**Tender for PR and Marketing Retainer for Rowing Programme**

1. **Description of Works**

A full year programme to promote the concept of “Olympic Values” and cultivate “Exercise as a Habit” from land to sea with the aid of Virtual Reality technology and build a sport community at a new water sports city hub.

The Works to be executed comprise provision of professional PR and marketing services for The Hong Kong Award For Young People (HKAYP) from January to December 2022.

1. **Objectives**
   1. Empower youth with particular sports skills to facilitate their career development.
   2. Enhance physical and mental wellness of persons especially those low-achievers, deprived youngsters and obese persons through water sports activities with support of Olympic Values.
   3. Create platform for social interaction through sports journey and build sports community with mentorship scheme.
   4. Target Group: Underprivileged youth and family, persons with overweight, academic underachievers etc.
2. **Scope of Works**
   1. Public Relations and Marketing
      * Year-round promotion to promote and increase awareness of the campaign.
      * Key event management: Opening Ceremony, School Sports Day, Indoor Paddling Competition, Annual Water Sports Carnival from design to event production.
      * Arrange media interview.
      * PR crisis management.
      * Branding
        + Design Artwork: logo, programme flyer
        + Logo Guideline
        + Corporate Premiums e.g. T-shirt, water bottle, towel
        + Elements and mood: rowing, blue, active
      * Publish “Teacher Handbook” about Olympics Value (based on star athletes’ stories)
        + Integrate with 14 star athletes
   2. Opening Ceremony
      * Pre-heat: media pitching and interview, press release, and delivery to mainstream and online media, KOL recruitment
      * On-site: media pitching and interview, press release, event planning (design, on-site flow, MC, stage arrangement etc.)
      * Overall: news clippings, media coverage reports
   3. Publicity Materials and Social Media
      * Adaptation and output/production of poster, backdrop, flyer, website banner etc.
      * Social media management: 4-6 posts per month on facebook and Instagram
      * Post boosting
      * KOL recruitment for key campaign such as school programme, carnival, liaise with water sports, rowing KOL etc. to attend events/trainings and post
   4. Programme Website
      * UX/UI design to align with brand materials
      * CMS platform and user guideline
      * Set up Google Analytics
      * Domain and server hosting
      * Security control
   5. Photography and Videography
      * Photographer for key events
      * Corporate video (2 minutes) x 1
   6. KPI
      * Media coverage
      * Successful delivery and production of event
      * Social media promotion: followers and engagement
      * Number of events participants
   7. Closure Report
3. **Inclusions**
   1. The following items are deemed to have been included in this tender:
      * Out-of-pocket expenses, including secretarial, telephone, fax, e-mail, postage, courier, travelling, printing etc. for the completion of deliverables.
   2. The contract sum shall be deemed to have included the cost of all incidentals of manpower, materials, supervision, profit, insurance of shipping of materials, printing, materials, out-of-pocket expenses, transportation and all other expenses necessary for the execution of the services in this Contract.
4. **Timeline for the Project**

The contractor is to provide the services as according to the following timeline:

* + 15 days upon award of contract: submission of detailed proposal and presentation;
  + The project to be launched in Q1 2022 with Opening Ceremony;

1. **Penalty**
   1. If the Contractor fails to provide the services and deliverables by the agreed completion date, time being of essence, then, without prejudice to any other rights and remedies of HKAYP, HKAYP shall be entitled to demand the Contractor to pay to HKAYP any loss or damages sustained by HKAYP resulting from delay. The Contractor should notify any foreseeable delays as soon as possible to mitigate the damages. Unless otherwise agreed, the completion date is to be agreed in writing. Contractor should take completion date as term of contract when it is signed, regardless the cause of delay.
   2. HKAYP shall be entitled to terminate the agreement for reason of the Contractor’s failure to provide any part of the experience or serious delay is found in the project, after warning notice is given. Under such situation, the Contractor shall be liable to forfeit the sum of money not yet paid to them and in addition to pay the amount of any loss and damage resulting from such determination.
2. **Insurance & liability for damages**
   1. The Contractor shall be entirely responsible for all matters of security, liability protection etc. and related insurance coverage for ordering of materials.
3. **Terms of Payment**

The Contractor shall follow the terms of payment below:

|  |  |  |
| --- | --- | --- |
|  | **Stage** | **Payment** |
| 1 | Upon award of this Tender | 30% |
| 2 | Upon satisfactory completion 50% of work & acceptance, July 2022 | 30% |
| 6 | Upon satisfactory completion, Jan 2023 | 40% |
|  | **Total:** | **100%** |

1. **Information to be included in the Tender**

The Contractor shall submit the following information with his tender:

* + Plan and proposals of PR and marketing services covered;
  + Promotion design and gimmick;
  + Detailed cost breakdowns of hardware, components, delivery, training service, maintenance etc.;
  + Proposed programme with details outlining the time frame for each stage;
  + Organization chart and responsible personnel with CV (relevant local experiences) and job reference;

1. **Submission of tender**
   1. This Tender with the above required submission document is to be returned to the following address in a sealed envelope and marked “**Tender for PR and Marketing Retainer for Rowing Programme** and “Confidential” by **12:00 noon, 15th December 2021 (Wednesday)**:  
        
      **The Hong Kong Award For Young People**  
      No. 301-309, Lai Kwai House,  
      Lai Kok Estate, Cheung Sha Wan,   
      Kowloon.
   2. The submitted tender is valid for 90 days from the date of submission deadline stated in the clause above.
2. **Evaluation of Tender**
   1. Tender submission will be assessed based on various factors, including contract sum, design concept and approach, programme etc. HKAYP is not bound to award the Tender to the lowest Tenderer, or any of the Tenderer.
   2. HKAYP reserves the right at its discretion to negotiate with the Tenderer about the terms of the offer, whether before or after the tender closing time.
3. **General**
   1. **Access**

All staff who is recruited by the Contractor should be registered by the Camp or related premises. HYAYP has the right to refuse any unregistered staff to enter the Camp.

* 1. **Care and Diligence**

The Contractor shall exercise all reasonable professional skill, care and diligence in performance of his duties under the Contract.

* 1. **Copyright & Materials**

All information derived from this tender exercise shall remain the property of HKAYP. You are requested to treat any information related to this project and the contents of this Tender in strict confidence.

Upon settlement of fee payable to Contractor of the relevant stage, all Intellectual Property Right including Copyrights (if any) of the deliverables shall be vested to HKAYP. The Contractor may keep and make copies of the deliverables for the normal duties of this project or for general marketing purposes, such as incorporation in company’s brochure or website, but shall not be used for other projects without prior consent from HKAYP.

All project related information shall be strictly confidential. They should only be disclosed to other project parties on need basis and under no circumstances be disclosed to parties beyond the project team.

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