

**Invitation for Expression of Interest (EOI) 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**

就為康樂及文化事務署轄下指定場地／設施
提供活動策劃及管理服務和廣告服務的經營權邀請提交意向書

Reply Form

回覆表格

This Reply Form should be duly completed and sent to the Leisure and Cultural Services Department by email (ei2025@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). The postmark date on the envelope will be regarded as the date of reply, if applicable. You are encouraged to include a proposal with supporting information including but not limited to presentation, drawings, plans and explanatory statements along with your submission.

請將填妥的本回覆表格於 2025 年 12 月 16 日下午 6 時（香港時間）或之前，透過以下方式交回康樂及文化事務署：電郵至 ei2025@lcsd.gov.hk，或郵寄或親身遞交至香港新界沙田排頭 1-3 號康樂及文化事務署總部 10 樓。如以郵寄方式提交，信封上的郵戳日期將視為回覆日期。有興趣人士在提交建議書時宜附上輔助資料，包括但不限於簡報、圖紙、計劃書及說明文件。

I. Information of the Interested Party **有興趣人士的資料**

1. Name of Company/Organisation 公司 / 機構名稱

English 英文	
Chinese 中文	

2. Contact Person 聯絡人資料

Name 姓名	
Post Title 職位	

Correspondence Address 通訊地址	
Telephone No. (Work) (Mobile) 電話號碼 (辦公室) (手機)	
E-mail 電郵	

3. Core Business (Please include concise history and years of experience of your company/organisation. A brochure introducing your company/organisation is welcome)

核心業務（請簡介貴公司／機構的歷史和業務範圍。歡迎附上貴公司／機構的簡介小冊子）

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4. Details of projects/operations your company/organisation has conducted which may be of reference to those being proposed in this submission

貴公司／機構過往曾提供與是次建議相關的項目／工作

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5. Company/Organisation's website and social media

貴公司／機構的網站及社交媒體

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II. Submission of Proposals 提交建議書

A. Overall 總覽

6. Does your company/organisation have the capability of taking up the provision of the Services in whole?

貴公司／機構是否有能力提供全部服務？

☐ Yes 是

☐ No 否

If **NO**, which part of the following services would be taken up and why?

若否，可提供有關服務的什麼部分？原因為何？

☐ Event planning and management services only 僅限活動策劃及管理服務

☐ Advertising services only 僅限廣告服務

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7. Does your company/organisation have any proposal(s) of partnering/collaborating with another agency/agencies in taking up the provision of the Services?

貴公司／機構是否有計劃與其他營辦商合作／協作以提供有關服務？

☐ Yes 是

☐ No 否

If **YES**, any initial thinking?

若是，初步構思為何？

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8. Does your company/organisation have 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 are the main considerations/factors deciding on the suitability of the target clients?

貴公司／機構對有意選用有關服務的現有或潛在客戶，有何提議？哪些可能是你的目標客戶？在決定目標客戶是否合適時，貴公司／機構的主要考慮因素為何？

9. What are the strategies in marketing the designated venues/facilities to your target clients so as to realise the commercial potential of these venues/facilities? What kind of events and/or advertisements are to be organised/arranged? Any estimation in mind on the number of events to be organised annually and advertisements to be arranged?

貴公司／機構會採取什麼策略向目標客戶推廣指定場地／設施，以發揮該等場地／設施的商業潛力？擬舉辦的活動和安排的廣告為何？預計每年可舉辦的活動和安排的廣告數目為何？

10. What other potential uses that your company/organisation may suggest for the designated venues/facilities listed in **Appendix I** and **Appendix II**?

就**附錄 I**及**附錄 II**所列指定場地／設施，貴公司／機構建議還有什麼其他潛在用途？

11. How long is the preparation time required by your company/organisation (such as developing marketing strategies and identifying potential clients) before commencing the Services? What is the earliest possible date that your company/organisation can commence the Services?

貴公司／機構在開始提供有關服務前需要的準備時間為何（例如制訂市場策略和物色潛在客戶）？貴公司／機構最早可於何時提供有關服務？

12. What are the major challenges that your company/organisation foresees in taking up venues/facilities for providing events planning and management services as well as advertising services?

按貴公司／機構預期，在租用場地／設施提供活動策劃及管理服務和廣告服務上的主要挑戰為何？

B. Designated venues/facilities 指定場地／設施

B1. Availing venues/facilities for organising events 用作舉辦活動的場地／設施

13. As regards all the venues/facilities listed in **Appendix I** which are designated for organising events, whether your company/organisation considers them suitable choices for organising events?

就附錄 I 所列指定用作舉辦活動的所有場地／設施，貴公司／機構認為是否適合用作舉辦活動？

☐ Yes 是

☐ No 否

Please indicate the venues/facilities that have the greatest potential (a maximum of TWO choices).

請列出最具潛質的場地／設施（不多於兩個）。

☐ Hong Kong Cultural Centre – Piazza A and Piazza B

香港文化中心 – 露天廣場 A 及露天廣場 B

☐ Chater Garden – Open space 遮打花園 – 休憩用地

☐ Sun Yat Sen Memorial Park – Reflecting Pond Plaza 中山紀念公園 – 水景廣場

☐ Kai Tak Station Square – Open Plaza at Phase I 啟德車站廣場 – 第一期廣場

☐ Kwun Tong Promenade – Open spaces except the GreenWay area 觀塘海濱花園 – 開放空間（共融通道範圍除外）

☐ Sha Tin Park – Main Plaza 沙田公園 – 結客場

☐ Hong Kong Museum of Art – The Hall (Lobby on 1/F) 香港藝術館 – 匯堂（一樓大堂）

☐ Oil Street Art Space – Oi!Lawn, Oi! Garden and Oi!Kitchen 油街實現 – 油街草地、油街花園及油街廚房

Why your company/organisation chooses the above venues/facilities?

貴公司／機構選擇上述場地／設施的原因為何？

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14. Are there any other alternative venues/facilities that your company/organisation considers suitable for adding onto **Appendix I**?

貴公司／機構認為是否有其他合適的場地／設施可添加到**附錄 I**中？

☐ Yes 是

☐ No 否

If **YES**, please indicate the suggested venues/facilities and why.

若是，請列出建議的場地／設施和提供原因。

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15. Whether your company/organisation finds it attractive to conduct “exclusive curator-led exhibition tours” at museum venues during museum non-opening hours?

貴公司／機構認為在博物館閉館時段舉辦「專屬館長展覽導賞團」活動是否具吸引力？

☐ Yes 是

☐ No 否

If **YES**, which museum(s) or museum exhibition(s) would be attractive? If **NO**, what are the main reasons for their unattractiveness?

若是，哪所博物館或哪些博物館展覽具吸引力？若否，欠缺吸引力的主要原因為何？

B2. Availing venues/facilities for commercial advertising 用作商業廣告用途的場地／設施

16. As regards all venues/facilities listed in **Appendix II** which are designated for commercial advertising, whether your company/organisation considers them suitable choices for commercial advertising?

就**附錄 II** 所列指定用作商業廣告用途的所有場地／設施，貴公司／機構認為是否適合用作商業廣告用途？

☐ Yes 是

☐ No 否

Please indicate the venues/facilities that have the greatest potential (a maximum of **TWO** choices).

請列出最具潛質的場地／設施（不多於兩個）。

☐ High Block of Hong Kong City Hall 香港大會堂高座

☐ Hong Kong Cultural Centre 香港文化中心

☐ Hong Kong Space Museum 香港太空館

☐ Hong Kong Film Archive 香港電影資料館

☐ East Kowloon Cultural Centre 東九文化中心

☐ Hong Kong Heritage Museum 香港文化博物館

- ☐ Hong Kong Museum of History 香港歷史博物館
- ☐ Hong Kong Central Library 香港中央圖書館
- ☐ Connaught Garden 康樂花園
- ☐ Kowloon Park 九龍公園
- ☐ Fleming Road Garden 菲林明道花園
- ☐ Victoria Park Swimming Pool 維多利亞公園游泳池
- ☐ Kai Tak Station Square 啟德車站廣場
- ☐ Harbour Road Sports Centre 港灣道體育館
- ☐ Tsuen Wan Sports Centre 荃灣體育館
- ☐ Wing Tai Road Garden 永泰道花園

Why your company/organisation chooses the above venues/facilities?

貴公司／機構選擇上述場地／設施的原因為何？

17. Are there any other alternative venues/facilities that your company/organisation considers suitable for adding onto **Appendix II**? [except for Hong Kong Coliseum, the Hong Kong Stadium and the Queen Elizabeth Stadium]

貴公司／機構認為是否有其他合適的場地／設施可添加到**附錄 II** 中？[香港體育館、香港大球場及伊利沙伯體育館除外]

- ☐ Yes 是
- ☐ No 否

If **YES**, please indicate the suggested venues/facilities and why.

若是，請列出建議的場地／設施和提供原因。

C. Service Period and Financial Considerations 服務年期及財務安排

18. Is the duration of the service period (i.e. two or three years plus a maximum of two years' extension) considered appropriate?

服務年期（即兩年／三年，以及最多可延期兩年）是否合適？

☐ Yes 是

☐ No 否

If **NO**, please propose an alternative duration and provide the reasons for the proposal.

若否，請提出其他期限並說明原因。

19. In terms of Monthly Licence Fee, which of the following payment method is considered more suitable? Why?

就經營權月費，貴公司／機構認為以下那一項支付模式較合適？原因為何？

☐ Monthly Guarantee Lumpsum 每月保證金

☐ A Certain Percentage of Gross Monthly Income 每月總收入的若干百分比

20. What is/are the other fee mechanism(s) that your company/organisation considers more appropriate and provide the reasons.

貴公司／機構認為有什麼其他繳費機制更合適，並說明原因。

21. In response to paragraph 19 above, what is the indicative range of monthly fee payable to the Government?

因應上文第 19 段，每月向政府支付的月費的參考價格為何？

If your company/organisation is capable of taking up **all** of the Services

如貴公司／機構有能力提供**所有**服務

☐ \$ _____ /month 每月 or 或 _____ % on gross monthly income 每月總收入

If your company/organisation **only** takes up part of the Services

如貴公司／機構僅提供**部分**服務

☐ Event planning and management services 活動策劃和管理服務

\$ _____ /month 每月 or 或 _____ % on gross monthly income 每月總收入

☐ Advertising services 廣告服務

\$ _____ /month 每月 or 或 _____ % on gross monthly income 每月總收入

22. Any other suggestions?

是否有其他建議？

Acknowledgement 聲明

We understand that the invitation is non-binding and is not part and partial of any tender exercise. We agree that all information provided in the EOI invitation document is for reference only. We acknowledge that nothing in the EOI invitation document shall constitute a warranty, statement or representation, expressed, implied or imputed, by the Government as to the accuracy, reliability, completeness or usefulness of the information contained therein. We understand that the Government does not accept liability to any person howsoever caused by the use of or reliance on the information provided in the EOI invitation document. We understand that the Government reserves the right, without prior consultation or notice, to change the content of this EOI invitation document, and shall not be liable for any costs, expenses or losses incurred or sustained by us in undertaking preparatory work and submitting proposals, information or documents in response to this invitation.

我們明白，本邀請意向書不具約束力和並非招標程序的任何部分。我們同意，本邀請意向書提供的所有資料僅供參考，並確認本邀請意向書不構成任何政府關於其內容之準確性、可靠性、完整性或有用性的明示、暗示或推測的保證、聲明或陳述。我們明白，政府對因使用或依賴本邀請意向書提供的資料而引起的任何損害，不承擔任何責任。我們明白，政府保留在不經諮詢或提前通知的情況下更改本意向邀請書內容的權利，以及政府概不負責我方就是次邀請所進行的準備工作以及提交建議、資料或文件所衍生的任何費用、開支或損失。

Our information –

我們的資料：

Name of Company/Organisation:

公司／機構名稱：

Name and Signature of Authorised

Representative (with Company Chop):

授權人姓名和簽署

(附公司印章)：

(Name 姓名:)

Telephone Number:

電話號碼：

Fax Number:

傳真號碼：

E-mail Address:

電郵地址：

Date 日期：

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