

**Invitation for Expression of Interest  
for  
the Grant of Licence for  
Providing Event Planning and Management Services  
and Advertising Services  
at Designated Venues/Facilities of  
the Leisure and Cultural Services Department**

Leisure and Cultural Services Department  
The Government of the Hong Kong Special Administrative Region  
17 November 2025

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## **I. Glossary of Terms**

1. The terms and expressions used in this Invitation for Expression of Interest (hereinafter referred to as “EOI”) Document (the “Invitation Document”) shall, unless the context requires otherwise, have the meaning ascribed thereto in this Glossary of Terms.

**“Intellectual Property Rights”** means patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights whether now known or created in future (of whatever nature and wherever arising) and in each case whether registered or unregistered and including applications for the grant of any such rights.

**“Licence”** means the right to provide event planning and management services, and advertising services at the designated venues/facilities listed in Appendix I and Appendix II.

**“Monthly Licence Fee”** means either monthly guarantee lumpsum or an amount based on the percentage of gross monthly income arising from the provision of event planning and management services, and advertising services at the designed venues/facilities listed in Appendix I and Appendix II, payable to the Government by the engaged agency on a monthly basis.

**“Respondent”** means any individual, company or organisation (or authorised representative) who submits a response to this EOI invitation.

**“Services”** means event planning and management services, and advertising services.

2. For the purpose of this EOI invitation, all references to the male shall also mean the female and to the female shall also mean the male, and all references to the plural shall also mean the singular and to the singular shall also mean the plural.
3. This EOI invitation has been translated into Chinese. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

## **II. Introduction**

4. The Chief Executive announced in the 2025 Policy Address that the Government will introduce market-based business models into designated Leisure and Cultural Services Department (LCSD) facilities to provide more diverse value-added activities. These include leasing out museums on their closing days for commercial or private use, and opening up more venues for hire. In this connection, LCSD plans to explore joining hands with market forces to offer a wider variety of activities at these facilities, with a view to enhancing visitor experience and operational efficacy.
5. LCSD launches this EOI to invite any interested party to express interests in and to suggest ideas in providing the Services at designated venues/facilities of LCSD. The feedback and information to be collected from the EOI invitation would assist the Government in mapping out the way forward for the Services.

## **III. Background Information**

### ***Overview of LCSD Venues/Facilities***

6. LCSD provides and manages public recreational, cultural and sports facilities and services. Specifically, LCSD operates and manages a diverse range of facilities wide-spreading in every district of Hong Kong, which include museums, performing arts venues, public libraries, sports grounds and sports centres, swimming pools complexes, bathing beaches, parks and playgrounds.
7. To facilitate users and visitors in reaching LCSD facilities, they are generally conveniently located and accessible, with many located in commercial/touristic districts (e.g. Central, Causeway Bay, Tsim Sha Tsui and Mong Kok, etc.) and patronised by high volumes of service users, visitors and tourists. Their prominent locations and viability suggest potential commercial values.

### ***Introduce Market-based Business Models into LCSD Venues/Facilities***

8. The introduction of market-based business models into designated LCSD venues/facilities would help provide more diverse value-added activities.

9. Based on the above, LCSD plans to open designated venues/facilities in prominent locations or with high popularity for hire for commercial and private use, and for commercial advertising, in response to the Policy Address initiative set out in paragraph 4 above.

10. To take forward the initiative, LCSD plans to avail selected venues/facilities for –

(a) **Organising value-added events**

Eight venues/facilities are planned to avail for organising diverse events. The opening up of these cultural and leisure venues/facilities for organising value-added events could bring new and unique experience to the event attendees. Diverse events such as commercial marketing programmes, corporate events, fan meetings/fansign/fancon, mini-concerts, birthday parties, exclusive curator-led exhibition tours at museum venues for high-end visiting groups, etc. may be organised. Information on location of the designated venues/facilities and details of the event space (e.g. photos, location map, area and availability for hiring during the year) is at **Appendix I**.

(b) **Strategic placement of commercial advertising**

16 venues/facilities are planned to open up for commercial advertising. The venues/facilities designated for advertising are of high visibility and broad reach to large and diverse audience to foster brand building and familiarity. Advertisements may be placed on the external walls of the venues/facilities, lampposts outside the venues/facilities, walls of the arenas or halls inside the venues/facilities, staircases of spectator stands, seat covers, pillars and columns, side walls of entrances/exits, event brochures, etc. Information on location of the designated venues/facilities and details of the advertising space (e.g. photos, location map, size and availability for use during the year) is at **Appendix II**.

For the avoidance of doubt, the grant of Licence to the agency for the provision of the Services is **non-exclusive**. The Government shall have absolute discretion in determining the areas for organising events and/or advertising. The Government may withdraw any areas at it deems fit. LCSD shall retain the right to use all designated venues, facilities, and advertising spaces, including its own publicity, government

events, venue hirers and any other purpose as deemed necessary. Furthermore, LCSD will reserve part of the available event dates and advertising inventory for government use. The “maximum number of days available for hiring” as well as the tentative reserved dates for each venue/facility are stipulated in **Appendix I** and **Appendix II** for reference.

The venues available for the Services may not be restricted to the venues/facilities in **Appendix I** and **Appendix II**. LCSD welcomes suggestions from interested parties / bidders / selected agency on availing other LCSD venues/facilities (i.e. those not listed in **Appendix I** and **Appendix II**), which LCSD may consider on a case-by-case basis.

### ***Services Requirements and Specifications***

11. LCSD plans to engage one or more than one agency by way of a grant of Licence for a period of two or three years, which may be extended for another two years subject to satisfactory performance of the agency. In particular, the agency will be tasked to leverage its market knowledge and expertise for –
  - (a) marketing the venues/facilities to target clients;
  - (b) developing advertising strategies for using the designated venues/facilities;
  - (c) planning and making technical/logistical arrangements for events at individual venues/facilities or putting up commercial advertisements;
  - (d) managing the clients throughout the process in accordance with LCSD’s requirements/aspirations; and
  - (e) considering/effecting necessary installations (e.g. LED panels, banner walls) at the venues/facilities.
12. The relevant agency will be responsible for the associated installation (e.g. LED display walls, stage/booth set up, etc.), dismantling (including when a Tropical Cyclone Typhoon Signal No. 3 or above is hoisted), maintenance, insurance and reinstatement costs for the necessary installations for the Services at the venues/facilities. The relevant agency will also be responsible to consult/ obtain necessary approval from the relevant Government departments (e.g. Electrical and Mechanical Services Department) in relation to such installations/dismantling.

13. In general, advertisements/events not conducive to the positive image of the Government will not be permitted. LCSD reserves the right to direct the agency to remove / cancel at its own expenses any advertisement /event as LCSD considers necessary.
14. All events to be organised or the advertisements to be placed are subject to approval by LCSD. LCSD will further specify the timeframe under which the agency needs to make booking applications for venues/facilities (e.g. two to five months in advance), and provide proposals on events/advertisements (e.g. at least six weeks before confirmation). The agency is required to provide all essential and relevant information, including but not limited to all plans, draft agreement to be signed by agency and its clients, fees proposed to be charged on its clients, proof of necessary approval/authorisation from the relevant Government department, etc., to facilitate LCSD's consideration. The artwork for any advertisement intended to be displayed must be sent to LCSD for approval at least two weeks before the first day of the approved display period.
15. All the operating cost (e.g. electricity cost) in relation to the provision of the Services will be borne by the agency. In addition to that, the agency is required to pay to the Government a Monthly Licence Fee for carrying out the Services at the designated LCSD venues/facilities listed in **Appendix I** and **Appendix II**.

#### **IV. Purpose of the Expression of Interest Exercise**

16. The purpose of this invitation is to invite market feedback, on a non-committal basis, for taking forward the provision of the Services at the designated venues/facilities. The EOI exercise will enable the Government to –
  - (a) ascertain market interest in making use of the designated venues/facilities; and
  - (b) on the basis of the feedback from the market, finalise the detailed arrangements for carrying out the Services at the designated venues/facilities.
17. The particulars in this invitation are subject to adjustments by the Government without prior notification. For the avoidance of doubt, any submission received will serve as

a reference only and may or may not be considered or taken into account by the Government when considering the way forward for the provision of the Services.

18. This invitation is not a tender exercise, nor part of the tender exercise, but a structured way to obtain market feedback. The ideas and suggestions received through this invitation may be used by the Government, in the original form or in a modified form as may be considered appropriate by the Government. The Respondent has no claim whatsoever against the Government relating to any subsequent use of the ideas and suggestions. Neither the Government nor any Respondent will be bound by any response to this invitation.
19. This invitation is not a pre-qualification exercise to shortlist or pre-qualify any interested party. Interested parties who do not submit an EOI in response to this invitation will not be barred from taking part, or prejudiced against, in the subsequent exercise.
20. The Respondent should make its own independent assessment of the information contained in this invitation after making such investigation and taking such professional and other advice as may be prudent in order to assess the risks and benefits and to prepare its response for this invitation. The Respondent should not construe the contents of this invitation, or any other communication by or on behalf of the Government or any of its officers, agents or advisors, as financial, legal, tax or other advices. The Respondent should consult its own professional advisors as to financial, legal, tax or other matters concerning the invitation.
21. The Respondent shall be solely responsible for the fees, costs and expenses incurred in preparing for and responding to this invitation, or subsequent responses or initiatives on the part of any Respondent. The Government will under no circumstances be liable to any Respondent for any such fees, costs, expenses, loss or damage whatsoever arising out of or in connection with this invitation.
22. The Government reserves all its rights, without prior consultation or notice, not to proceed further with this invitation and/or the subsequent tender exercise (if any) at the Government's absolute discretion without giving the reason for such action.



**V. Specific Areas to Invite Expression of Interest**

23. Interested parties are invited to submit proposals with details of their operations and business model to demonstrate the proposals' technical feasibility and financial viability. Amongst others, information on the following aspects shall be provided –
- (a) whether the Respondent has the capability of taking up the provision of the Services in whole; if not, which part of the Services would be taken up and why. Whether the Respondent has any proposal(s) of partnering/collaborating with another agency/agencies in taking up the provision of the Services.
  - (b) whether the Respondent has any suggestion(s) on any existing/potential clients in the market who may be interested in using the Services and/or who may be your target clients. What marketing strategies that the Respondent would use for promoting the Services? What other potential uses that the Respondent may suggest for the designated LCSD venues/facilities? How long is the preparatory time required by the Respondent (such as developing marketing strategies and identifying potential clients) before commencing the Services?
  - (c) whether the Respondent considers the venues/facilities listed in **Appendix I** and **Appendix II** suitable choices for the Services. What are other LCSD venues/facilities that the Respondent considers suitable for adding onto the list and why?
  - (d) whether the proposed duration of service period is considered appropriate. If not, what is the suitable duration of service period and why?
  - (e) In terms of Monthly Licence Fee, which monthly payment method (i.e. either monthly guarantee lumpsum or a percentage of gross monthly income) is considered more suitable and why? What is the indicative range of Monthly Licence Fee that the Respondent would offer for taking up the Services? If not, what is/are the other fee mechanism(s) that the Respondent considers more appropriate for the Services?

## **VI. Submission of Expression of Interest**

24. Any interest party must return two copies of the prescribed REPLY FORM attached hereto (“Reply Form”) in **Appendix III**, and duly signed together with the required information and documents stated therein. The submission could be made by email ([eo2025@lcsd.gov.hk](mailto:eo2025@lcsd.gov.hk)), or by post or by hand to 10/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Sha Tin, New Territories, Hong Kong **ON or BEFORE 16 December 2025 6:00 p.m.** (Hong Kong time). In case it is submitted by post or by hand, it shall be placed in envelope(s) to be marked “**Confidential**” and labelled “**Expression of Interest for the Grant of Licence for Providing Event Planning and Management Services and Advertising Services at Designated Venues/Facilities of the Leisure and Cultural Services Department**”.
25. A briefing will be arranged on **27 November 2025 10:30 a.m.** at Function Room AC2, Level 4, Administration Building, Hong Kong Cultural Centre, 10 Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong to help any interested party to better understand this document to facilitate their preparation of the EOI. To attend the briefing, please complete the enrolment form at **Appendix IV** and return it to LCSD by email ([eo2025@lcsd.gov.hk](mailto:eo2025@lcsd.gov.hk)) no later than **6:00 p.m. on 21 November 2025** (Hong Kong time).
26. For any matter relating to this invitation, please write to LCSD by email to [eo2025@lcsd.gov.hk](mailto:eo2025@lcsd.gov.hk). Interested parties should note that LCSD will only answer enquires of a general nature, and any statement, whether oral or written, made and any action taken by any Government officer or employee in response to any enquiry made by the Respondent shall be for guidance and reference purpose only.
27. By making a submission in response to this invitation, the Respondent shall be taken to have accepted all the terms of this invitation. The Respondent shall also undertake, represent and warrant that it shall comply with all applicable laws, including but not limited to the Law of the People’s Republic of China on Safeguarding National Security in the Hong Kong Special Administrative Region and the Safeguarding National Security Ordinance, for the purpose of or in connection with this submission.

## **VII. Personal Data of Respondents**

28. Supply of personal data is purely voluntary. However, failure to provide sufficient data may hamper the Government from considering the submissions further. The personal data of the Respondent and of any individual provided as part of the EOI exercise (collectively referred to as “personal data” in this paragraph) will be used by the Government for the purposes of this invitation, and all other purposes necessary for or directly related to the said purposes including but not limited to the resolution of any dispute arising from this invitation.
29. By making a submission in response to this invitation, the Respondent acknowledges and consents and has ensured that the individuals who are the subject of personal data have acknowledged and consented that personal data provided in the submission may be disclosed to other Government bureaux and departments, the Legislative Council, the District Councils, the Area Committees, non-governmental organisations and data access applicants under the Code of Access to Information.
30. The Respondent and the individuals who are the subject of personal data have the right of access and correction with respect to personal data as provided for in Sections 18 and 22 of and Principle 6 of Schedule 1 to the Personal data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong).
31. Enquiries concerning the personal data collected by means of this invitation, including the making of access and corrections, should be addressed to the Access to Information Officer of LCSD at 13/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Shatin, New Territories, Hong Kong.

## **VIII. Intellectual Property Rights**

32. All submissions shall be the original works of the Respondent and shall not contain any materials infringing any party’s Intellectual Property Rights. The Respondent shall indemnify and keep the Government fully and effectively indemnified of whatsoever nature arising from or incurred by reason of any such infringement or alleged infringement.

33. In making the submission, the Respondent shall be deemed to have granted to the Government a freely transferable, exclusive, perpetual, worldwide, royalty-free and irrevocable licence (and sub-licensable) to use, adapt and modify the ideas and submissions and all Intellectual Property Rights subsisting in the submissions for all purposes in respect of or in connection with this invitation. The Respondent shall, if required by the Government, do all things and execute all instruments or documents for the purpose of conferring the rights and interest on the Government.

**IX. Disclaimer**

34. Whilst the information contained in this invitation has been prepared in good faith, it does not claim to be comprehensive or to have been independently verified. Neither the Government nor any of its employees, agents or advisors accepts any liability or responsibility as to, or in relation to, the adequacy, accuracy or completeness of the information contained in this invitation or any other written or oral information which is, has been or will be provided or made available to any company or consortium; nor do they make any representation, statement or warranty, expressed or implied, with respect to such information or to the information on which this invitation is based. Any liability in respect of any such information or inaccuracy in, or omission from this invitation is expressly disclaimed. Photos and location maps enclosed with this invitation is for the purposes of illustration and identification only and is subject to change.
35. This invitation is not intended to provide the basis of any investment decision and should not be considered as a recommendation by the Government or any of its employees, agents or advisors to any company or consortium to make a submission. The Respondent should make its own independent assessment of the information contained in this invitation and must satisfy itself of the development and business potential of its submission and the accuracy, completeness or meaning of any information and/or statement contained in the submission. No representation or warranty is given as to the achievement or reasonableness of any future projections, estimates, prospects or returns contained in this invitation.
36. Neither this invitation nor any submission received by the Government in response to this invitation should be taken to constitute or form part of any invitation to tender or tender or contract or binding agreement or understanding by or with the Government. The Government reserves its right to amend, add to or delete any information contained

in this invitation at any time without prior notification and without giving any reasons.

37. This invitation is for seeking ideas, views and suggestions only and does not create any legal obligations on the Government. Nothing in this invitation constitutes any commitment by the Government to any respondent in respect of responses which may be submitted, nor does it guarantee that participation of external organisations will be implemented in any manner or form.
38. The Government does not have any obligation to enter into any negotiations or discussions with any respondent in relation to this invitation on an exclusive or non-exclusive basis.
39. The Government reserves the right, without prior consultation or notice, to change the content of this invitation. The Government is not obliged to inform the Respondent of any update or change of any of the information in this invitation made or that comes to its knowledge after the issue of this invitation. Nothing in this invitation or any activities in connection therewith shall result in any legal obligation or liability on the part of the Government.

Leisure and Cultural Services Department  
The Government of the Hong Kong Special Administrative Region  
17 November 2025