中國香港攀山及攀登總會有限公司
HONG KONG, CHINA MOUNTAINEERING AND CLIMBING UNION LIMITED
Room 1013, Olympic House, No. 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong
Tel:(852) 2504 8125 Fax:(852) 2576 6532 Web-site : www.hkcmcu.org.hk E-mail: office@hkcmcu.org.hk

INVITATION TO TENDER

Provision of Event Marketing, Public Relations, Sponsorship Sourcing, Sports KOL & YouTuber Endorsement, Media Management & Carnival Entertainment Services for Hong Kong Bouldering Championships 2027, World Climbing Asia Youth Series Hong Kong 2027, World Climbing Asia Series Hong Kong 2027 and Hong Kong Climbing Festival Carnival 2027

Issuing Organization:	Hong Kong, China Mountaineering and Climbing Union Limited (HKCMCU)
Tender Reference:	HKCMCU-LIE-2026-T03
Date of Issue:	10 November 2026
Submission Deadline:	27 November 2026, 12:00 noon HKT

INVITATION TO TENDER

1. Introduction & Objectives

The Hong Kong, China Mountaineering and Climbing Union Limited (HKCMCU) invites qualified agencies and suppliers to submit tenders for the provision of Event Marketing, Public Relations, Media Management, Cash & Product Sponsorship Acquisition (with minimum cash sponsorship threshold and commission model), Sports KOL & Influencer/YouTuber Endorsement Management, Promotional Materials Production, Prize Ceremonies, and Carnival Entertainment & Engagement Services. This comprehensive tender covers three major local international climbing competitions alongside a public Climbing Carnival held in March 2027 at Morse Park (Park No.4) Amphitheatres.

2. Key Events & Carnival Schedule

The successful Tenderer shall deliver complete marketing, PR, sponsorship, KOL campaign, and event engagement services across the following four major event modules:

Event Module	Event Dates	Venue
Hong Kong Bouldering Championships 2027 (HKBC2027)	13–14 March 2027	Morse Park (Park No.4) Amphitheatres
World Climbing Asia Youth Series Hong Kong 2027 (AYS2027)	20–21 March 2027	Morse Park (Park No.4) Amphitheatres
World Climbing Asia Series Hong Kong 2027 (AS2027)	27–28 March 2027	Morse Park (Park No.4) Amphitheatres
Hong Kong Climbing Festival Carnival 2027 (Carnival)	13-14, 20-21 & 27-29 March 2027	Morse Park (Park No.4) Amphitheatres

3. Key Timetable & Contact Details

- Issue of Tender Documents: 10 November 2026
- Mandatory Tender Briefing: 16 November 2026, 14:00 HKT at Morse Park (Park No.4) Amphitheatres. Prospective tenderers must confirm their attendance by email to **office@hkcmcu.org.hk** on or before 14 November 2026, 17:00 HKT
- Tender Submission Deadline: 27 November 2026, 12:00 noon HKT.
- Award & Commencement of Contract: Expected on or before 15 December 2026.

For queries regarding this tender invitation, please contact:
Contact Persons: Mr. Tommy Wong (Assistant Senior Sports Executive) / Ms. Hoyin Yuen (Senior Sports Executive)
Issuing Body: Hong Kong, China Mountaineering and Climbing Union Limited
Submission Address: 203B, 2/F Hope Sea Industrial Centre, 26 Lam Hing Street, Kowloon Bay, Hong Kong
Email: office@hkcmcu.org.hk

4. Comprehensive Scope of Services & Key Deliverables

The contractor shall manage and execute all promotional, PR, sponsorship, KOL endorsement, and fan engagement activities as detailed below:

4.1 Event Marketing & Social Media Management

- Marketing Plan: Formulate and submit a detailed marketing master plan with clear timelines across all four event modules.
- Social Media Channels: Full management of official YouTube, Facebook, and Instagram accounts. All content and accounts remain the sole property of HKCMCU.
- Live Content Updates: Minimum 30 real-time photo/video updates per event weekend (re-posts not included). Immediate posting of official competition results, photo galleries, and highlight clips.
- Behind-the-Scenes & Athlete Features: Produce at least 20 behind-the-scenes posts, 10 athlete video messages, and 8 featured interviews with top Hong Kong and Asian professional climbers.
- Public Education: Develop educational social content explaining bouldering rules, World Climbing scoring systems, and climbing culture.

4.2 Public Relations, Media Management & Press Conferences

- Press Releases: Draft, distribute, and follow up bilingual press releases (minimum 12 releases covering preview, results, and recap across events).
- Announcement Press Conference: Plan and execute 1 major pre-event press conference (in Feb/Mar 2027), including bilingual MC, guest artist coordination, prepare speech scripts, media kits, press badges, seating plan, and media follow-ups.
- On-Site Media Centre & Operations: Set up and staff the Media Centre and Mixed Zone at Morse Park. Issue media accreditations, manage press seating/tribune, handle media inquiries, arrange flash interviews and distribute match statistical reports.

- Media Coverage Reporting: Submit complete press clipping and media coverage reports with detailed statistic and figure comparisons on the attendance and the number of views, likes and followers in the official social media platforms in hard and soft copy within 3 working days post-press conference and 2 weeks post-event.

4.3 Sponsorship Acquisition Targets & Tiered Commission Scheme

- Minimum Cash Sponsorship Target: The Tenderer MUST secure a cumulative total of NO LESS THAN HK$250,000 in cash sponsorship across all four events.
- Tiered Commission Scheme for Cash Sponsorship: Commission will be awarded based on the cumulative total net cash sponsorship actually received by HKCMCU according to the following tiered rate structure:

Cumulative Net Cash Sponsorship Secured (HKD)	Commission Rate (% of Net Cash)
Below HK$250,000 (Below Mandatory Minimum Target)	Commission is included in the base Service Charge quoted in the Financial Bid (No separate % commission payout)
HK$250,001 – HK$450,000	**10%**
HK$450,001 – HK$650,000	**20%**
HK$650,001 or above	**30%**

- Performance Bonus: If the cumulative net cash sponsorship successfully secured reaches HK$1,000,000 or above, an additional performance bonus of 5% of the total net cash sponsorship will be awarded to the Tenderer on top of the 30% commission rate.
- Net Cash Standard: Commission and bonus calculations shall strictly apply only to the net cash amount received in HKCMCU's bank account (excluding bank charges, transaction fees, processing deductions, or refunds).
- In-Kind & Product Sponsors: Source a minimum of 15 sponsors providing product sponsorships, athlete pack items, souvenirs, and winner prize packages.

Event	Event Dates	Competition Categories
Hong Kong Bouldering Championships 2027 (HKBC2027)	13-14 March 2027	• Men's Open • Men's Amateur • Women's Open • Women's Amateur
World Climbing Asia Youth Series Hong Kong 2027 (AYS2027)	20-21 March 2027	• U17 Male • U17 Female • U19 Male • U19 Female
World Climbing Asia Series Hong Kong 2027 (AS2027)	27-28 March 2027	• Men • Women

- Sponsorship Proposal & Sourcing: Draft professional sponsorship packages (e.g. Title Sponsor Package, Gold, Silver and Bronze Sponsor Packages etc.) and actively pitch to corporate sponsors.
- Commission Structure: Bidders may propose a base service charge for cash sponsorships successfully raised within the minimum threshold and the in-kind & product sponsors successfully sourced for the events. The proposed base service charge must be clearly stated in the Financial Bid.
- Sponsor Fulfillment: Ensure all sponsor branding, logo placements, booth activations, and product inclusions are flawlessly delivered across all events and the Carnival.
- Legal Corporate Status: All prospective sponsors sourced by the Tenderer MUST be legally registered corporate entities possessing a valid Business Registration Certificate in Hong Kong (or legal incorporation equivalent in their operating jurisdiction).
- Industry Alignment: Priority and preference shall be given to corporate sponsors operating within or closely affiliated with the sports, outdoor, health, wellness, and fitness sectors.
- Strictly Prohibited Sectors: Sponsorships originating from tobacco, e-cigarettes, alcohol/alcoholic beverages, gambling/betting services, or any illicit products/services are strictly prohibited.
- Sole Approval Authority by HKCMCU: All potential sponsorship leads, proposed agreements, brand placements, and promotional activations are subject to the prior written approval of HKCMCU.
- HKCMCU reserves the absolute right to reject any proposed sponsor without incurring liability or providing justification.
- Brand Integrity & Vetting: Proposed sponsors will be vetted by HKCMCU for corporate ethics, alignment with sports governance standards, and potential impact on public image.

4.4 Sports KOL & Prominent YouTuber Engagement Strategy

- KOL & YouTuber Roster: Identify, negotiate with, and engage sports KOLs, fitness influencers, and prominent YouTubers to act as official event ambassadors/promoters.
- Promotional Deliverables: Deliverables shall include pre-event hype videos, social media shout-outs/vlogs, try-out challenges, on-site live appearances, and stage interactions.
- Separate Appearance Fee Quotation: All KOL/YouTuber appearance fees (出場費) and talent management expenses MUST be clearly itemized and quoted separately in the Financial Bid schedule.

4.5 Promotional Materials, Photo/Video Production & Design

- Design & Approval: Submit all designs for banners, backdrops, promotional items, and souvenirs for HKCMCU prior approval. HKCMCU retains full IP rights.
- Promotional & Recap Videos: Produce at least 1 promotional video per event. Edit 1.5–2 minute Recap Videos for each prize ceremony and social broadcast.
- Official Photography: Provide qualified photographers delivering at least 500 high-resolution photos per competition day and prize presentation.
- Printing & Signage Package: A2 Posters (min. 100 pcs delivered to HKCMCU by Feb 1, 2027), number bib, route signage, promotion flags, result notification boards, backdrops, banners for crowd barriers,

and mic stand props across 4 event designs. Tenderers must propose appropriate quantities in their technical and financial submissions according to their proposed Master Plan.

4.6 Prize Presentation Ceremonies & Protocols

- World Climbing Protocol: Plan and execute official prize presentation ceremonies following international sporting standards. (https://images.ifsc-climbing.org/ifsc/image/private/t_q_good/prd/q5kkfampiyivrrxbwepp.pdf)
- Bilingual Emcees: Provide minimum 1 Male and 1 Female professional bilingual (Cantonese and English) MCs for prize ceremonies.
- Run-down & Trophies: Manage podium setups, speeches, award presentations, guest VIP escorting, fanfares, and trophy logistics.

4.7 Transport Hubs, Wayfinding Signage, Outdoor Branding & Merchant Collaboration

- Public Transport & Shopping Mall Wayfinding Signage: The Contractor shall design, produce, and deploy clear, high-visibility event directional and promotional signage at key public transport interchanges and major adjacent shopping malls surrounding Morse Park (Park No.4).
- Outdoor Branding (Banners & Feather Flags / Teardrop Banners): The Contractor shall manage the design, application, production, installation, and post-event removal of all outdoor street-level promotional materials along major pedestrian routes leading to the venue. This includes street banners (沿路 Banner), feather flags / blade flags (刀旗), lamp post banners, and entrance archways, in strict compliance with government and venue regulations.
- Permit Application & Government Compliance: The Contractor shall handle all necessary applications, licensing, and permits for outdoor display and signage placement with relevant authorities (including LCSD, Lands Department, FEHD, and Transport Department).
- Adjacent Merchant & Community Collaboration: The Contractor shall proactively pitch, coordinate, and establish promotional partnerships with nearby merchants, retail outlets, food & beverage (F&B) vendors, and shopping malls. Deliverables include cross-promotional campaigns (e.g., spend-and-redeem carnival coupons, tenant poster placements, merchant discount vouchers in athlete packs, and joint social media cross-promotions).

4.8 On-Site Event Entertainment and Engagement (E&E) Operational Services

- Local E&E Producer & Qualifications: Local E&E Producer (x1 per competition day): Responsible for overall competition timeline control, coordinating between HKCMCU, international technical delegates, livestreaming and videography vendors, commentators and coordinating the giant LED screen signals for fan prompts and big moments. (min. 3-5 years sports event experience).
- Professional Event Sports DJ (x2 per competition day): Responsible for live music selection, sound cues during time-outs, athlete intro fanfares, and set breaks.
- Floor Assistants (Stagehands / Runners - min. 2 per event day): Responsible for floor status reporting, sponsor giveaways, and supporting the E&E team.

- Standard Protocols, Rehearsals & Licensing Compliance: Pre-Match & Post-Match Protocols (PMP): Execute opening, VIP introduction, referee/climber lineup introductions, prize ceremonies, and winner interviews strictly according to World Climbing guidelines.
- Rehearsals & Briefings: The full E&E team must attend all technical briefings, site dress rehearsals (if any), and sponsor activation walkthroughs.
- Side-Event Operations: Provide a detailed planning on side event in between the session breaks on the competition days. Including but not limited on recruiting, managing and coordinating live performance and event mascots.

4.9 [Optional] Climbing Carnival Entertainment & Engagement (13-14 March, 20-21 March and 27-29 March 2027)

- Carnival Concept & Production: Overall planning, booth setup, stage management, and crowd engagement for the public Climbing Carnival on 13-14 March, 20-21 Mar and 27-29 March 2027.
- Entertainment & Performers: Recruit and manage at least 6 live performance groups (music, dance, freestyle sports) and mascot interactive sessions.
- Public Engagement & Workshops: Organize public climbing experience booths, interactive challenge games, souvenir giveaways, and sports try-out zones.
- On-Site Staffing & Stage Operations: Provide experienced stage producers, emcees, DJs, stagehands, and crowd control assistants throughout the Carnival.

4.10 [Optional] Value-added Suggestions and Innovative Enhancements

- Tenderers are encouraged to propose additional value-added services, innovative digital engagement tools, enhanced broadcast/streaming features, or extra sponsorship activation benefits beyond the mandatory scope above. Please specify whether these value-added proposals are complimentary or priced as optional add-ons in the Financial Bid.

5. Submission Instructions

- Two-Envelope Submission: Tenderers must submit their technical proposal and financial proposal in TWO SEPARATE SEALED ENVELOPES clearly marked as 'HKCMCU-LIE-2026-T03 -Technical Bid' and ' HKCMCU-LIE-2026-T03 - Financial Bid' respectively.
- Submission Address: Deliver by hand or post to the tender box: 203B, 2/F Hope Sea Industrial Centre, 26 Lam Hing Street, Kowloon Bay, Hong Kong.
- Tender Offer Validity: Proposals must remain valid and open for acceptance for at least three (3) months from the submission deadline.

6. Evaluation Criteria & Selection Process

Tenders will be evaluated comprehensively based on the following selection criteria:

Evaluation Criteria	Weighting	Key Factors Assessed
Technical Proposal & Campaign Strategy	35%	Creativity of marketing/PR plan, outdoor branding & wayfinding

		signage strategy, nearby merchant cross-promotion proposal, sponsorship sourcing feasibility (HK$250k mandatory target), KOL lineup, and Carnival/Event concept
Financial Bid, Commission & KOL Costs	35%	Itemized breakdown across 4 events, reasonableness of KOL appearance fees, printing/signagepackage quantity costing based on master plan, compliance with the fixed tiered commission structure, and reasonableness of the base service charge.
Track Record & Industry Experience	20%	Proven agency experience in major sports marketing, PR, sponsor acquisition, and influencer campaigns.
Value-Added Services & Key Personnel	10%	Qualifications of PR leads, KOL managers, emcees, DJs, creative team, contingency plans and the quality and feasibility of proposed Value-Added Suggestions & innovative enhancements.

7. Terms & Conditions

- HKCMCU reserves the right to accept or reject all or any part of all or any proposal. HKCMCU is not bound to accept the lowest or any tender submitted.
- HKCMCU reserves the right to shortlist the Tenderers, based on the above-mentioned criteria and only the shortlisted Tenderers shall be required to make presentations of their proposals for HKCMCU's final evaluation (if necessary).
- If HKCMCU considers that any aspect of a proposal requires clarification from the Tenderer, HKCMCU may request that the Tenderer to supplement its proposal or answer HKCMCU's queries verbally or in writing or in any manner that HKCMCU deems fit.
- No tenderer (or part thereof) shall be taken to have been accepted by HKCMCU unless and until the execution of the Contract by HKCMCU and the Contractor.
- All work done or services performed for the purposes of preparing the proposal are on the Tenderers' own account and not recoverable from HKCMCU. HKCMCU will not defray any expenses incurred in the tender process and/or in respect of the negotiation of the Contract
- Intellectual Property & Content Ownership: HKCMCU retains absolute ownership of all raw/edited videos, photos, designs, graphics, and competition logos generated under this contract.
- Contract Termination & Suspension: HKCMCU reserves the right to suspend or terminate the contract with written notice. In such event, payment will be settled based on actual services performed up to the date of notice without liability for loss of anticipated profits.
- Anti-Bribery & Prevention of Collusion: Tenderers shall comply strictly with the Prevention of Bribery Ordinance. Offering advantages to HKCMCU staff or engaging in price rigging / bid collusion will result in immediate disqualification and legal prosecution.
- Confidentiality: All event data, athlete lists, and operational arrangements must be kept strictly confidential.
- HKCMCU reserves the absolute and final right of decision and interpretation regarding this tender arrangement.

To: Hong Kong, China Mountaineering and Climbing Union Limited

TENDER TECHNICAL BID

Instructions to Bidders: Please complete all sections below. This Technical Bid MUST be submitted in a separate sealed envelope labeled 'HKCMCU-LIE-2026-T03-TECHNICAL BID' on or before 27 November 2026 to the tender box at 203B 2/F Hope Sea Industrial Centre, 26 Lam Hing Street, Kowloon Bay. Do not include any pricing information in this section.

Provisional Programme

Event Name	Event Dates	Venue
Hong Kong Bouldering Championships 2027 (HKBC2027)	13–14 March 2027	Morse Park (Park No.4) Amphitheatres
World Climbing Asia Youth Series Hong Kong 2027 (AYS2027)	20–21 March 2027	Morse Park (Park No.4) Amphitheatres
World Climbing Asia Series Hong Kong 2027 (AS2027)	27–28 March 2027	Morse Park (Park No.4) Amphitheatres
Hong Kong Climbing Festival Carnival 2027 (Carnival)	13-14, 20-21 & 27-29 March 2027	Morse Park (Park No.4) Amphitheatres

Section A: Tenderer Profile & General Information

Company Name (English & Chinese):	[Fill in Company Name]
Business Registration (BR) No.:	[Fill in BR Number]
Registered Business Address:	[Fill in Registered Address]
Contact Person & Title:	[Name / Title]
Telephone & Mobile Number:	[Tel / Mobile]

Section B: Technical Proposal & Specifications Compliance Checklist

Service Scope Item	Compliance (Yes/No)	Proposed Details & Execution Plan
4.1 Event Marketing & Social Media Management	[Yes / No]	● Detailed marketing master plan with clear timelines across all 4 event modules ● Social media management plan for official YouTube, Facebook & Instagram ● Proposal for min. 30 real-time photo/video updates per event weekend ● Content plan for min. 20 behind-the-scenes posts, 10 athlete video messages & 8 featured interviews

			• Educational social content plan explaining bouldering rules, scoring systems & culture
4.2	Public Relations, Media Management & Press Conferences	[Yes / No]	• Plan for drafting, distributing & following up min. 12 bilingual press releases • Proposal for 1 major pre-event press conference (Feb/Mar 2027) including MC, guest artist coordination, speech scripts, media kits & badges • Operations plan for Morse Park Media Centre & Mixed Zone, accreditations, tribune, flash interviews & statistical reports • Post-event media coverage reporting plan with detailed statistics (attendance, views, likes, followers) within 3 working days post-press conference and 2 weeks post-event
4.3	Sponsorship Acquisition Targets & Tiered Commission	[Yes / No]	• Strategic plan to secure min. HK$250,000 in cash sponsorship across all 4 events • Professional sponsorship packages drafted (Title Sponsor, Gold, Silver, Bronze packages) • Strategy to source min. 15 in-kind & product sponsors (prize packages, souvenir items, athlete packs) • Sponsor vetting procedure ensuring valid Hong Kong BR, sports/health sector priority, and strict exclusion of tobacco, e-cigarettes, alcohol, gambling, or illicit sectors • Acknowledgement that all sponsors are subject to HKCMCU sole written approval
4.4	Sports KOL & Prominent YouTuber Engagement Strategy	[Yes / No]	• Proposed roster and negotiation strategy for sports KOLs, fitness influencers & YouTubers acting as ambassadors • Content deliverables plan including pre-event hype videos, social media shout-outs/vlogs, try-out challenges, on-site live appearances & stage interactions
4.5	Promotional Materials,	[Yes / No]	• Design approval workflow and IP

	Photo/Video Production & Design		rights acknowledgement ● Production plan for min. 1 promotional video per event and 1.5–2-minute Recap Videos for prize ceremonies/social broadcasts ● Official photography plan (min. 500 high-res photos per competition day & presentation) ● Printing & Signage Master Plan quantities for A2 Posters (min. 100 pcs delivered by Feb 1, 2027), number bibs, route signage, promotion flags, result notification boards, backdrops, crowd barrier banners, and mic stand props across 4 event designs
4.6	Prize Presentation Ceremonies & Protocols	[Yes / No]	● World Climbing protocol compliance plan for official podium ceremonies ● Provision of min. 1 Male and 1 Female professional bilingual (Cantonese/English) MCs ● Logistics plan for podium setups, speeches, awards, VIP escorting, fanfares & trophies
4.7	Transport Hubs, Wayfinding Signage & Outdoor Branding	[Yes / No]	● Design, production and deployment plan for high-visibility directional signage at transport interchanges and adjacent shopping malls surrounding Morse Park ● Outdoor branding plan for street banners (沿路 Banner), feather flags (刀旗), lamp post banners & entrance archways along pedestrian routes ● Government permit acquisition plan (LCSD, Lands Dept, FEHD, Transport Dept) ● Adjacent merchant and community collaboration plan (cross-promotions, spend-and-redeem carnival coupons, merchant discount vouchers in athlete packs)
4.8	On-Site Event Entertainment & Engagement (E&E) Operational Services	[Yes / No]	● Staffing plan for Local E&E Producer (x1 per competition day, min. 3-5 yrs experience) for timeline control, delegate coordination, livestreaming/videography, LED screen prompts

			• Staffing plan for Professional Event Sports DJs (x2 per competition day) for live music, time-out cues, fanfares & set breaks • Staffing plan for Floor Assistants (stagehands/runners, min. 2 per event day) • Pre-Match & Post-Match Protocols (PMP) execution plan adhering to World Climbing guidelines • Attendance plan for technical briefings, site dress rehearsals & walkthroughs • Detailed side-event planning during session breaks including live performance groups & event mascots
4.9	[Optional] Climbing Carnival Entertainment & Engagement		• Carnival concept, booth setup, stage management & crowd engagement plan for 13-14, 20-21, and 27-29 March 2027 • Performer recruitment plan for min. 6 live performance groups (music, dance, freestyle sports) & mascot sessions • Public engagement & workshop plan (climbing experience booths, interactive games, souvenir giveaways, sports try-out zones) • On-site staffing plan for experienced stage producers, emcees, DJs, stagehands & crowd controllers
4.10	[Optional] Value-added Suggestions and Innovative Enhancements	[Yes / No]	Tenderers are welcome to propose additional value-added services, innovative digital engagement tools, enhanced broadcast/streaming features, or extra sponsorship activation benefits beyond the mandatory scope above. Please detail your proposed value-added suggestions and their anticipated benefits to the events.

Section C: Company Experience, Portfolio & Project Team

- Track Record: Provide details of at least 3 major sports event marketing / PR / sponsorship / KOL projects completed in the past 3 years.
- Key Personnel Profiles: Attach CVs and profiles of Project Director, PR Lead, Sponsorship Manager, KOL Liaison Executive, Creative Designer, and Carnival Event Producer.
- Tentative Master Work Plan: Attach detailed timeline covering Pre-event marketing, Press Conference, KOL teaser launch, Competition Days, Carnival, and Post-event reporting.

Authorized Signature: _____

Name of Authorized Signatory: _____

Official Position / Title: _____

Company Name and Chop: _____

Date: _____

To: Hong Kong, China Mountaineering and Climbing Union Limited

TENDER FINANCIAL BID

Instructions to Bidders: Please complete the individual event pricing tables below. Bidders MUST provide separate breakdown costs for each of the four events. This Financial Bid MUST be submitted in a separate sealed envelope labeled This Financial Bid MUST be submitted in a separate sealed envelope labeled ' HKCMCU-LIE-2026-T03-FINANCIAL BID on or before 27 November 2026 to the tender box at 203B 2/F Hope Sea Industrial Centre, 26 Lam Hing Street, Kowloon Bay.'. Prices must be in Hong Kong Dollars (HKD) and inclusive of all manpower, equipment rental, transport, and out-of-pocket costs.

Section A: Tenderer Profile & General Information

Company Name (English & Chinese):	[Fill in Company Name]
Business Registration (BR) No.:	[Fill in BR Number]
Registered Business Address:	[Fill in Registered Address]
Contact Person & Title:	[Name / Title]
Telephone & Mobile Number:	[Tel / Mobile]
Email Address:	[Email Address]

Section B: Financial Proposal

	Deliverable Category & Scope Item	HKBC2027 (13-14 Mar)	AYS2027 (20-21 Mar)	AS2027 (27-28 Mar)	Carnival 2027 (13-14, 20-21 & 27-29 Mar)	Total Fee (HKD)
4.1	Event Marketing & Social Media Management	HK$	HK$	HK$	HK$	HK$
4.2	Public Relations, Media Management & Press Conferences	HK$	HK$	HK$	HK$	HK$
4.3	Sponsorship Sourcing Base Management Fee (Drafting packages, sourcing min. 15 in-kind sponsors & cash below HK$250k threshold)	HK$	HK$	HK$	HK$	HK$
4.4	Sports KOL & Prominent YouTuber Engagement Strategy	HK$	HK$	HK$	HK$	HK$
4.5	Promotional Materials, Photo/Video Production & Design	HK$	HK$	HK$	HK$	HK$
4.6	Prize Presentation Ceremonies & Protocols	HK$	HK$	HK$	HK$	HK$
4.7	Transport Hubs,	HK$	HK$	HK$	HK$	HK$

	Wayfinding Signage & Outdoor Branding					
4.8	On-Site Event Entertainment & Engagement (E&E) Operational Services	HK$	HK$	HK$	HK$	HK$
4.9	[Optional] Climbing Carnival Entertainment & Engagement	HK$	HK$	HK$	HK$	HK$
4.10	[Optional] Value-added Suggestions and Innovative Enhancements *Please specify whether complimentary or itemized priced add-on*	HK$	HK$	HK$	HK$	HK$
TOTAL MODULE BASE SERVICE FEE (HKD)		**HK$**	**HK$**	**HK$**	**HK$**	**HK$**

Overall Project Services (Cross-Event Coverage) (If any, please specify)

Service Component	Deliverable / Unit	Fee Breakdown (HKD)
(a)		HK$
(b)		HK$

Cash Sponsorship Tiered Commission & Bonus Scheme

We acknowledge and accept the fixed Tiered Commission & Performance Bonus Structure set by HKCMCU across all four events combined:

Cumulative Net Cash Sponsorship Secured (HKD)	Commission / Remuneration Terms
Below HK$250,000 (Below Mandatory Minimum Target)	Commission is included in the base Service Charge quoted in Item 4.3 above (No separate % commission payout)
HK$250,001 – HK$450,000	**10% Commission Rate on total net cash raised**
HK$450,001 – HK$650,000	**20% Commission Rate on total net cash raised**
HK$650,001 or above	**30% Commission Rate on total net cash raised**

Performance Bonus Acceptance: We accept that if cumulative net cash sponsorship successfully secured reaches HK$1,000,000 or above, an additional performance bonus of 5% of the total net cash sponsorship will be awarded on top of the 30% commission rate.

Sports KOL & Prominent YouTuber Appearance Fee Schedule (Itemized)

Proposed KOL / YouTuber Name	Platform / Reach	Scope / Deliverables	Appearance Fee / Outlay (HKD)
[Name 1: Sports KOL / YouTuber]	[IG / YouTube]	[Promo video, Social post, On-site appearance]	HK$
[Name 2: Sports KOL / YouTuber]	[IG / YouTube]	[Promo video, Social post, On-site appearance]	HK$
TOTAL KOL & YOUTUBER APPEARANCE FEES	-	-	**HK$**

Grand Total & Package Summary

Event / Service Component	Dates / Scope	Subtotal (HKD)
Event 1: Hong Kong Bouldering Championships 2027	13–14 Mar 2027	HK$
Event 2: World Climbing Asia Youth Series HK 2027	20–21 Mar 2027	HK$
Event 3: World Climbing Asia Series HK 2027	27–28 Mar 2027	HK$
Event 4: Hong Kong Climbing Festival Carnival 2027 (Optional)	13-14, 20-21 & 27-29 Mar 2027	HK$
Overall Project Services /Value-added Suggestions	Project-wide	HK$
Total Sports KOL & YouTuber Appearance Fees	Itemized Schedule	HK$
GRAND TOTAL CONTRACT VALUE (ALL SERVICES + KOL FEES)	**Full Campaign**	**HK$**

Overtime Rate & Additional Unit Charges

Description	Unit	Rate (HKD)
Overtime (OT) Hourly Rate (for marketing/event staff beyond operational hours)	Per Hour / Staff	HK$ _____ / hr
Additional Photographer / Videographer / MC (if requested by HKCMCU)	Per Day / Staff	HK$ _____ / day

Authorized Signature: _____

Name of Authorized Signatory: _____

Official Position / Title: _____

Company Name and Chop: _____

Date: _____

To: Hong Kong, China Mountaineering and Climbing Union Limited

AUTHORIZATION & DECLARATION STATEMENT

Tender Reference: HKCMCU-LIE-2026-T03

Provision of Event Marketing, Public Relations, Sponsorship Sourcing, Sports KOL & YouTuber Endorsement, Media Management & Carnival Entertainment Services for 2027 Events

1. Tenderer Information & Legal Status

We, the undersigned, hereby submit our tender proposal for Tender Reference HKCMCU-LIE-2026-T03 issued by the Hong Kong, China Mountaineering and Climbing Union Limited (HKCMCU). We confirm that our organization is a legally registered corporate entity in Hong Kong (or our operating jurisdiction) and possesses all necessary statutory licenses, permits, and valid Business Registration to perform the services detailed in the tender documents.

Company Name (English & Chinese):	_____
Business Registration (BR) No.:	_____
Registered Office Address:	_____
Name of Authorized Representative:	_____
Position / Title of Representative:	_____

2. Comprehensive Declarations & Undertakings

We solemnly and sincerely declare, warrant, and undertake to HKCMCU as follows:

- **Acceptance of Terms & Conditions:** We have fully read, examined, understood, and agreed to all terms, conditions, specifications, key timetables, and evaluation criteria set forth in Tender Document HKCMCU-LIE-2026-T03 without any reservations or qualifications.
- **Validity of Offer:** Our tender offer, technical proposal, and financial bid shall remain valid and open for acceptance by HKCMCU for at least three (3) months from the tender submission deadline (27 November 2026).
- **Truth and Accuracy of Information:** All information, documents, certificates, track records, and financial statements submitted in this tender package are true, accurate, complete, and not misleading in any material respect.
- **Compliance with Hong Kong Laws:** We shall strictly comply with all applicable laws, ordinances, regulations, and codes of practice of the Hong Kong Special Administrative Region (HKSAR) throughout the execution of the contract, including but not limited to employment ordinances, Occupational Safety and Health Ordinance, and Personal Data (Privacy) Ordinance.
- **Intellectual Property Rights:** We acknowledge and agree that HKCMCU shall retain absolute, exclusive, and unencumbered ownership of all intellectual property rights in all raw and edited videos, photographs, graphic designs, promotional materials, and competition logos generated or produced under this contract.
- **Confidentiality:** We undertake to keep all event data, athlete lists, sponsorship details, and operational arrangements strictly confidential and shall not disclose them to any third party without prior written consent from HKCMCU.
- **Sponsor Vetting & Eligibility Standards:** We warrant that all prospective cash and in-kind sponsors sourced by us will hold valid Hong Kong Business Registration Certificates (or legal equivalents), prioritize sports, outdoor, health, wellness, and fitness sectors, and will strictly exclude tobacco, e-cigarettes, alcohol, gambling, or illicit activities. We acknowledge that all sponsorships remain subject to HKCMCU's sole approval.

3. Anti-Bribery, Anti-Collusion & Ethics Undertaking

We hereby explicitly certify, warrant, and undertake that:

- Prevention of Bribery Ordinance (Cap. 201): Neither our company, nor any of our directors, employees, agents, or subcontractors, has offered, solicited, given, or agreed to give any advantage (as defined in the Prevention of Bribery Ordinance) to any employee, executive committee member, or agent of HKCMCU.
- Non-Collusion & Anti-Rigging: The tender prices and proposals submitted herein have been arrived at independently, without any consultation, communication, agreement, or arrangement with any other competitor or tenderer for the purpose of restricting competition or fixing prices.
- Zero Tolerance on Corrupt Practices: We maintain a zero-tolerance policy towards corruption, fraud, bid-rigging, and unethical business practices. Any breach of this undertaking, or any conviction under the Prevention of Bribery Ordinance, shall entitle HKCMCU to immediately disqualify our tender, terminate any awarded contract without compensation, and recover all losses and damages incurred.

4. Formal Authorization & Execution

By signing below, the authorized signatory warrants that he/she has been duly authorized by the Tenderer's Board of Directors or governing body to execute this Authorization & Declaration Statement and to bind the organization to all terms and commitments contained within the tender submission.

Authorized Signature: _____

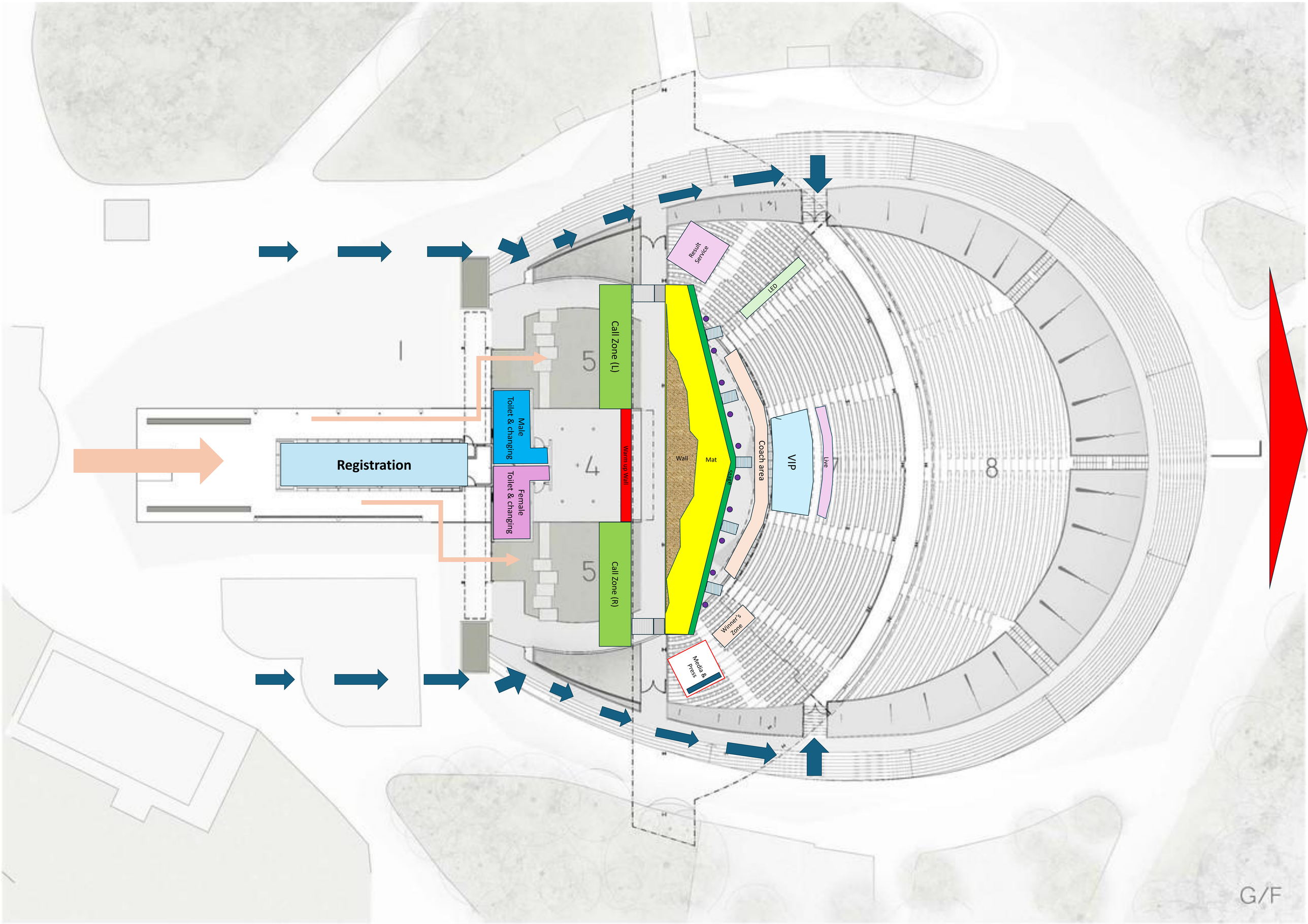
Name of Authorized Signatory: _____

Official Position / Title: _____

Company Name and Chop: _____

Date: _____

Appendix - Draft of Floor Plan (For Reference Only)



0 5 10 20M

PLAN

1	Forecourt	5	Lawn
2	Pavilion	6	Main Stage