

To: Hong Kong, China Mountaineering and Climbing Union Limited

## Tender Technical Bid

### HK BOULDERING CHAMPIONSHIPS 2025 & ASIAN CUP (BOULDER) 2025: PROVISION OF EVENT MARKETING AND PUBLIC RELATIONSHIP SERVICES - OPEN TENDERING

#### **Provisional Programme**

<b>Name of event</b>	<b>Date of event</b>	<b>Venue</b>
HK Bouldering Championships 2025 (HKBC2025)	Mar 1-2, 2025	Piazza, Kowloon Park
Asian Cup (Boulder) 2025 (AC2025-B)	Mar 8-9, 2025	Piazza, Kowloon Park

#### **A. Event marketing services for HKBC 2025 & AC2025-B**

<b>Specification</b>		<b>Description (Please indicate the details, i.e. dimension / quantity etc. wherever appropriate)</b>
<b>1.</b>	<b>Event marketing, including but not limited to the following items:</b>	
	<b>1.1 Marketing plan with timeline (please attach a separation sheet).</b>	<b>Please submit tentative marketing schedule</b>
	<b>1.2 Social Media Management (Ownership of all official social media accounts and contents by HKCMCU)</b>	
	1.2.1 Social media management (YouTube, Facebook and Instagram). HKCMCU has the ownership of all official social media accounts;	<b>Included unless otherwise specify:</b>
	1.2.2 Instant photos/updates to share with followers in social media (not less than 30 updates, share other posts are not counted);	<b>Included unless otherwise specify:</b>
	1.2.3 Post Competition results: immediate update the official results announcement, images and videos from competitions;	<b>Included unless otherwise specify:</b>
	1.2.4 Produce behind-the-scenes updates and post in the social media (not less than 20 updates);	<b>Included unless otherwise specify:</b>
	1.2.5 Produce video messages from climbers (not less than 10 messages) and post in social media;	<b>Included unless otherwise specify:</b>

	1.2.6 Feature different top climbers in Hong Kong and Asia Professional athletes' interview in social media (not less than 8 interview);	<b>Included unless otherwise specify:</b>
	1.2.7 Others, if any (please specify):	
	<b>1.3 Sponsorship Arrangement</b>	
	1.3.1 Prepare sponsorship proposal;	<b>Please submit tentative sponsorship proposal</b>
	1.3.2 Source not less than 15 Sponsors for athletes pack, souvenirs, prizes for winners;	<b>Included unless otherwise specify:</b>
	1.3.3 Source Sponsors including products and cash sponsorship;	<b>Included unless otherwise specify:</b>
	1.3.4 Others, if any (please specify):	
	<b>1.4 Public Relations service</b>	
	1.4.1 Detailed proposal with timeline (please attached a separation sheet).	<b>Please submit tentative proposal</b>
	1.4.2 Media management, including press release before and after the competition (not less than 6 press release) ;	<b>Included unless otherwise specify:</b>
	1.4.3 Provide manpower on event days for handling media enquiries.	<b>Please advise minimum on. of on-site staff</b>
	1.4.4 Others, if any (please specify):	
	<b>1.5 Promotional plan</b>	
	1.5.1 Printing items production, including but not limited to the following items (2 different designs for 2 events) :	
	1.5.1.1 Promotion items. (including souvenirs for guests, competitors and spectators)	<b>Please propose the list of promotion items with quantity per event:</b>

	1.5.1.2 All the designs must be approved by HKCMCU before launch. HKCMCU has the ownerships of all designs and competition logos (if any);	<b>Confirm deliverable:</b>
	1.5.1.3 Submit design for HKCMCU approval;	<b>Included unless otherwise specify:</b>
	1.5.1.4 Others, <i>if any (please specify):</i>	
	1.5.2 Boulder competition rules and climbing knowledge education to general public;	<b>Included unless otherwise specify:</b>
	1.5.3 Promotional Video production including filming and editing feature (as least 1 video for each event);	<b>Included unless otherwise specify:</b>
	1.5.4 Competition Recap Video 1.5-2 mins. and to be played during each prize presentation ceremony and social media (2 different videos for 2 events; HKCMCU has the ownership of all videos taken by the contractor)	<b>Included unless otherwise specify:</b>
	1.5.5 Provide photography and not less than 500 photos in each competition event and prize presentation ceremony; (HKCMCU has the ownership of all photos taken by the contractor);	
	1.5.6 Others, <i>if any (please specify):</i>	
<b>2.</b>	<b>Prize ceremony</b>	
	2.1 To plan, organize, and execute a prize ceremony after competition (according to IOC protocol).	<b>Included unless otherwise specify:</b>
	2.2 To develop a detailed schedule and program for the prize ceremony, including the presentation of awards, speeches and any other relevant activities.	<b>Included unless otherwise specify:</b>
	2.3 All manpower for Prize ceremony (at least One Male and One Female MC to host Prize Ceremony by Bilingual: Cantonese and English are required);	<b>Included unless otherwise specify:</b> (Please advise / confirm no. of staff.)

	2.3 Others, <i>if any (please specify):</i>	
3.	<b>Cooperate with event organizer, production, management and livestreaming services contractor to facilitate the event running smooth.</b>	<b>Included unless otherwise specify:</b>
4.	<b>Others, <i>if any (please specify):</i></b>	

Remarks:

- All the designs must be approved by HKCMCU before production.
- HKCMCU has the ownerships of all designs, photos, videos and competition logos (if any).
- Please submit the draft design.

***B. Company portfolio and / or team profile with key personnel to be involved in the project, together with a timeline program and management plan.***

**(Please attach a separate sheet if not enough space)**

***HKCMCU reserves the right to amend the above items whenever appropriate.***

Interested parties should submit the Tender for Technical Bid and Financial Bid in **SEPARATE SEALED ENVELOPE** by **12:00 noon 13 September 2024 (Friday)** to the following address:

**Hong Kong, China Mountaineering and Climbing Union Ltd.**

**Room 1013, Olympic House, No. 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong**

**Submitted by :**

Company Name with chop : \_\_\_\_\_

Contact person : \_\_\_\_\_

Tel. No. : \_\_\_\_\_

Email : \_\_\_\_\_

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