



**REQUEST FOR PROPOSAL**

**徵求計劃書**

Our Ref. : 2024B5WC/433.04  
本會參號 \_\_\_\_\_

Date 日期	:	12. 04. 2024
Pre-meeting for presenting proposal 遞交計劃書預會日期	:	18. 04. 2024 09:00-12:00 (to be scheduled with each interested contractor) (按個別有意承包商安排)
Deadline for submitting proposal 計劃書遞交日期	:	30. 04. 2024
Site visit for selected contractors 獲選承包商視察場地日期	:	31. 05. 2024 15:00-17:00
Project Subject 項目名稱	:	<b>WBSC Baseball5 World Cup 2024 - Marketing &amp; PR Services</b>
		Recognised as an "M" Mark event by the Major Sports Events Committee 獲大型體育活動事務委員會認可為「M」品牌活動
Event Organizer 活動主辦單位	:	World Baseball Softball Confederation (WBSC) 世界棒壘球總會
Event Host 活動承辦單位	:	The Baseball Association of Hong Kong, China (BAHKC) 中國香港棒球總會
Event Date 活動日期	:	07 ~ 12. 10. 2024
Event Venue 活動場地	:	Central Harbourfront Event Space 中環海濱活動空間
Setup Date 佈置日期	:	04 ~ 05. 10. 2024
Dismantle Date 清拆日期	:	13. 10. 2024
Servicing Period 服務期	:	05. 2024 – 10. 2024

**Scope of Work/Service 工作/服務範圍:**

To provide marketing strategy and PR services to build the awareness and audience of WBSC Baseball5 World Cup 2024 (the B5 World Cup) online and on-site; to promote the participation of a series of HKJC Community Programmes and the B5 World Cup.

提供行銷策略及公關工作，拓展大眾對WBSC Baseball5 World Cup 2024 ( B5世界盃)的認識及網上/現場觀眾；促進各階層參與香港賽馬會慈善信託基金的社區活動及B5世界盃

1. Public Relations 公關工作
  - ◆ Prepare press release  
擬備新聞稿



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- ◆ Media Pitching  
策動報導
  - ◆ Pre-events community engagement  
活動前社區參與
2. Content Marketing Strategy行銷策略內容
- ◆ Please provide your strategy  
請提供你的策略方案
3. Social Media Marketing社交媒體營銷
- ◆ BAHKC FB Page Content Management in Chinese & English  
棒總 FB 專頁貼文中文及英文內容
  - ◆ Posts attachment: photos, graphics and videos  
貼文附件: 相片, 圖稿及視頻
4. Advertising channels, proposal may include but not limited to:  
營銷通路, 建議如下但不限於:
- ◆ Television  
電視台
  - ◆ Radio  
電台
  - ◆ Print ads (newspapers, magazines)  
印刷廣告宣傳 (報章, 雜誌)
  - ◆ Outdoor advertising (public transports, billboards, posters, lamp posts)  
戶外告宣傳 (公共交通工具, 廣告板, 海報, 燈柱)
  - ◆ Digital marketing channels (websites, social media platforms)  
數碼營銷通路 (網頁, 社交媒體)
  - ◆ Video marketing campaigns  
影片行銷活動
  - ◆ Electronic direct mail / Direct mail  
電子郵件行銷 / 郵件行銷
  - ◆ Event marketing and sponsorships  
活動行銷及贊助
5. Print Matters 印刷品
- ◆ programme booklets and other relevant publications  
世界盃場刊及其他傳宣印刷品



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#### 6. Advertising production package 廣告製作

- i. 15 sec Advertisement – Logo Animation  
15秒廣告 – 動畫標誌
- ii. 15 sec Advertisement - Video Editing (raw footage to be provided by clients)  
15秒廣告 – 影片編輯 (由客戶提供的未經編輯的原片)
- iii. 15 sec Advertisement - Video Production (video shooting and editing service, filming content, cast and props to be provided by clients)  
15秒廣告 – 影片製作 (拍攝及剪輯; 拍攝內容, 演員及道具由客戶提供)

#### References 參考:

##### Guidelines for the Publicity 宣傳指引

- ◆ Promotion Channel for “M” Mark Events issued by the Culture, Sports and Tourism Bureau (文化體育及旅遊局 “CSTB”)
- ◆ Guidelines on Publicity and Acknowledgment for Grantees from The Hong Kong Jockey Club Charities Trust (香港賽馬會慈善信託基金 “HKJC Charities”)

##### Download guidelines 下載指引

<https://drive.google.com/drive/folders/1Dn247zMLrJrtDTLJKvylP3eebxiKElUx?usp=sharing>

##### Past events 昔日活動

###### YouTube stream

###### Baseball5 World Cup 2022 (41 videos)

[www.youtube.com/watch?v=3QXwD5Zb\\_Yg&list=PLNfAZNpzw3dYIRFNOeN82VESLH-ujixfZ](http://www.youtube.com/watch?v=3QXwD5Zb_Yg&list=PLNfAZNpzw3dYIRFNOeN82VESLH-ujixfZ)

###### Baseball5 World Cup 2022 WBSC website

<https://www.wbsc.org/en/events/2022-baseball5-world-cup/home>

#### Notes 說明:

- i. The quoted price submitted in the quotation is deemed to be inclusive of the execution of the works in accordance with the submissions on technical resources and technical proposals. No hidden costs or additional expense such as work overtime fee, transportation or meals allowance will be considered.
- ii. The submitted quotation shall **remain open for 90 days** from the deadline of submitting proposal, i.e. 31 July 2024.
- iii. You may consider your tender to be unsuccessful if no offer with you within those 90 days.



中國香港棒球總會  
THE BASEBALL ASSOCIATION OF HONG KONG, CHINA

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#### Enquiry 查詢

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Instagram: <https://www.instagram.com/hkgbaseball/>

Twitter: <https://twitter.com/hkgbaseball>

YouTube: <https://www.youtube.com/c/HongKongBaseballAssociation>

WeChat: HKBaseballAssn



小红书:

