

Construction Industry Council

Provision of Lead Agency Services for the PR Campaign for the Construction Industry Council (Re-tender)

Please adhere the following label on sealed envelope of your submitted tender.

"Confidential"	
Fee Proposal	Construction Industry Council (CIC)
	The Tender Box
	G/F, Hong Kong Institute of Construction – Kowloon Bay Campus, 44 Tai Yip Street, Kowloon Bay, Kowloon, Hong Kong
	Ref. No.: [(614) in P/AE/PUR/AGC]
	Provision of Lead Agency Services for the PR Campaign for the Construction Industry Council (Re-tender)
Name of Tenderer: _____	
Closing Time and Date: <u>12:00 noon on 17 December 2025</u>	

APPENDIX C – Form of Tender

**To be included
in
Fee Proposal**

FORM OF TENDER
FOR
PROVISION OF LEAD AGENCY SERVICES FOR
THE PR CAMPAIGN
FOR
THE CONSTRUCTION INDUSTRY COUNCIL (RE-TENDER)

**To: Construction Industry Council
38/F, COS Centre,
56 Tsun Yip Street,
Kwun Tong, Kowloon,
Hong Kong**

Dear Sirs,

1. Having examined the Conditions of Tender, Appendices to Conditions of Tender, Assignment Brief and its Annexes, Memorandum of Agreement, General Conditions of Contract, Contractor's Safety Requirements and Guidelines On Work-Above-Ground Safety thereto for the execution of the above named Services, we offer to execute and complete the whole of the said Services in conformity with the said Conditions of Tender, Appendices to Conditions of Tender, Assignment Brief and its Annexes, Memorandum of Agreement, General Conditions of Contract, Contractor's Safety Requirements and Guidelines On Work-Above-Ground Safety and the tender proposals submitted herewith within 12 Months including Sundays and Public Holidays from the date of service commencement and for the sum of Hong Kong Dollars.....
.....(HK\$.....)
(not being subject to fluctuations in labour and material costs) or such sums as may be ascertained in accordance with the Conditions of Contract.
2. We agree to abide by this tender and not to withdraw it for a period of 120 days from the date fixed for receiving it and including that date and it shall remain binding upon us and may be accepted at any time before the expiration of that period.
3. Unless and until a formal agreement is prepared and executed, this tender together with your written acceptance thereof subject to the provisions of Clause 2 hereof shall constitute a binding Contract between us.

4. We understand that you are not bound to accept the lowest or any tender you may receive.

Signature _____

In the capacity of _____

Duly authorized to sign tenders for and on behalf of * _____

Registered Address of the Firm

Date _____

Witness _____

Address

Occupation

Date _____

Business Registration Certification No. _____

Name of Partner(s)

Residential Address of Partner(s)

- * In the cases of a (a) Limited Company or (b) Partnership or unincorporated body, (a) the name of the Company or (b) the name(s) of the partner(s) must be inserted in the space provided above.

APPENDIX D – Fee Proposal

**To be included
in
Fee Proposal**

FEE PROPOSAL
FOR THE
PROVISION OF LEAD AGENCY SERVICES FOR
THE PR CAMPAIGN
FOR
THE CONSTRUCTION INDUSTRY COUNCIL (RE-TENDER)

The Contractor shall be paid a Lump Sum fee of HK\$_____ for the provision of all services and all expenses incurred in connection with the carrying out and satisfactory completion of the Assignment as detailed in the Assignment Brief and its Annexes.

The tenderer shall enclose with his tender the completed Schedule of Rates as below:

- (1) The Schedule of Rates shall be in sufficient details to indicate the breakdown of the works. Failure to submit the Schedule of Rates may cause his tender not to be considered by the Employer.
- (2) Upon award of the Contract, the Schedule of Rates shall be deemed to be the Contractor's Schedules and will be regarded as firm and will not be subject to remeasurement or adjustment whatsoever otherwise than in accordance with the expressed provisions of the terms of the Contract.
- (3) The total of the Schedule of Rates must agree with the amounts carried to the Summary of Tender. Any items which are not included in the Schedule of Rates but shown on the drawings or described in the specifications under the tender documents shall be deemed to have been included in the tender figures. Where the Employer considers appropriate, the rates in the Schedule may be used for the valuation of variations ordered by the Employer, but the quantities referred to in the Schedule of Rates shall not form part of the Contract Documents.
- (4) The tenderer should note that the quantities as inserted in the Schedule of Rates for all measured work should be consistent with those shown on the tender drawings and the drawings to be prepared and provided by the tenderer. Where large discrepancy or apparent inconsistency in the quantity of any item is identified, the item total will remain intact and the tenderer will be requested to adjust the unit rate and the quantity to tally with the item total.

(5) The tenderer is required to enter quantities, rate and the total against all items in the Schedule of Rates. The submitted quantities are at the sole risks of the tenderer. The tenderer shall be deemed to have allowed for all other miscellaneous works which are not mentioned in the Specification nor or on the Drawings but which are indispensably necessary for the satisfactory completion of the Works.

(6) Dimensions provided in the Schedule of Rates shall be for reference only.

(7) The tenderer's rates for the items contained in the Schedule of Rates shall be deemed to include cost of all incidentals of labour, material, plant (working or idle), supervision, general attendance, profit and all other things and matters necessary for the carrying out of the Works and all provisions of the Conditions of Contract and Specification and for the timely and satisfactory completion of the entire Works contained in the Contract.

(8) If so required by the CIC and/or its representative, the tenderer shall submit further breakdown of the Schedule of Rates showing the build-up of any 'lump sums' included in the Schedule of Rates.

Schedule of Rates

Table 1 - Detailed breakdown of tender price

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
Section A – Mandatory Items						
1	Section 3.3, Section 6	Overall Strategy and Project Management	Month	12		
2	Section 3.4, Section 6	Overall Public Relations Consultation and Duties	Month	12		
3	Section 3.4.10 (a), Section 6	General Media and PR Services – Press materials	Job	6*		
4	Section 3.4.10 (b), Section 6	General Media and PR Services – Media Interviews	Job	6*		
5	Section 3.4.10 (c), Section 6	General Media and PR Services – Feature Stories for Industry Stakeholders	Job	4*		
6	Section 3.4.10 (d), Section 6	General Media and PR Services – Develop a Toolkit for the Campaign for Task Group / Co-opt members	Job	1		
7	Section 3.4.10 (f)	General Media and PR Service: Survey on Project Awareness and Effectiveness	Job	1		
8	Section 3.5, Section 6	Overall Digital Strategy Formulation and Management of Social Media Platforms	Month	12		
9	Section 3.5.5 (h), Section 6	Create Seedings / Word of mouth posts in forums to generate positive online sentiments and awareness	Job	12*		
10	Section 3.5.7 & 3.5.8, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Text Post: draft text only, with photos or video provided to the Contractor)	Job	34*		

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
11	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Static Visual Post: with photo shooting or illustration done by the Contractor)	Job	34*		
12	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Animated Post: with animation done by the Contractor)	Job	16*		
13	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Video Post, with video shooting done by the Contractor)	Job	16*		
14	Section 3.5.8 (g), Section 6	Management of the Social Media Platforms for the Campaign (Mini Campaign)	Job	4*		
15	Section 3.5.6, Section 6	Ad boosting for selected social media posts to achieve the set targets	Month	24*		
16	Section 3.6, Section 6	Online Marketing Campaign	Job	6*		
17	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Photography Service for Promotional Materials – ONE (1) Photographer for Full Day	Job	4*		
18	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Photography Service for Promotional Materials – ONE (1) Photographer for Half Day	Job	12*		
19	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Videography Service for Promotional Materials – ONE (1) Videographer for Full Day	Job	4*		
20	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Videography Service for Promotional Materials – ONE (1) Videographer for Half Day	Job	12*		
21	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Photography Service for Event – ONE (1) Photographer for Full Day	Job	4*		

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
22	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Photography Service for Event – ONE (1) Photographer for Half Day	Job	12*		
23	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Videographer for Full Day	Job	4*		
24	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Videographer for Half Day	Job	12*		
25	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Gaffer or Sound Man for Full Day	Job	4*		
26	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Gaffer or Sound Man for Half Day	Job	12*		
27	Section 3.7.4, 3.7.8 – 3.7.16, Section 6	Audio and Visual Consultation Service	Job	2*		
28	Section 3.4.10 (e), Section 3.5.5 (d), Section 6	Reward for - reach at least 200 media coverage in media channels including but not limited to coverage in TV, radio, newspapers (online or offline) and reach an aggregated media value of at least \$3 million. - reach a total number of 1.5 million reach and 50,000 engagement in the social media platforms; the number of target viewership to reach 1 million for at least one of the publicity activity/means (e.g. TV programme, TV ad, video / reel on social media); and the current fan base of Facebook and Instagram with additional 4,000 followers within the 12-month management	sum	1	3% of the Total Value for Item 1 under Section A – Mandatory Item	
Section A - Total (Mandatory Items):						

* This provisional quantity is the best estimation of the CIC. Payment shall be according to actual consumption. The CIC does not commit to order any item / provisional quantity.

(Note: All the fees quoted for all Mandatory Items above shall include all related expenses in retrieving all necessary documents and drawings and in attaining all necessary statutory approval.)

Fee Proposal for Optional Deliverables

The following are optional items. The CIC has absolute right to determine whether these optional items will be carried out within the contract period. Detailed cost breakdown of the Unit Rates for the optional items are set out in Table 2 and Table 3 below:

Table 2 - Detailed breakdown of tender price of optional items in the First 12 months service period

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
Section B – Optional Items (To be performed upon request and confirmation by the CIC)						
1	Section 3.7.2 (v), 3.7.3 (a) (v), 3.7.3 (b) (v)	Photography and Videography Service: Additional Assistant or Best Boy for Half Day	Job	12		
2	Section 3.7.2 (vii)	Videography Service: Additional THREE (3) rounds of cut revision of video	Job	3		
3	Section 3.7.3 (b) (vi)	Videography Service: Video editing services of video length more than 10 minutes to less than or equal to 30 minutes	Job	1		RATE ONLY

Table 3 - Detailed breakdown of tender price of contract renewal for another 12 months service period

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
Section C - Contract Renewal (To be performed upon request and confirmation by the CIC) (Note: Contract renewals, if any, the rates shall cover the scope of service mentioned in Section A. The tenderer shall consider any discount is available, in view of the CIC's longer-term engagement of its services.)						
1	Section 3.3, Section 6	Overall Strategy and Project Management	Month	1		RATE ONLY
2	Section 3.4, Section 6	Overall Public Relations Consultation and Duties	Month	1		RATE ONLY
3	Section 3.4.10 (a), Section 6	General Media and PR Services – Press materials	Job	1		RATE ONLY
4	Section 3.4.10 (b), Section 6	General Media and PR Services – Media Interviews	Job	1		RATE ONLY
5	Section 3.4.10 (c), Section 6	General Media and PR Services – Feature Stories for Industry Stakeholders	Job	1		RATE ONLY
6	Section 3.4.10 (d), Section 6	General Media and PR Services – Develop a Toolkit for the Campaign for Task Group / Co-opt members	Job	1		RATE ONLY
7	Section 3.4.10 (f)	General Media and PR Service: Survey on Project Awareness and Effectiveness	Job	1		RATE ONLY
8	Section 3.5, Section 6	Overall Digital Strategy Formulation and Management of Social Media Platforms	Month	1		RATE ONLY
9	Section 3.5.5 (h), Section 6	Create Seedings / Word of mouth posts in forums to generate positive online sentiments and awareness	Job	1		RATE ONLY
10	Section 3.5.7 & 3.5.8, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Text Post: draft text only, with photos or video provided to the Contractor)	Job	1		RATE ONLY

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
11	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Static Visual Post: with photo shooting or illustration done by the Contractor)	Job	1		RATE ONLY
12	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Animated Post: with animation done by the Contractor)	Job	1		RATE ONLY
13	Section 3.5.7 – 3.5.12, Section 6	Management of the Social Media Platforms for the Campaign (Stories and General Feeds – Video Post, with video shooting done by the Contractor)	Job	1		RATE ONLY
14	Section 3.5.8 (g), Section 6	Management of the Social Media Platforms for the Campaign (Mini Campaign)	Job	1		RATE ONLY
15	Section 3.5.6, Section 6	Ad boosting for selected social media posts to achieve the set targets	Month	1		RATE ONLY
16	Section 3.6, Section 6	Online Marketing Campaign	Job	1		RATE ONLY
17	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Photography Service for Promotional Materials– ONE (1) Photographer for Full Day	Job	1		RATE ONLY
18	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Photography Service for Promotional Materials – ONE (1) Photographer for Half Day	Job	1		RATE ONLY
19	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Videography Service for Promotional Materials – ONE (1) Videographer for Full Day	Job	1		RATE ONLY
20	Section 3.7.2, 3.7.8 – 3.7.16, Section 6	Videography Service for Promotional Materials – ONE (1) Videographer for Half Day	Job	1		RATE ONLY
21	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Photography Service for Event – ONE (1) Photographer for Full Day	Job	1		RATE ONLY

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
22	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Photography Service for Event – ONE (1) Photographer for Half Day	Job	1		RATE ONLY
23	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Videographer for Full Day	Job	1		RATE ONLY
24	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Videographer for Half Day	Job	1		RATE ONLY
25	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Gaffer or Sound Man for Full Day	Job	1		RATE ONLY
26	Section 3.7.3, 3.7.8 – 3.7.16, Section 6	Videography Service for Event – ONE (1) Gaffer or Sound Man for Half Day	Job	1		RATE ONLY
27	Section 3.7.4, 3.7.8 – 3.7.16, Section 6	Audio and Visual Consultation Service	Job	1		RATE ONLY
28	Section 3.4.10 (e), Section 3.5.5 (d), Section 6	Reward for - reach at least 200 media coverage in media channels including but not limited to coverage in TV, radio, newspapers (online or offline) and reach an aggregated media value of at least \$3 million. - reach a total number of 1.5 million reach and 50,000 engagement in the social media platforms; the number of target viewership to reach 1 million for at least one of the publicity activity/means (e.g. TV programme, TV ad, video / reel on social media); and the current fan base of Facebook and Instagram with additional 4,000 followers within the 12-month management	sum	1	3% of the Total Value for Item 1 for 12 months contract renewal under Section C – Optional Item	

Item	Relevant Item(s) in Assignment Brief and its Annexes	Description of Deliverables	Unit	Quantity (a)	Unit Rate Including Delivery in HK\$ ^ (b)	Total Value Including Delivery in HK\$ ^ (c) = (a)x(b)
Section B – Optional Items for Contract Renewal Period (To be performed upon request and confirmation by the CIC)						
1	Section 3.7.2 (v), 3.7.3 (a) (v), 3.7.3 (b) (v)	Photography and Videography Service: Additional Assistant or Best Boy for Half Day	Job	1		RATE ONLY
2	Section 3.7.2 (vii)	Videography Service: Additional THREE (3) rounds of cut revision of video	Job	1		RATE ONLY
3	Section 3.7.3 (b) (vi)	Videography Service: Video editing services of video length more than 10 minutes to less than or equal to 30 minutes	Job	1		RATE ONLY

Upon receipt and acceptance of the Deliverables for each Payment Stage/ Date by the CIC with satisfaction and upon the submission of invoices to the CIC by the Contractor, the Contractor shall be paid in accordance with the following payment schedule within 30 days of the receipt of the invoices subject to verification of the invoice.

The percentages of payment do not imply or indicate the relative or absolute amount of resources and expenses to be spent by the Contractor to produce the concerned deliverables and to complete the tasks and services. The payment schedule is as follows:-

Payment Stage	Project Phase and Deliverables	Payment Percentage (%)
<u>Core Items</u>		
1	Upon receipt and satisfactory acceptance of the service/deliverables in each month by the CIC and DEVB, and upon the submission of invoice(s) to the CIC by the Contractor, the Contractor shall be paid within 30 days of the receipt of the invoice(s) subject to verification of the invoice(s).	100%
TOTAL		100%

<u>Optional Items</u>		
1	On actual basis upon satisfactorily receipt of items	100%

Date for Commencement	As stated in the CIC Project Commencement Letter or as instructed by the CIC
Date for Completion	TWELVE (12) months from the Date of Commencement

Name of Company : _____

Signature of Person Authorized
to Sign for the Proposal* : _____

(with company chop)

Address _____

Tel No.: _____ Fax No. _____

Email: _____ Date: _____

* If the tender is submitted by a Joint Venture, all participants in the Joint Venture must sign the Fee Proposal.