

**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**

就为康乐及文化事务署辖下指定场地／设施  
提供活动策划及管理服务和广告服务的经营权邀请提交意向书

**Reply Form**

**回复表格**

This Reply Form should be duly completed and sent to the Leisure and Cultural Services Department 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). 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.

请将填妥的本回复表格于 2025 年 12 月 16 日下午 6 时（香港时间）或之前，透过以下方式交回康乐及文化事务署：电邮至 [eo2025@lcsd.gov.hk](mailto:eo2025@lcsd.gov.hk)，或邮寄或亲身递交至香港新界沙田排头 1-3 号康乐及文化事务署总部 10 楼。如以邮寄方式提交，信封上的邮戳日期将视为回复日期。有兴趣人士在提交建议书时宜附上辅助资料，包括但不限于简报、图纸、计划书及说明文件。

***I. Information of the Interested Party***    **有兴趣人士的资料**

**1. Name of Company/Organisation**    **公司／机构名称**

English 英文	
Chinese 中文	

**2. Contact Person**    **联络人资料**

Name 姓名	
Post Title 职位	

Correspondence Address 通讯地址	
Telephone No. (Work) (Mobile) 电话号码 (办公室) (手机)	
E-mail 电邮	

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

核心业务(请简介贵公司／机构的历史和业务范围。欢迎附上贵公司／机构的简介小册子)

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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

贵公司／机构过往曾提供与是次建议相关的项目／工作

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5. Company/Organisation's website and social media

贵公司／机构的网站及社交媒体

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## **II. Submission of Proposals 提交建议书**

### **A. Overall 总览**

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

贵公司／机构是否有能力提供全部服务？

☐ Yes 是

☐ No 否

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

若否，可提供有关服务的什么部分？原因为何？

☐ Event planning and management services only 仅限活动策划及管理服务

☐ Advertising services only 仅限广告服务

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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?

贵公司／机构是否有计划与其他营办商合作／协作以提供有关服务？

☐ Yes 是

☐ No 否

If **YES**, any initial thinking?

若是，初步构思为何？

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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?

贵公司／机构对有意选用有关服务的现有或潜在客户，有何提议？哪些可能是你的目标客户？在决定目标客户是否合适时，贵公司／机构的主要考虑因素为何？

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?

贵公司／机构会采取什么策略向目标客户推广指定场地／设施，以发挥该等场地／设施的商业潜力？拟举办的活动和安排的广告为何？预计每年可举办的活动和安排的广告数目为何？

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

就附录 I 及附录 II 所列指定场地／设施，贵公司／机构建议还有什么其他潜在用途？

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?

贵公司／机构在开始提供有关服务前需要的准备时间为何（例如制订市场策略和物色潜在客户）？贵公司／机构最早可于何时提供有关服务？

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?

按贵公司／机构预期，在租用场地／设施提供活动策划及管理服务和广告服务上的主要挑战为何？

## ***B. Designated venues/facilities 指定场地／设施***

### ***B1. Availing venues/facilities for organising events 用作举办活动的场地／设施***

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?

就附录 I 所列指定用作举办活动的所有场地／设施，贵公司／机构认为是否适合用作举办活动？

☐ Yes 是

☐ No 否

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

请列出最具潜质的场地／设施（不多于两个）。

☐ Hong Kong Cultural Centre – Piazza A and Piazza B

香港文化中心 – 露天广场 A 及露天广场 B

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

☐ Sun Yat Sen Memorial Park – Reflecting Pond Plaza 中山纪念公园 – 水景广场

☐ Kai Tak Station Square – Open Plaza at Phase I 启德车站广场 – 第一期广场

☐ Kwun Tong Promenade – Open spaces except the GreenWay area 观塘海滨花园 – 开放空间（共融通道范围除外）

☐ Sha Tin Park – Main Plaza 沙田公园 – 结客场

☐ Hong Kong Museum of Art – The Hall (Lobby on 1/F) 香港艺术馆 – 汇堂（一楼大堂）

☐ Oil Street Art Space – Oi!Lawn, Oi! Garden and Oi!Kitchen 油街实现 – 油街草地、油街花园及油街厨房

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

贵公司／机构选择上述场地／设施的原因为何？

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

贵公司／机构认为是否有其他合适的场地／设施可添加到**附录 I**中？

☐ Yes 是

☐ No 否

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

若是，请列出建议的场地／设施和提供原因。

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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?

贵公司／机构认为在博物馆闭馆时段举办「专属馆长展览导赏团」活动是否具吸引力？

☐ 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，哪所博物馆或哪些博物馆展览具吸引力？若否，欠缺吸引力的主要原因为何？

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## ***B2. Availing venues/facilities for commercial advertising 用作商业广告用途的场地／设施***

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?

就附录 II 所列指定用作商业广告用途的所有场地／设施，贵公司／机构认为是否适合用作商业广告用途？

☐ Yes 是

☐ No 否

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

请列出最具潜质的场地／设施（不多于两个）。

☐ High Block of Hong Kong City Hall 香港大会堂高座

☐ Hong Kong Cultural Centre 香港文化中心

☐ Hong Kong Space Museum 香港太空馆

☐ Hong Kong Film Archive 香港电影资料馆

☐ East Kowloon Cultural Centre 东九文化中心

☐ Hong Kong Heritage Museum 香港文化博物馆

- ☐ Hong Kong Museum of History 香港历史博物馆
- ☐ Hong Kong Central Library 香港中央图书馆
- ☐ Connaught Garden 康乐花园
- ☐ Kowloon Park 九龙公园
- ☐ Fleming Road Garden 菲林明道花园
- ☐ Victoria Park Swimming Pool 维多利亚公园游泳池
- ☐ Kai Tak Station Square 启德车站广场
- ☐ Harbour Road Sports Centre 港湾道体育馆
- ☐ Tsuen Wan Sports Centre 荃湾体育馆
- ☐ Wing Tai Road Garden 永泰道花园

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

贵公司／机构选择上述场地／设施的原因为何？

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]

贵公司／机构认为是否有其他合适的场地／设施可添加到**附录 II**中？[香港体育馆、香港大球场及伊利沙伯体育馆除外]

- ☐ Yes 是
- ☐ No 否

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

若是，请列出建议的场地／设施和提供原因。

### ***C. Service Period and Financial Considerations*** 服务年期及财务安排

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

服务年期（即两年／三年，以及最多可延期两年）是否合适？

☐ Yes 是

☐ No 否

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

若否，请提出其他期限并说明原因。

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

就经营权月费，贵公司／机构认为以下那一项支付模式较合适？原因为何？

☐ Monthly Guarantee Lumpsum 每月保证金

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

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

贵公司／机构认为有什么其他缴费机制更合适，并说明原因。

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

因应上文第 19 段，每月向政府支付的月费的参考价格为何？

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

如贵公司／机构有能力提供**所有**服务

☐ \$ \_\_\_\_\_ /month 每月 or 或 \_\_\_\_\_ % on gross monthly income 每月总收入

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

如贵公司／机构仅提供**部分**服务

☐ Event planning and management services 活动策划和管理服务

\$ \_\_\_\_\_ /month 每月 or 或 \_\_\_\_\_ % on gross monthly income 每月总收入

☐ Advertising services 广告服务

\$ \_\_\_\_\_ /month 每月 or 或 \_\_\_\_\_ % on gross monthly income 每月总收入

22. Any other suggestions?

是否有其他建议？

## **Acknowledgement    声明**

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.

我们明白，本邀请意向书不具约束力和并非招标程序的任何部分。我们同意，本邀请意向书提供的所有资料仅供参考，并确认本邀请意向书不构成任何政府关于其内容之准确性、可靠性、完整性或有用性的明示、暗示或推测的保证、声明或陈述。我们明白，政府对因使用或依赖本邀请意向书提供的资料而引起的任何损害，不承担任何责任。我们明白，政府保留在不经咨询或提前通知的情况下更改本意向邀请书内容的权利，以及政府概不负责我方就是次邀请所进行的准备工作以及提交建议、资料或文件所衍生的任何费用、开支或损失。

**Our information –**

我们的资料：

**Name of Company/Organisation:**

公司／机构名称：

\_\_\_\_\_

**Name and Signature of Authorised**

**Representative (with Company Chop):**

授权人姓名和签署

(附公司印章)：

\_\_\_\_\_  
(Name 姓名: \_\_\_\_\_)

**Telephone Number:**

电话号码：

\_\_\_\_\_

**Fax Number:**

传真号码：

\_\_\_\_\_

**E-mail Address:**

电邮地址：

\_\_\_\_\_

**Date 日期：**

\_\_\_\_\_

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