



中國香港單車總會有限公司
THE CYCLING ASSOCIATION OF HONG KONG, CHINA LIMITED
(company limited by guarantee)

AFFILIATED TO:
UNION CYCLISTE INTERNATIONALE
ASIAN CYCLING CONFEDERATION
SPORTS FEDERATION & OLYMPIC COMMITTEE
OF HONG KONG, CHINA

附屬成員:
世界單車聯盟
亞洲單車總會
中國香港體育協會暨奧林匹克委員會

Date: 15 May 2019

Quotation Invitation Code: TCWC2019/20_002

**Invitation to submit quotation for provision of Event Management and PR Services
for 2019-2020 UCI Track Cycling World Cup Hong Kong, China**

Background

The Cycling Association of Hong Kong, China Limited (“CAHK”) is going to stage the 2019-2020 UCI Track Cycling World Cup Hong Kong, China (“**World Cup**”) at the Hong Kong Velodrome in Tseung Kwan O from 29 November – 1 December 2019 (Friday to Sunday). 300 world-class elite riders from 37 countries and regions.

We are currently looking for an Event Management and PR Agency to provide a full-scale service to support the event. You are invited to submit a proposal, to ensure a good event preparation, leading to a smooth operation throughout the entire event, according to the following information, to bid for a service contract of the event.

Scope of Services

The Organizing Committee (“OC”) will be responsible for the overall event management. The Agency will plan and execute the tasks including but not limited to the following, subject to final control and supervision of the OC.

A. Event Management

1. **Marketing Products, Printing Materials and Event Website Management**
 - i. To work with Design and Production Agency of the event, appointed by the OC, to make sure marketing materials, such as Official Program etc. shall be completed according to the time frame provided
 - ii. To manage and update event website. Results must be available on the website immediately after each race
 - iii. To propose and manage the procurement procedure of merchandise items of the event
 - iv. To propose and source souvenir for ceremonies. The final decision is subject to the discretion of the Organizing Committee.
2. **Entertainment Activities during the Competitions (OPTIONAL ITEM)**

To propose, plan and manage entertainment/side events during breaks of the event, to maintain a high level of attraction of the spectators and to enhance the spectatorship levels of the event. Sports presenter(s) who are good at livening things up shall be appointed for this purpose.



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3. Event management for Road Shows (OPTIONAL ITEM)
To plan and manage event operations including but not limited to venue setup and dismantle, crowd control and logistic arrangement.
4. Ceremonies
 - i. To manage the Opening Ceremony as well as all Award Ceremonies of the event
 - ii. To recruit podium girls for the ceremonies
 - iii. To propose emcee for CAHK's consideration
 - iv. To prepare bilingual speech for CAHK's representative for Opening Ceremony
 - v. To prepare rundown, sitting plan and standing positions of the ceremonies
 - vi. To provide technical staff for operating control panel as per requests of UCI appointed contractor
5. Volunteers Training
To assist OC to recruit, coordinate and provide training to event volunteers (non-technical), required in different areas
6. Event Operations
To plan and oversee event operations, for example press room/press area management, hospitality service and guest invitations to the sponsors and invited guests as well as crowd management etc.
7. Post event report
To write up a post event report and should submit the report within 1 month after World Cup completed

B. PR and Communications Strategy and Management

1. To prepare a Media Plan as agreeable to the OC and implementation of the Plan
2. To manage event press, including journalists and photographers, at press reception area and press area for the event and press conference. A member of staff from the Agency shall be designated as Press Officer of the Organizing Committee (OC Press Officer), who will be the main interlocutor with the UCI press officer and to ensure the press area is well looked after and a comfortable work atmosphere prevails
3. To propose emcee and prepare bilingual emcee script for press conference and ceremonies
4. To prepare speech for CAHK's representative for press conference
5. To prepare bilingual Press Invitations/ Releases and Press Kits accordingly
6. To line up media interviews for members of the OC, senior executives of CAHK, OC sponsors,

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winners, previous winners and key riders before, during and after the event

7. To manage media relations before, during and after the event after World Cup completed
8. To prepare a Press Handbook for the media/press attending the event
9. To identify and recruit suitable commentators (Cantonese only) and official announcers (Cantonese and English) who should be good at livening things up, to entertain the public. The final decision is subject to the discretion of the Organizing Committee.
10. To propose and create content of, update and manage social media platforms e.g. Facebook, Instagram and Twitter etc.
11. To update news including but not limited to text, photos, videos and hyper link to official website
12. To provide clipping service of the event. A post media event report should be submitted to CAHK within 1 month after World Cup completed.

Proposal Format

Your proposal should include but not limited to the following items:

1. Proposal of the abovementioned tasks
2. Total project fee with detailed breakdown including service charges, direct expenses and all necessary cost for supply of deliverable and for delivering the abovementioned tasks.
3. Separate cost breakdown for OPTIONAL ITEM.
4. Track record of successful events your company has managed
5. Profile of your Project Team
6. Other references which show your advantages in handling the event over other competitors

Judging Criteria

Creativity	(20%)
Track record	(40%)
Team structure and portfolio	(20%)
Fee	(20%)

Should you be interested to submit a proposal to bid for the service contract, the proposal must be submitted to quotation@cyclimg.org.hk with the subject of “**Quotation for Provision of Event Management and PR Services for 2019/20 UCI Track Cycling World Cup Hong Kong**” by 17:00 on 29 May 2019. Any late submissions will not be accepted. Shortlisted applicants will be invited to a further discussion before confirmation of the service contract.



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The quotation shall remain valid for at least 60 days from the above closing date.

OC reserves the right not to appoint any company to undertake the project and / or to scale up / down the project if deemed appropriate and necessary. The lowest fee bid may not necessarily be accepted as the successful bid. OC is not responsible for any cost incurred by you in the preparation of the quotation and in responding to this invitation.

Should you have any queries, please free feel to contact Ms. Elise Wong, Event Director at 9307 6654. We look forward to hearing from you soon. Thank you for your kind attention.

Kind Regards,

Leung Hung Tak
Chairman
The Cycling Association of Hong Kong, China Limited