

HONG KONG OPEN 2019



Event Tender for PR Agency Services

Briefing Document

Prepared by the European Tour
1101, 11/F, Lee Garden Two, 28 Yun Ping Road,
Causeway Bay, HONG KONG

Contents

- 1) Background to the event
- 2) The Key Stakeholders
- 3) Agency Brief
- 4) Award Criteria
- 5) Questions for Tenderers
- 6) Timetable
- 7) Marking Scheme
- 8) Probity Clause
- 9) Anti-Collusion Clause
- 10) Summary & Expression of Interest
- 11) Appendix 1 - Warranty



1. Background to the Event



The Hong Kong Open is recognized as one of the region's most prestigious golf championships with a unique and special history. Established in 1959, it is the oldest professional sporting event in Hong Kong. This year's event will be the 61st edition of the tournament.

The Hong Kong Open is the only golf tournament in the world, apart from the US Masters (Augusta, Georgia, US) and the Omega European Masters (Crans Montana, Switzerland), to be played at the same venue for more than 50 years.

The tournament attracts significant local interest and support, in addition to a large number of guests from overseas. On average, over 40,000 spectators visit the event over the course of the tournament week, and around 11% of them are from overseas.

This year, we expect the Hong Kong Open to be awarded HK\$15 million of funding by the Hong Kong Government and the Hong Kong Tourism Board (HKTB). This money will be spent on star player procurement and an assortment of other initiatives that will raise the profile of the tournament both locally and globally.

1. Background to the Event (cont.)



Key Event Details:

- Title – Hong Kong Open (Title Sponsor to be confirmed shortly)
- Venue – Hong Kong Golf Club, Fanling
- Dates – November 28th – December 1st, 2019
- Prize Fund – US\$2 million
- Attendance – 40,000+ (Thursday – Sunday)
- Defending Champion – Aaron Rai
- Field – 132 Players from the European Tour, Asian Tour and HK Golf Association
- TV – LIVE on nowTV, worldwide coverage
- Media – upwards of 100 journalists and 40 photographers

2. The Key Stakeholders



Event Manager: The European Tour
Championship Director: Vicky Jones
Operations Director: Mike Uyede
Operations Manager: Cecilia Chan

Title Sponsor: TBC

Host Venue and Promoter: Hong Kong Golf Club
Captain: William Doo
General Manager: Ian Gardner

Hong Kong Golf Association
Chief Executive: Danny Lai
President: Yoshihiro Nishi

Official Premier Partners

DP World
Hong Kong Golf and Tennis Academy

Official Partners

Emirates
Rolex

Official Suppliers

BMW	1010/HKT	San Miguel
Courtyard Marriott Hotel	Fuji Xerox	Club Car
JW Marriott	Fenix Xcell	
Highland Spring	Victoria Wines	

3. Agency Brief



The European Tour is looking to appoint a PR and Activation Agency for the Hong Kong Open for the next three years. That Agency should share our vision of maintaining and enhancing the status of the Hong Kong Open as one of the top professional golf events in the region.

The Agency must demonstrate a commitment to the event that encompasses team leadership and stability of management as well as robust experience of delivering work of the highest quality at large scale professional sporting events to multiple and demanding stakeholders.

The Agency must be able to work with the Title Sponsor, Government departments such as ISD, Tourism Commission and HKTBC and also with the Hong Kong Golf Club.

The Agency must have a Hong Kong entity as the invoicing for the PR Agencies fees will need to be done through a Hong Kong business.

Each Tenderer is asked to submit their answers to the questions contained in this briefing document and a written proposal that addresses the key elements of the brief to vickyjones@europeantour.com by Friday June 7th.

A shortlist of Company's will then be invited to present their proposals to the assessment committee on Wednesday June 12th.

3. Agency Brief (cont.)



PR and Promotional Campaign:

- Development and management of a Promotional Campaign, excluding the development of master creatives, to create awareness of the Hong Kong Open in the run up to the event and during event week both locally and internationally and to educate the local audience as to what the event is. This should comprise community engagement initiatives, media partnerships, use of digital media, OOH advertising and any other initiatives that will raise awareness of this event as appropriate.
- Development and management of a pre-event promotional campaign to maximise attendance at the event specifically targeting both overseas and local golf fans in the first instance, sports fans as a secondary target and bringing a new audience to the event if possible.
- Solicitation and management of both local and international media partners and co-ordination of insertion plans and editorial content as required.
- Creation of a digital and social media campaigns for the tournament's digital platforms including Facebook, Twitter, Instagram, websites etc. as a mechanism for raising the profile of the event internationally.

3. Agency Brief (cont.)



PR and Promotional Campaign (cont.):

- Management and staging of one meet the players press conference in event week at a downtown location that showcases Hong Kong and one additional pre-event press conference.
- Project management and delivery of a mobile friendly HONMA Hong Kong Open Website.
- Management and staging of other content creation opportunities as appropriate to enhance the exposure for the tournament and promote Hong Kong as a destination.
- Co-ordination of the PR and Promotion of a music event on site in the Spectator village on the Saturday evening of the tournament.

Budget

The total budget for this element of the project is HK\$ 3,250,000

3. Agency Brief (cont.)

Media Services

- Co-ordination, translation and distribution of all general media releases in China, Hong Kong and Taiwan
- Follow-up with media and media release pitching to maximise coverage in Hong Kong
- Handle media enquiries and manage media log sheets
- Manage and cultivate relationships with Greater China media on behalf of the PGA European Tour
- Co-ordination and management of the local media accreditation system for Hong Kong Chinese media



3. Agency Brief (cont.)



On-site media centre operations

- Provision of a team of bilingual staff to work under the direction of the European Tour Press Officer and his team
- Generation, sign off and distribution of all Chinese output including media releases, interview transcripts and media notices
- On-event media accreditation services and management of Chinese media
- Provision of support to the PGA European Tour media team in managing the media centre operations, player interviews, press briefings etc
- Handling of media enquiries

Budget

Please indicate the budget required for Media Services and On-site media centre operations based on the brief.

4. Award Criteria



The Hong Kong Open is one of the region's largest and most prestigious professional golf events. The tournament has applied for Mega Event Funding from the Hong Kong Government. As such, it requires meticulous planning, stringent controls and strict adherence to regulations and guidelines.

The European Tour prides itself on its attention to detail, quality control and understanding of the local environment in which it operates. The successful tenderer will reflect this mode of operating and more.

The European Tour will award the contract according to a Marking Scheme detailed in Section 10 of this document.

In order to facilitate the assessment of tenderers, please submit answers to all of the questions in Section 5.

4. Award Criteria



Please submit your detailed proposal along with the answers to all questions contained in this document and the signed Warranty in a sealed envelope by 5:00pm (HK time) on Friday, June 7th, 2019 addressed to:

Mike Uyede
European Tour
1101, 11/F, Lee Garden Two,
28 Yun Ping Road,
Causeway Bay,
HONG KONG

(T) 9188 4058

5. Questions for Tenderers

(A) Company Information

i. Nature of Organization – please provide a brief description of your business highlighting areas you identify as matching the requirements within this tender.

ii. Address of registered office

iii. Address for correspondence (if different to above)

iv. Name of contact for correspondence

v. Telephone numbers (Office and Mobile)

vi. Email address

vii. Website address

viii. Number of Employees

ix. Annual Turnover (US Dollars)



6. Questions for Tenderers

(B) Experience

Please provide examples that demonstrate your event experience and ability to deliver goods, services or works similar to the requirements for this project.

(C) Skills

Please provide a statement of the professional and technical skills available within your organization that are required for the project.

(D) General Information

Please provide any further information you feel necessary/helpful relating to this contract.



5. Questions for Tenderers

(E) Conviction of Criminal Activity

Have any of the Directors, Partners, or any other person who has powers or representation, decision or control of your organization ever been convicted of any of the below criminal offences?

- | | |
|--|----------|
| 1) Conspiracy (where the conspiracy relates to participation in a criminal organization) | YES / NO |
| 2) Bribery or corruption | YES / NO |
| 3) Incitement to commit a crime | YES / NO |
| 4) Theft or fraud | YES / NO |
| 5) Money Laundering | YES / NO |
| 6) Any other offence | YES / NO |

Note: Failure to disclose information relevant to this section may result in your exclusion from this tender process or the termination of any contract that may be awarded to you.



6. Time Table

- May 17, 2019 Event Tender published
- June 7, 2019 DEADLINE FOR SUBMISSION OF TENDER DOCUMENTS (5:00pm HK time)
- June 12, 2019 Presentations by short list of Tenderers to the European Tour
- June 14, 2019 Appointment of chosen PR Agency

N.B. These dates may be subject to change by the European Tour.

Notes:

Questions: All questions should be sent to: vjones@europeantour.com

The European Tour will not circulate its responses to all tenderers, but reserves the right to do so should a general notification be deemed necessary.

Privacy: The European Tour will not publish details of its award decision, rankings of tenderers or other information related to the award process.



7. Marking Scheme

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

How well does the proposal fit the brief	20
Creativity of proposal	20
Strength of the team	20
Relevant Experience	20
Value for Money	20



8. Probity Clause

Offering Gratuities:

1)The tenderer 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 this contract.

2)Failure to so procure or any act of offering advantage referred to in (1) above committed by the tenderer or by an employee, agent or sub-contractor of the tenderer shall, without affecting the tenderer's liability for such failure and act, will result in his tender being invalidated.



9. Anti-Collusion Clause



Anti-Collusion:

- 1)The tenderer shall not communicate to any person or entity other than the European Tour 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 non-compliance with this sub-clause by the tenderer shall, without affecting the tenderer' s liability for such breach of rules and laws or non-compliance, invalidate the tender.
- 2)Sub-clause (1) of this Clause shall have no application to the tenderer' 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.
- 3)The tenderer shall submit to the European Tour a duly signed warranty in the form set out in Appendix 1 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 the tenderer' s behalf.
- 4)Any breach of any of the representations and/or warranties by the tenderer may prejudice the tenderer' s future standing as a European Tour contractor.

10. Summary & Expression of Interest



_____ wishes to register interest and apply to be a
(insert name of organization)
supplier of the 2019 Hong Kong Open. I confirm that the answers given to this
questionnaire are true, complete, accurate and not misleading.

Signed: _____

Print Name: _____

Title: _____

Date: _____



To: European Tour

Dear Sir/Madam,

Warranty

- 1) By submitting a tender, the tenderer represents and warrants that in relation to the tender of PR Agency Services
 - i. it has not communicated and will not communicate to any person or entity other than the European Tour the amount of any tender price;
 - ii. it has not fixed or will not fix the amount of any tender 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 tender; and
 - iv. it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the tendering process.

- 2) In the event that the tenderer is in breach of any of the representations and/or warranties in Clause (1) above, the European Tour shall be entitled to, without compensation to any person or liability on the part of the European Tour:
 - i. reject the tender;
 - ii. if the European Tour has accepted the tender, withdraw its acceptance of the tender; and
 - iii. if the European Tour has entered into the contract with the tenderer, terminate the contract.

- 3) The tenderer shall indemnify and keep indemnified the European Tour 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 tenderer's communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the tender price, or with its professional advisers, and consultants or sub-contractors to solicit their assistance in preparation of tender submission. For the avoidance of doubt, the making of a bid by a bidder to the European Tour in public during an auction will not by itself be regarded as a breach of the representation and warranty in Clause (1)(i) above.

Warranty (cont.)

- 5) The rights of the European Tour under Clauses (2) to (4) above are in addition to and without prejudice to any other rights or remedies available to it against the tenderer.

Authorized Signature & Company Chop : _____

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

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

Date : _____