

INVITATION TO TENDER

The Hong Kong Reprographic Licensing Society Limited

**ORGANISATION AND MANAGEMENT SERVICES FOR THE 2026/27
"Hong Kong Inter-School Respect Copyright Education Campaign"**

Tender Reference: HKRRLS\2026-27\CopyrightEducationCampaign

	Document Details
Document Type:	Procurement Invitation / Request for Proposal
Issue Date:	21 July 2026
Submission Deadline:	15 August 2026
Contact Person:	Wendy Sung
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1. INTRODUCTION & PROJECT OBJECTIVES

The Hong Kong Reprographic Licensing Society (HKRRLS) invites eligible vendors and service providers to submit proposals for the provision of overall organization, administrative support, execution, enrollment, and judging management services for the “**2026/27 Hong Kong Inter-School Respect Copyright Education Campaign**” (hereinafter referred to as the "Competition").

- **Theme Update:** Replacing last year's theme (知識產權要尊重 創科創意創未來) with the proposed new theme:
- **Co-organizers:** Intellectual Property Department (IPD)
- **Supporting organization :** Hong Kong Customs and Excise Department.
- **Contract Period:** From the date of contract award through two (2) months following the Award Ceremony.

2. SCOPE OF SERVICES

The awarded service provider shall deliver comprehensive services covering the following key areas:

2.1 Competition Structure & Categories

The vendor shall be responsible for developing, defining, and managing the submission methods, technical specifications, and project formats across five (5) distinct student categories. Manage entries across five (5) distinct student categories:

1. **Kindergarten Group:**
2. **Primary (Lower) Group:**
3. **Primary (Upper) Group:**
4. **Secondary (Lower) Group:**
5. **Secondary (Upper) & Tertiary Group:**

2.2 Public Communication & Platform Management

- **Dedicated Platform:** Upgrade and maintain an integrated cloud-based system for info release, online registration, submissions (supporting 3,000+ entries), and online judging with cybersecurity protocols.
- **Media Luncheon / Launch Event:** Organize a press launch event (approx. 4 tables/48 pax) with an appointment ceremony for supporting organizations.
- **Specialized Seminar:** Host the "**AI Era: Creativity, IP, and Digital Responsibility**" Seminar for ~100 participants featuring guest speakers from IPD, Customs, Privacy Commissioner, and AI/creative experts.

2.3 Administrative & Inquiry Support

- **Enrollment Tracking:** Process and track submissions. Provide weekly progress reports starting 3 months prior to the deadline, increasing to twice weekly during the final month.
- **Hotline & Dedicated Email:** Set up a dedicated helpline (Mon–Fri, 9:00 AM–6:00 PM) staffed in English, Cantonese, and Mandarin. Maintain a dedicated email inbox with daily checks.

2.4 Marketing & Publicity

- **Promotional Assets:** Produce a 1-minute promotional video. Design and print promotional flyers (~1,000 for KG, 600 for Primary, ~700 for Secondary/Tertiary).
- **Multi-channel Promotion:** Execute social media ad campaigns (Facebook, Instagram, YouTube), outdoor advertising (2 bus body wraps for 4 weeks; 4-sheet MTR lightboxes across 20+ stations), and targeted email blasts.
- **Performance Target:** Achieve at least a 5% increase in total entries compared to the previous edition (3,399 entries).

2.5 Online Judging & System Management

- Operate an online scoring platform providing secure, unique login credentials for preliminary screening and final judging panels, with automated score aggregation.

2.6 Award Ceremony Execution

- **Event Management:** Organize an offline ceremony (approx. 130 guests) targeted for June 2027 in a commercial mall venue (e.g., Olympian City / Domain).
- **Deliverables:** Guest management, seating plans, stage/booth design, AV/lighting systems, youth performances, photo/video production, e-booklet creation, certificates, trophies, and eco-friendly souvenirs.

2.7 Project Management & Staffing

- Provide a core project management team (minimum 4 staff: Project Lead, Senior Manager, Senior Executive, Administrative Support) alongside trained onsite personnel for all events.

3. SCHEDULE & KEY MILESTONES

Phase / Milestone	Target Schedule
Contract Award & Project Confirmation	August 2026
System Setup, Document Preparation & Flyer Printing	September 2026
Media Luncheon & Launch of Campaign	September 2026
Registration & Submission Deadline	January 15, 2027
Preliminary Screening	February 2027
Final Judging & IP Seminar	March 2027
Winner Notification	April 2027
Award Ceremony & Work Exhibition	June 2027

4. COSTS & FINANCIAL PROPOSAL BREAKDOWN

Bidders must complete and submit their financial proposals following the cost categories below:

Item No.	Service Category	Estimated Cost (HKD)
A	Media Luncheon & Launch Event <i>(Venue, stage/audio setup, video/photo, trophies, insurance, performances)</i>	
B	Launch Video Production <i>(Shooting, editing, venue rental)</i>	
C	Event Coordination & Management <i>(Full management from July 2026 to June 2027)</i>	
D	Dedicated Portal / Website <i>(Design, cloud setup, IP education platform)</i>	
E	Publicity & Marketing Materials <i>(Flyer printing, postage, bus body ads, MTR lightboxes, EDM campaigns)</i>	
F	E-Registration & Scoring System Upgrade <i>(Cybersecurity enhancement, database management, file hosting)</i>	
G	Social Media Marketing <i>(Facebook & Instagram content design, post boosting, account management)</i>	

Item No.	Service Category	Estimated Cost (HKD)
H	Seminar & Workshop Execution <i>(Stage setup, audio/visual equipment, transport, logistics)</i>	
I	Award Ceremony & Exhibition <i>(Mall venue booking, stage production, prizes, trophies, certificates, e-booklet, souvenirs, photography)</i>	
TOTAL	Grand Total (Lump Sum)	

5. SUBMISSION INSTRUCTIONS

Interested tenders must submit their response in two separate sections:

1. **Technical Proposal:** Company profile, relevant experience, detailed operational approach, platform architecture, and team composition.
 2. **Financial Proposal:** Completed cost structure as detailed in Section 4.
- **Deadline:** 15 August 2026 at 5pm HKT
 - **Submission Address:**
 - 1) By Post/Hand : Unit D, 15/F, E-trade Plaza, 24 Lee Chung Street, Chai Wan, Hong Kong
 - 2) By Email : sharonwong@hkrrls.org.hk

Attention : Dr. Sharon Wong (Executive Director)

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TENDER SUBMISSION

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TENDER REF.: HKRRLS\2026-27\CopyrightEducation Campaign

PROJECT TITLE:

Organisation and Management Services for the 2026/27

"Hong Kong Inter-School Respect Copyright Education Campaign"

CLOSING DATE & TIME: 15 August 2026 at 5pm HKT

TO (ADDRESSEE): The Hong Kong Reprographic Licensing Society (HKRRLS)

Unit D, 15/F, E-trade Plaza, 24 Lee Chung Street, Chai Wan, Hong Kong

ATTENTION: Dr. Sharon Wong, Executive Director

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