong Kong Tennis Open 2024 (WTA 250)

The Prudential Hong Kong Tennis Open will return for its 7th 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 offcourt 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 VIP ‘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.

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)

3. 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_En_g.pdf for more information

4. Purpose of the Tender

HKTOEM is looking for interested service provider(s) to provide all media buying and planning services in relation to the strategic planning, promotion of the event and solicitation of ticket sales. The purpose of the Tender is to solicit proposals to establish a contract with qualified media buying and planning service provider (the “Company” or “Service Provider”) that can provide comprehensive and cost-effective media plan for the Tournament to further enhance PHKTO’s public awareness both locally and internationally and to boost spectators’ interest and hence attendance/ticket sales for the tournament.

Key Deliverables

- Media planning, scheduling and cost negotiation with media platform owners
- Measurable reach, frequency and engagement
- ROI, No. of clickable views, etc.
- Key visual adaptations for the listed advertising channels, but not limited to the listed channels.
- Layout adjustments if needed to perfectly fit into different advertising channels
- Test print arrangements
- Monitor any standby advertising space (if the ad space fit the promotion of the event)

5. Tender and Proposal Contents

Tender and proposal submitted should include the following:

- **Company Background** - Including credentials / Experience in similar events and testimonials (if any)
- **Staffing and Resources** – Team Structure including number of staff and experience of the proposed team should be provided. Resources allocated to the event, including any outsourcing of contracted work (in such case background and credential details of such 3rd party / parties) should also be provided. Team members who are fresh graduates or otherwise possess no prior relevant experience will not be accepted to take charge of any individual projects, and all manpower allocation plans shall be submitted and endorsed by HKTOEM.
- **Service Provider’s experience** in similar international sports events, including company role in such events
- **Proposal of agreement term** for 1, 2 or 3 years is welcomed, but not obligatory.
- **Technical Proposal** - In relation to the Media Buying and Planning services, the scope of services is divided into the following categories:
 - a. Overall Advertising Planning (without any price figures)
 - b. Media Plan

Detailed Scope of Services:

Overall Advertising Planning

With reference to the proposed media plan for this year's event, the Service Provider is requested to provide their professional advice / insights and develop an overall comprehensive media plan that will develop brand awareness and deliver the relevant messages to the dedicated target market / audience. The Service Provider is also required to design the ads for individual media placement so that HKTOEM can get the most effective advertising in each market. In contemplating the strategy, the Service Provider should bear in mind the following principles:

Cost-effectiveness and measurable success through digitisation: Over the past few years, marketing efforts of PHKTO have heavily relied on traditional media platforms. For example, significant budget has been spent on print media and outdoor media. The management team believes that there is room for improvement in introducing a more systematic and measurable approach to manage the campaign. HKTOEM is seeking strategic insights to digitise our marketing platform providing measurable ROI and insightful analytics for continuous development.

Media Plan

- Recommendation on Media mix
- Media booking, scheduling and liaison
- Planning, negotiation and execution of media promotions

Reporting Requirement for the Service provider:

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

- a. Post-media buy Report (both print / digital and OOH) – to be submitted within 7 days after the tournament
- b. Media-Buy Report (Hard copy – Print) – to be submitted within 7 days after the tournament
- c. Any relevant reports provided by 3rd party media agency (if any);

Procurement Requirement for All Services Rendered by Sub-Contractors:

With the objective of ensuring openness, fairness and value for money, the selected Service Provider, when procuring sub-contractors who are in any way involved in the Event, shall exercise the utmost prudence in selecting the sub-contractor and ensure that such procurement is carried out in an open, unbiased, fair and competitive manner. Service Provider should provide document proof on such

exercise. Please find the table below as reference for the procurement procedures required by HKTOEM. **Please note that the below procedure shall only apply in cases where the selected service provider procures media placements for optional items and have not been quoted for in the service provider's financial proposal.**

Monetary Level	Quotation/ Tender obtained	Approving Authority
< HK\$ 50,000.00	At least 2 quotations	Acceptance of an offer can only be approved by another officer not lower than the rank of the officer calling the quotations
Between HK\$50,000.00 to HK\$1,430,000.00	At least 5 written quotations	Acceptance of an offer can only be approved by another officer not lower than the rank of the officer calling the quotations
>HK\$1,430,000.00	Adopt open and competitive tendering procedures and accept the lowest conforming bids	Appoint a tender board of not less than 3 persons to consider and decide on the acceptance of tender or advise on the acceptance of tenders

If the service provider cannot obtain the required number of quotation or the lowest conforming bid is not selected, full justification must be given and properly documented.

6. Budget and Fee Proposal

The planned budget for this contract should include all 3rd party fees and production fees. The total amount in any case should NOT exceed HK\$4.5million. Tenderers should include all mandatory items in the below table in their fee proposal as well as a selected number of suggested items. Details as below:

Target Audience: Covered Primary & Secondary target		
Media	Format	Remarks
Print		
Headline Daily	Full page 4C, ROP	Format proposed by Tenderer
Skypost	Full page or quarter page, 4C, ROP	Format proposed by Tenderer
AM730	Full page or quarter page, 4C, ROP	Format proposed by Tenderer
Oriental Daily	Full page 4C, ROP	Format proposed by Tenderer
HKET	Zero or 1 Cover, standby	Format proposed by Tenderer
Sing Tao Daily	Zero or 1 Cover, standby	Format proposed by Tenderer
Oriental Daily	Package for July to Oct	Format proposed by Tenderer

South China Morning Post	Full page or quarter page, 4C, ROP	Mandatory
South China Morning Post	Package	Mandatory
Sing Tao Daily	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
U Magazine	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
Weekend Weekly	Zero or 1 Full page 4C, ROP	Format proposed by Tenderer
OOH		
MTR 12-sheet panels	Zero or ≥ 50 x trackside	Format proposed by Tenderer
MTR Escalator display	Zero or ≥ 50 x panels	Format proposed by Tenderer
Bus Body	Zero or ≥ 30 x bus body	Format proposed by Tenderer
Bus Shelter	Zero or > 1 x Flagship Bus Shelter Domination	Mandatory
Tram Wrap	Zero or ≥ 5 x Tram	Format proposed by Tenderer
Tram Shelter	Zero or ≥ 5 x shelter	Format proposed by Tenderer
Outdoor giant display	Zero or > 1 x item	Format proposed by Tenderer
Cross harbour tunnel	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Western Harbour tunnel	Zero or \geq min 1 week	Format proposed by Tenderer
Outdoor billboard	Zero or ≥ 1 x panel	Mandatory
K11 Shopping mall	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Grant billboard around the city, if any	Zero or ≥ 1 x Billboard, standby. min 1 week	Format proposed by Tenderer
Digital TV	Zero or ≥ 1 week	Mandatory
Digital		
Paid Search: Google	1 week	Mandatory
Paid Search: Bing (Yahoo)	1 week	Mandatory
Digital Display Network	Zero or ≥ 3 days	Mandatory
Mobile Advertising	Zero or ≥ 3 days	Mandatory
Programmatic/digital banner	Zero or ≥ 10 days	Mandatory
YouTube Advertising	Zero or ≥ 10 days	Format proposed by Tenderer
Sportsroad	Zero or ≥ 1 article	Format proposed by Tenderer
Social Media		
Facebook Ads	10 days	Mandatory
IG Ads	10 days	Mandatory
WeChat Ads	Zero or ≥ 10 days	Format proposed by Tenderer
Xiaohongshu	Zero or ≥ 10 days or 5 posts	Format proposed by Tenderer
Optional Item		
Please propose any other media means you deem	Please propose.	Format proposed by Tenderer

fit.		
Agency fee	For whole project	
Total Amount	Not more than \$4,500,000	

Note: The above media plan is subject to change and we may include other media formats as deemed appropriate.

The Service Provider in its quotation and final invoice **MUST** provide itemized breakdown with details of costs and charges. Clear breakdown such as the following must be provided:

- Advertising cost for every single advertisement;
- commission fee;
- administration, delivery and service charges;
- 3rd party costs;
- production costs (if any).

7. Tender Selection Criteria

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

Ability to meet the scope of work:	20%
Qualifications and Experience	20%
Demonstrated capability	20%
Price (exclude optional items)	40%

The criteria that will be used to assess the Company's Ability to meet the scope of work will be as follows:

- a) Demonstrate strategies (with detailed objectives and schedules) to maximise the awareness, both locally and internationally, as well as increasing spectator attendance

The criteria that will be used to assess the Company's Qualifications and Experience will be as follows:

- a) Company's experience in relevant events
- b) Qualifications and expertise of staff involved in this event

The criteria that will be used to assess the Company's Demonstrated capability will be as follows:

- a) Examples of relevant past projects in international and/or sports events showing the ability to develop and execute a media buying plan that excelled in driving awareness & ticket sales and created positive impressions

b) Any references / testimonials provided

8. Others

Offering Gratuities

- a) Company shall not, and shall procure that his employees, agents and sub-contractors shall not, offer an advantage as defined in the Prevention of Bribery Ordinance, (Cap 201) in connection with the tendering and execution of the Media-Buy Services contract(s).
- b) Failure to so procure or any act of offering advantage referred to in (a) above committed by Company or by an employee, agent or sub-contractor of the tenderer shall, without affecting the Company's liability for such failure and act, will result in its tender being invalidated.

Anti-Collusion

- a) Company shall not communicate to any person or entity other than HKCTA and HKTOEM the amount of any tender, adjust the amount of any tender by arrangement with any other person, make any arrangement with any other person about whether or not he or that other person should or should not tender or otherwise collude with any other person in any manner whatsoever in the tendering process. Any breach of or noncompliance with this sub-clause by Company shall, without affecting the Company's liability for such breach of rules and laws or non-compliance, invalidate the tender.
- b) Sub-clause (a) of this Clause shall have no application to the Company's communications in strict confidence with his own insurers or brokers to obtain an insurance quotation for computation of tender price and communications in strict confidence with his consultants / sub-contractors to solicit their assistance in preparation of tender submission.
- c) Company shall submit to HKTOEM a duly signed warranty in the form set out in Annex 2 to the effect that he understands and will abide by these clauses. The warranty shall be signed by a person authorized to sign the contract on Company's behalf.
- d) Any breach of any of the representations and/or warranties by Company may prejudice Company's future standing as a HKTA and its affiliate's contractor.

License

- a) Media-Buy Services Provider shall secure and pay for any such licenses and comply fully with any and all applicable laws, ordinances and regulations for the services provided under the Media-Buy Services agreement(s).
- b) Media-Buy Services Provider shall be liable to all damage to any property in the event venue arising from the provision of offsite catering service due to the negligence of the tenderer or its employees.

Insurance

- a) Media-Buy Services Provider shall take out and maintain adequate public liability insurance with a reputable insurance company to cover all of its liabilities under ordinances, statute or at common law in respect of personal injury to or death of any person and loss of damage to property, whether real or personal, as a result of the provision of the services under the Media-Buy Services agreement(s) with a minimum limit of HK\$50 Million per incident.
- b) Media-Buy Services Provider shall take out and maintain Employee's Compensation Insurance to cover all of its liabilities under the ordinance, statute or at common law for all persons employed by Media-Buy Services Provider in the provision of services under the Media-Buy Services agreement(s).

9. Expression of Interest

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

10. Terms & Conditions

All tender applications satisfying the requirements of this request for proposals will be evaluated to establish which of the applicants' proposals would best fulfill the needs of HKTOEM and the Event. This tender document, however, does not commit the HKTA nor HKTOEM to award a contract, to pay any costs incurred in the preparation of the tender application or a contract for the goods and/or services offered. HKTOEM reserves the right to accept or reject any or all tender applications received as a result of this tender document, to negotiate with all qualified tenderers or to cancel this tender, if it is in the best interests of the HKTOEM to do so. The decision of the HKTOEM shall be final.

Annex 1: Expression of Interest

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

supplier of the Prudential Hong Kong Tennis Open 2024. I confirm that the information given in the submitted proposal documents are true, complete, accurate and not misleading.

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

Annex 2 - Warranty

To: Hong Kong Tennis Open Event Management Limited

Dear Sir/Madam,

Warranty

1. By submitting a proposal, the applicant represents and warrants that in relation to the proposal for Media-Buy Services Provider for the Prudential Hong Kong Tennis Open 2024,
 - i. it has not communicated and will not communicate to any person or entity other than the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management Limited the amount of any proposed price;
 - ii. it has not fixed or will not fix the amount of any proposed price by arrangement with any person;
 - iii. it has not made and will not make any arrangement with any person as to whether it or that other person will or will not submit a proposal; and
 - iv. it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the request for proposal process.

2. In the event that the applicant is in breach of any of the representations and/or warranties in Clause (1) above, Hong Kong Tennis Open Event Management Limited shall be entitled to, without compensation to any person or liability on the part of the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management:
 - i. reject the proposal submitted;
 - ii. if the Hong Kong Tennis Open Event Management Limited has accepted the proposal, withdraw its acceptance of the proposal; and
 - iii. if the Hong Kong Tennis Open Event Management Limited has entered into the contract with the applicant, terminate the contract.

3. The applicant shall indemnify and keep indemnified the Hong Kong Tennis Association and Hong Kong Tennis Open Event Management Limited against all losses, damages, costs or expenses arising out of or in relation to any breach of any of the representations and/or warranties in Clause (1) above.

4. Clause (1) shall have no application to the applicant's communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the proposed price, or with its professional advisers, and consultants or sub-contractors to solicit their assistance in preparation of proposal submission. For the avoidance of doubt, the making of a bid by a bidder to the Hong Kong Tennis Open Event Management Limited in public during an auction will not by itself be regarded as a breach of the representation and warranty in Clause (1)(i) above.
5. The rights of the Hong Kong Tennis Open Event Management Limited under Clauses (2) to (4) above are in addition to and without prejudice to any other rights or remedies available to it against the applicant.

Authorized Signature & Company Chop: _____

Name of Person Authorized to Sign (in Block Letters): _____

Name of Applicant in English (in Block Letters): _____

Date: _____

Annex 3: Company Information

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 : _____