

6 July 2026

Dear Sir / Madam,

Tender Reference No. HKTS/2026/010
Invitation to Tender for the Media Buy and Planning Services Provider for
Hong Kong Tennis Season 2026/2027:

Prudential Hong Kong Tennis Open 2026
Bank of China Hong Kong Tennis Open 2027

You ("the Company") are invited by the Hong Kong, China Tennis Association Limited & its subsidiaries ("HKCTA") to submit a tender for Media Buy and Planning Services Provider for Hong Kong Tennis Season 2026/2027: Prudential Hong Kong Tennis Open 2026 ("WTA 250") and Bank of China Hong Kong Tennis Open 2027 ("ATP 250") 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 22 July 2026** (Hong Kong time) into the tender box located at the office of **Hong Kong, China Tennis Association Limited – 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 **two** labels for the sealed envelopes shall be specified as follows:
 - a. Label with **"Technical Proposal"** detailing your proposed strategy, plans and services on providing the required media buy. Please specify whether you are bidding for WTA 250, ATP 250 or both.
 - b. Label with **"Fee Proposal"** detailing the expected charges to be payable to your company on providing the required media buy and planning services. Please specify whether you are bidding for WTA 250, ATP 250 or both.

Please note that the envelopes labelled with **"Technical Proposal"** shall **NOT** include any pricing details. Failure to do so will render the tender null and void.

3. The tenderer shall provide the completed "Company Information" as provided in Annex 3 of the tender invitation.
4. In the event Typhoon Signal No. 8 (or above) or Black Rainstorm Warning still being 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. HKCTA reserves the right to consider the adoption of any proposed 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 HKCTA or any of its related party.
6. HKCTA will not be responsible for the reimbursement of any cost incurred by tenderers for the preparation of the submission.
7. An interview session may be arranged in July at HKCTA's office. HKCTA will inform the shortlisted

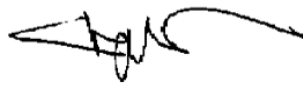
tenderers the details of the interview schedule after the tender closes.

8. All tender documents can be downloaded from the 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. Zoe Lo via email: procurement.hkto@tennishk.org.

Yours sincerely,



Oscar Chow
Steering Committee Chairman



Michael Cheng
HKCTA President

Encl.

Tender Reference No. HKTS/2026/010
Invitation to Tender for the Media Buy and Planning Services Provider for
Hong Kong Tennis Season 2026/2027

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
Room 1021, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong**

**Ref: No.: HKTS/2026/010
Invitation to Tender for Media Buy and Planning Services Provider
For Prudential Hong Kong Tennis Open 2026 AND/OR
For Bank of China Hong Kong Tennis Open 2027**

Name of Tenderer: _____

Closing Time and Date: 12:00 noon on 22 July 2026

“Confidential”

Fee Proposal

Hong Kong, China Tennis Association Limited

**The Tender Box
Room 1021, 1 Stadium Path,
So Kon Po, Causeway Bay, Hong Kong**

**Ref: No.: HKTS/2026/010
Invitation to Tender for Media Buy and Planning Services Provider
For Prudential Hong Kong Tennis Open 2026 AND/OR
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Name of Tenderer: _____

Closing Time and Date: 12:00 noon on 22 July 2026

Tender Document
for
Media Buy and Planning Services Provider for
Hong Kong Tennis Season 2026/2027:

- (a) Prudential Hong Kong Tennis Open 2026
- (b) Bank of China Hong Kong Tennis Open 2027

Employer

Hong Kong, China Tennis Association & its subsidiaries

Room 1021, Olympic House, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong

July 2026

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, the Hong Kong, China Tennis Association and its subsidiaries ("HKCTA") will be staging two professional tennis tournaments as part of the Hong Kong Tennis Season ("HKTS") from October 2026 to January 2027, encompassing 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:

- a. Prudential Hong Kong Tennis Open 2026 – WTA 250 event ("WTA 250") (31 October to 8 November 2026)
- b. Bank of China Hong Kong Tennis Open 2027 – ATP 250 event ("ATP 250") (2 to 10 January 2027)

HKCTA wishes to engage experienced media buy agencies and **invites applicants to submit proposals for either (i) WTA 250, (ii) ATP 250 or (iii) both events together as one package proposal (preferred).**

Victoria Park Tennis Stadium



2. The Tournaments

A. Prudential Hong Kong Tennis Open 2026 (WTA 250)

Launched in 2014, the WTA 250 event has grown to become a key event on the local sporting calendar as well as being renowned internationally, beating more than 20 other events globally to win the WTA 250 Tournament of the Year award in 2018, 2024 and 2025. The Tournament is positioned as a lifestyle and sporting event that is community focused, health-conscious, glamorous, action packed and sustainable, while showcasing some of the world's best women's tennis players in competition.

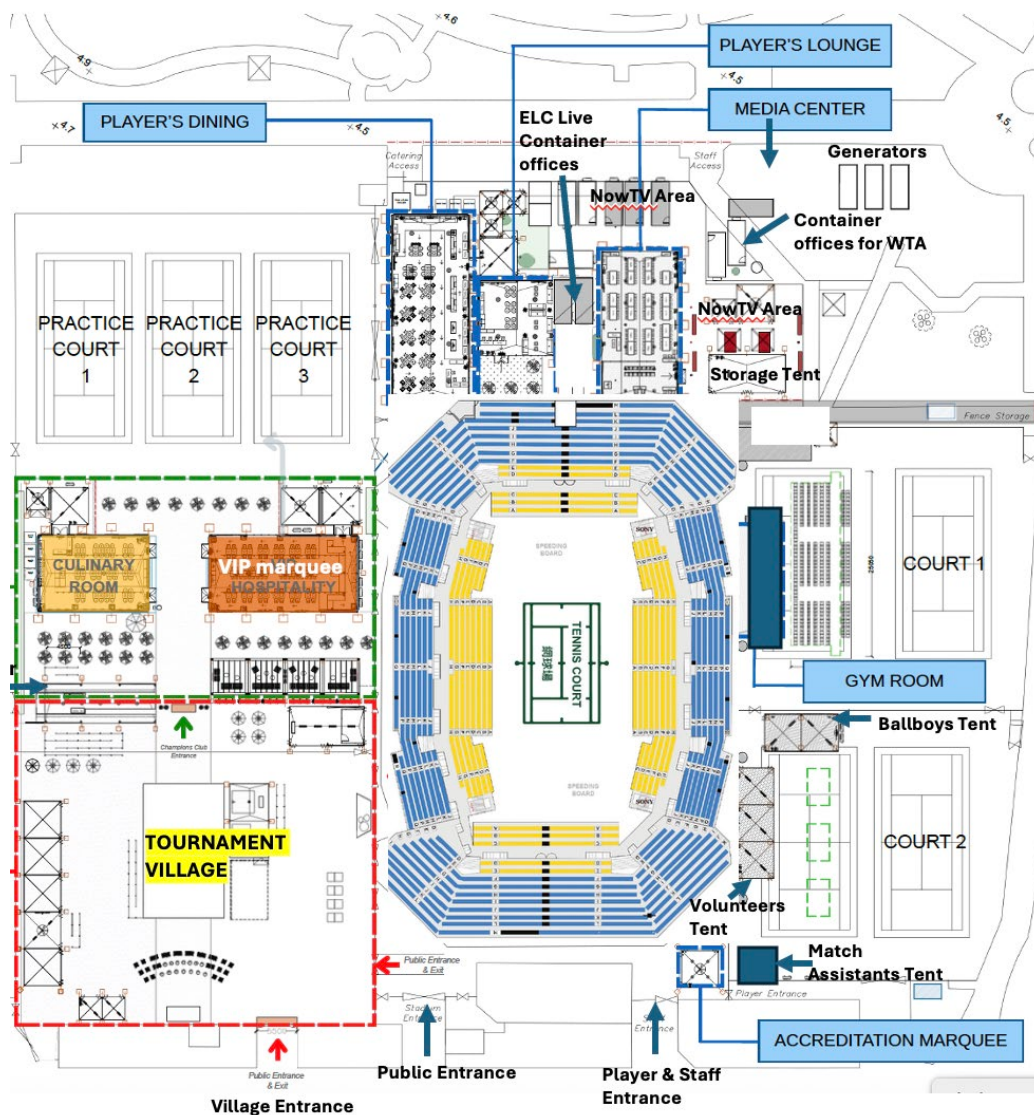
The tournament's main theme would be "Next Gen" (subject to change) with a vibrant carnival atmosphere to encourage everyone in the community to get involved either by watching the matches or visiting the activity-filled Tournament Village. The key aim is to leverage the Event to promote tennis to all in a fun and engaging way, delivering an even more spectacular event than before.

Supported by title sponsor Prudential and the Hong Kong Government, the tournament will be held from **31 October to 8 November 2026** at Victoria Park Tennis Stadium, with the main stadium (3,600 seats) and two additional show courts (approx. 300 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 31 October to 2 November 2026 with paid ticketing from 3 to 8 November 2026, while matches played on Courts 1 & 2 will have free entry throughout the tournament week (match schedule and ticketing details to be finalised at a later stage).

Apart from core tournament activities at the stadium, the Tournament Village will be built on the tennis courts 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 matches live, a pickleball/mini-tennis court, craft market stalls, a player autograph booth, photo ops and tennis themed interactive games, amongst other attractions, all embracing the carnival theme and showcasing a modern and contemporary feel.

The Champions Club for VIP Hospitality guests with indoor and outdoor spaces will be located at Courts 4-6 adjacent to the stadium and Tournament Village, 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 (to be confirmed). Structures for the players and staff working areas will be constructed at the Tai Chi Garden and next to Courts 1 & 2.

Tentative Venue Floorplan (structures not to scale)



The tentative tournament schedule is as follows:

31 October (Saturday) – 1 November (Sunday)	Singles Qualifying (16 draw – 12 matches)
2 November (Monday) – 8 November (Sunday)	Singles Main Draw (32 draw – 31 matches)
2 November (Monday) – 8 November (Sunday)	Doubles Main Draw (16 draw – 15 matches)

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

	Monday 2 Nov	Tuesday 3 Nov	Wednesday 4 Nov	Thursday 5 Nov	Friday 31 6 Nov	Saturday 7 Nov	Sunday 2 8 Nov
MATCH STARTING TIME (TBC)	2 pm	2 pm	2 pm	2 pm	2 pm	2 pm	1:30 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>.

B. Bank of China Hong Kong Tennis Open 2027 (ATP 250)

The Tournament, which is supported by title sponsor Bank of China (Hong Kong) (“BOCHK”) 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. It takes place in the first week of the ATP’s 2027 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.

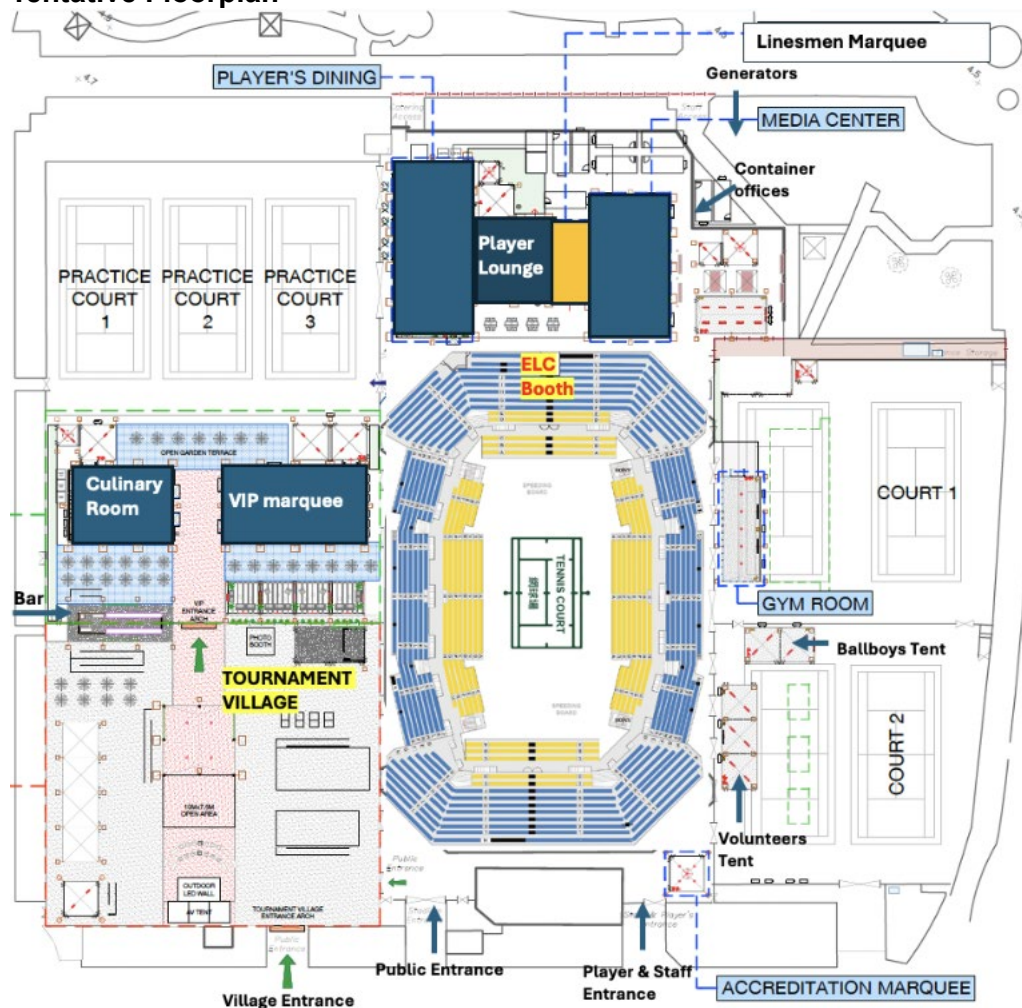
The Tournament showcases the professionalism, power and passion of the ATP players competing as well as the excitement and dynamism of ATP tennis itself, whilst highlighting the fun and festivity of the event for sports lovers and the general public. The overall theme would be “Community” (subject to change), with a tone of celebration, in view of Bank of China (Hong Kong)’s 110th anniversary. The event also 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 BOCHK 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 **3 to 10 January 2027** with the main stadium and two additional show courts used to play matches, as well as 3 courts allocated as practice courts (and 6 additional practice courts allocated at Causeway Bay Sports Ground). Matches for the qualifying rounds on 3 & 4 January (morning) 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 4 January 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



The tentative tournament schedule is as follows:

2 January (Saturday)	Pre-event players' activity
3 January (Sunday) – 4 January (Monday am)	Singles Qualifying (16 draw – 12 matches)
4 January (Monday pm) – 10 January (Sunday)	Singles Main Draw (28 draw – 27 matches)
4 January (Monday pm) – 10 January (Sunday)	Doubles Main Draw (16 draw – 15 matches)

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

	Mon Jan 4	Tue Jan 5	Wed Jan 6	Thu Jan 7	Fri Jan 8	Sat Jan 9	Sun Jan 10
MATCH STARTING TIME* (TBC)	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

For more information about the tournament and the schedule of play for last year, please visit the official website: hkmenstennisopen.com

3. Positioning and Value Proposition of Hong Kong Tennis Season

HKCTA's long-term goal for the tournament season 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 new ways to achieve this through tournament innovations, 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 "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.

For more information, please view:

https://www.wastereduction.gov.hk/sites/default/files/green_event/GreenEvent_Guidebook_Eng.pdf

4. Purpose of the tender

The purpose of this Tender is to invite proposals from qualified media buy and planning service providers (the "Company" or "Companies") to establish a contract for the provision of cost-effective and efficient media buy and planning services in support of the Tournament.

5. Our Marketing Approach

To promote the Tournaments under the HKTS umbrella.

The tennis events under 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". Based on our vision we have summarised four key goals to guide the way and our measure of success:

- **Promote excellence:** Showcase Hong Kong's capability to run a series of international tournaments that meet the highest professional standards, attracting tourists eager to experience the city's vibrant culture and hospitality;
- **Build connection:** Host engaging entertainment events that excite tennis players, enthusiasts, and the general public, while highlighting Hong Kong's attractions to encourage exploration and connection;
- **Create prominence:** Boost Hong Kong's profile as a must-visit destination for tennis fans by promoting and broadcasting events, drawing international visitors to enjoy both the matches and the city's cultural experiences; and
- **Foster development:** Support the growth of tennis in Hong Kong and promote the city as a premier travel destination, creating opportunities for visitors to witness local talent and explore the city's attractions.

6. Target Audience

The key target audience includes the following:

- a. Primary targets:
 - i. 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;
 - ii. Corporates for VIP events, client engagement and hospitality;
 - iii. Tourists, in particular those from GBA;
- b. Secondary target:
 Mass general public, with focus on younger people and young families, as well as general tourists. The Tournament Village will be open to all. We aim to encourage parents to bring along children (aged 3 – 15) and promote healthy outdoor activities to primary / secondary school students.

7. Key Deliverables

- o Advertising:
 - i. Measurable reach, frequency and engagement
 - ii. ROI, no. of clickable views, etc.
 - iii. Key visual adaptations for the listed advertising channels, but not limited to the listed channels
 - iv. Layout adjustments if needed to perfectly fit into different advertising channels
 - v. Test print arrangements
 - vi. Monitor any standby advertising space (if the ad space fits the promotion of the event)

8. Tender and Proposal Contents

The submission should include the following:

- a. **Company Background** - Including credentials / experience in similar events and testimonials (if any)
- b. **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 HKCTA.
- c. **Service Provider's experience** in similar international sports events, including company role in such events
- d. **Proposal of agreement term** for 1, 2 or 3 years is welcomed, but not obligatory.
- e. **Technical Proposal** - In relation to the Media Buy and Planning services, the scope of services is divided into the following categories:
 - i. Overall advertising planning (without any price figures)
 - ii. Media plan (Please refer to section 9 for details of the mandatory and suggested media exposure and placements, and Annex 4 – Key Dates for Events / Activities)

Important note:

- The selected Service Provider is expected to commence its work as soon as the tender is

granted (tentatively in August 2026). First round advertisements will officially be launched around mid-September as ticketing sales commence. Continuous support is expected until early November. Bi-weekly face-to-face progress meetings between the selected Service Provider, HKCTA and the management team of PHKTO and BOCHKTO may be required during the period from September 2026 to January 2027.

- Interested Service Providers should submit their proposals in the format of a PowerPoint presentation of no more than 50 pages in total.
- Your fee proposal is required to indicate cost breakdown in details, such as management fees and production fees required to execute each campaign/activity
- Once the proposal is accepted, HKCTA will not entertain any upward fee/price adjustments, unless such increase has been agreed in writing.

Detailed Scope of Services:

a. 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/adapt the ads as necessary for individual media placement so that HKCTA can get the most effective advertising in each market. In contemplating the strategy, the Service Provider should bear in mind the following:

Cost-effectiveness and measurable success through digital platforms

HKCTA is seeking strategic insights to provide an integrated digital marketing platform providing measurable ROI and insightful analytics for the Event for continuous development. While expenditure on traditional media advertising (i.e. print and outdoor media/OOH) will be an important part of the media mix, HKCTA wishes to leverage more on digital media and platforms to further the reach and engagement of the tournament and maximise ROI.

b. Media Plan

- i. Recommendation on media mix (pls refer to Section 9 for details)
- ii. Media booking, scheduling and liaison
- iii. Planning, negotiation and execution of media promotions

c. Reporting Requirement for the Service provider

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-Media Buy Report (both print / digital and OOH) – to be submitted within 7 days after the tournament;
- ii. Media Buy Report (Hard copy – Print) – to be submitted within 7 days after the tournament; and
- iii. 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. The selected Service Provider

should provide document proof on such exercise. Please find the table below as reference for the procurement procedures required by HKCTA. **Please note that the below procedure shall only apply in cases where the selected Service Provider procures media placements for optional items that are listed in section 9 and have not been quoted for in the service provider's financial proposal.**

Amount	Quotation/ Tender Requirement	Approving Authority
< HK\$ 50,000	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 to HK\$1,430,000	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	Adopt open and competitive tendering procedures and accept the lowest conforming bids	Appoint a tender board of not fewer 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.

9. Budget and Fee Proposal

The two planned budget for this contract should include all 3rd party fees and production fees. The media plan is intended to cater for 2 groups of target audience, split between local visitors and non-local visitors. The total amount in any case should NOT exceed HK\$ 2 million for each tournament (WTA 250 / ATP 250). Tenderers should include all mandatory items in the below table in their fee proposal as well as a selected number of suggested items for each tournament. Details of media plan for each tournament are as below:

Target Audience: Covering Primary & Secondary Targets		
Media	Format	Remarks
Print		
One local Chinese newspaper	Package (including print and online)	Mandatory
South China Morning Post	Package (including print and online)	Mandatory
OOH		
Western Harbour Crossing	Zero or ≥ 1 x Billboard, standby. min 1 week	Mandatory for ATP
Cross-Harbour Tunnel	Zero or ≥ 1 x Billboard, standby. min 1 week	As an alternative for WTA if Western Harbour Crossing not available
SOGO Digital TV	Zero or ≥ 3% SOV. min 1 week	Mandatory
Admiralty Centre – Site East Billboard	Zero or ≥ 1 x Billboard, standby. min 1 week	Format to be proposed by Tenderer

MTR Escalator display	Zero or ≥ 50 x panels	Format to be proposed by Tenderer
MTR 12-sheet panels	Zero or ≥ 50 x trackside	Format to be proposed by Tenderer
Bus Body	Zero or ≥ 30 x bus body	Format to be proposed by Tenderer
Bus Shelter	Zero or > 1 x Flagship Bus Shelter Domination	Format to be proposed by Tenderer
Tram Wrap	Zero or ≥ 5 x Tram	Format to be proposed by Tenderer
Tram Shelter	Zero or ≥ 5 x shelter	Format to be proposed by Tenderer
Grant billboard around Causeway Bay, if any	Zero or ≥ 1 x Billboard, standby. min 1 week	Format to be proposed by Tenderer
Outdoor giant display	Zero or > 1 x item	Format to be proposed by Tenderer
Digital		
Paid Search: Google	30 days	Mandatory
Paid Search: Bing (Yahoo)	30 days	Mandatory
Digital Display Network	Zero or ≥ 15 days	Format to be proposed by Tenderer
Mobile Advertising	Zero or ≥ 5 days	Format to be proposed by Tenderer
YouTube Advertising	Zero or ≥ 10 days	Format to be proposed by Tenderer
Sportsroad	Zero or ≥ 1 article	Format to be proposed by Tenderer
Social Media		
Facebook Ads	30 days	Mandatory
IG Ads	30 days	Mandatory
WeChat Ads	Zero or ≥ 10 days	Format to be proposed by Tenderer
Xiaohongshu	Zero or ≥ 10 days or 5 posts	Format to be proposed by Tenderer
Douyin	Zero or ≥ 10 days or 5 posts	Format to be proposed by Tenderer
Optional Item		
Please propose any other media means you deem fit.	Please propose.	Format to be proposed by Tenderer
Agency fee	For whole project	
Total Amount	\$2,000,000	

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

The tenderer **MUST** provide itemised breakdown with details of costs and charges in its quotation and final invoice. 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; and
- production costs (if any).

10. Tender Selection Criteria

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

Price (exclude optional items)	40%
Ability to meet the scope of work	30%
Qualifications and Experience	20%
Demonstrated capability	10%
Total	100%

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

- 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:

- Company's experience in relevant events
- 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:

- 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
- Any references / testimonials provided

11. Others

11.1 Offering Gratuities

- 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.
- 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.

11.2 Anti-Collusion

- 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.
- 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 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.
- d. Any breach of any of the representations and/or warranties by Company may prejudice Company's future standing as a HKCTA and its affiliate's contractor.

11.3 License

- a. 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.
- b. 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.

11.4 Insurance

- a. Company 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. 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 Media-Buy Services Provider in the provision of services under the Media Buy Services Agreement(s).

12. Expression of Interest

Company shall submit to HKCTA, 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.

13. Terms & Conditions

All tender applications satisfying the requirements of this request for proposals will be evaluated to establish which proposal best fulfill the needs of HKCTA and the Events. This tender document, however, does not commit 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.

Annex 1: Expression of Interest

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

the Prudential Hong Kong Tennis Open 2026 and / or* Bank of China Hong Kong Tennis Open 2027.
I confirm that the information given in the submitted proposal documents are true, complete, accurate
and not misleading.

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

**Please delete where not applicable.*

Annex 2: Warranty

To: Hong Kong, China Tennis Association Limited

Dear Sir/Madam,

Warranty

1. By submitting a proposal, the applicant represents and warrants that in relation to the proposal for Media Buy and Planning Services Provider for the Hong Kong Tennis Season 2026/27,
 - i. it has not communicated and will not communicate to any person or entity other than the Hong Kong, China Tennis Association 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, 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 Limited:
 - 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.

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 Website : _____

- 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 : _____

Annex 4: Key Dates for Events / Activities (Tentative)

DATE	Prudential Hong Kong Tennis Open 2026
Late Sep / early Oct 2026	Ticket Launch
	Press conference
TOURNAMENT WEEK (31 Oct to 8 Nov 2026)	Draw Ceremony
	Charity/Celebrity Challenge & Kids Day
	Players' party
	Tournament Village Opens
	Prize Presentation

DATE	Bank of China Hong Kong Tennis Open 2027
Early Dec 2026	Ticket Launch
	Press conference
TOURNAMENT WEEK (3 to 10 Jan 2027)	Draw Ceremony
	Opening Ceremony (TBC)
	Key activities (110 Challenge) / performance (TBC)
	Shopping Mall events (TBC)
	Kids Day
	Players' party
	Tournament Village Opens
	Prize Presentation