

## Technical Specifications and Tender and Proposal Requirements for Tendering of

# HONG KONG STREETATHON

### **Part A: Background**

#### 1. Company Background

RunOurCity Foundation Ltd. believes Run can transform lives. The inspire and challenge teenagers to train for distance running and achieve their goals while improving health and develop a can-do attitude. RunOurCity Foundation Ltd. has trained over 11,000 teenagers, including those who come from underprivileged backgrounds and the ethnic minority communities, since the establishment in 2013. With the support from the Education Bureau of the HKSAR Government, the company are now expanding the program to all secondary schools in Hong Kong in order to bring positive changes to the students physically and mentally.

#### 2. Event Introduction

HONG KONG STREETATHON is a signature annual sports event organized by RunOurCity Foundation Limited since 2015. STREETATHON is to run in the streets, run along flyovers, stairs, and narrow alleys etc. We run into the daily happenings in our community. We feel the pulse of our people. We run our city. STREETATHON is more than street-running and the cheering atmosphere on route. It is also about sharing the fun and excitement of run with family and friends. That's why gathered community organizations to offer games, performances and refreshments at the HONG KONG STREETATHON Carnival to create a fun weekend morning for runners, their family and friends, spectators, and the local community.

#### 3. Objective

The company organize STREETATHONS, TOTEM Runs and other themed running events to nurture fun and compassionate running culture in Hong Kong. The company hope it will bring a fresh feeling to runners, the community, young people and even tourists and our city. The company believe that running events are not only held for the enjoyment of a few runners, but a channel to assist young people and the community, as well as a platform to promote charity and creativity.

## **Part B: Requirements**

As a significant funding source of the charity, RunOurCity Foundation Limited have some criteria and preference when selecting appropriate tenderer who may produce the event. The experienced tender will be selected which organized running event in Hong Kong before with a scalable size. The tenderer has a basic knowledge on producing running events in Hong Kong including existing road closure requirement and race management technique with tremendous number of runners. As the event targeted on Hong Kong runners who are willing to join the running events for fun, the tenderers are expected have a suitable marketing research and strategy on the existing Hong Kong runners. Aligned with the charitable purpose and contribution to society in RunOurCity Foundation Limited, the company also prefer the tenderer have an intention to make a significant amount to NGO every year for charitable purpose instead of profit retention only. The profile of the tenderer therefore is required as follows:

### **1. Company profile**

The tenderer should have **NOT less than 3-year experience** in organizing running events similar in complexity and size to the STREETATHON.

The running events organized by the tenderer in the past should be **held in Hong Kong** and experienced on a scale of not less than 10,000 runners.

The tenderer should also have stable business performance with a **minimum billing of HK\$10,000,000 per annual**.

### **2. Contribution to NGO**

The tenderer should donate not less than 30% of its annual profit to any one of the Non-Governmental Organization.

### **3. Scope of Work Requirements**

The tenderer should provide programme design, consultation, administration and operation services for the event. Here are the basic required services:

- Key instructor(s) to be responsible throughout the event;
- All logistics support at the event, including, but not limited to pre-routing, road closure, signage, setting up of start/finish points and water stations, toilets arrangement, first-aid and emergency support, arrangement of water and food at refreshment stations.
- Decoration at the finish point, e.g. finish line arch;
- Promotion of the event through social media, etc;
- Timing system;

- Tenderer should follow the Company's green policy as much as possible and avoid using disposables in the event.

### **Part C: Evaluation Criteria**

Only when the tender fulfills all the requirements under Part B will be considered and evaluated.

The Company will consider the factor of the event proposal, fee proposal, as well as the company profile of the tenderer.

### **Part D: Deliverables**

The tenderer should report the data related to the STREETATHON within two months of the event. Data includes number of participants who drop out or finish, water and food consumed, finishing time, etc.

An external event audit should also be carried out within three months after the event day.

### **Part E: General Requirements and Proposal Instructions**

Required proposal contents and sections are outlined below with a detailed explanation of what shall be included in each section.

#### **9.1 Section 1 – Executive Summary**

(Present an introduction and a summary of tenderer's qualifications and ability to meet the Company's overall requirements. All information needed to convey an executive overview of the proposal should be included.)

#### **9.2 Section 2 – Event Design**

(Preparation stage, event day arrangement, theme, venues, routings, promotion, etc)

#### **9.3 Section 3 – Company Profile and Reference Site**

(profile to show the company stability and provide information demonstrating their experience in organizing other running events similar in complexity and size to STREETATHON)