

## INVITATION LETTER FOR TENDER

Flat B, 18/F, Block F,  
3 Lok Man Road,  
Chai Wan, Hong Kong

(20<sup>th</sup> August 2024)

Dear Sir / Madam,

1. Your company is invited to submit tenders for all or some of the items described in the enclosed tender document. If your company is not prepared to submit a tender in response to this invitation, it would be appreciated if your company would return the enclosed Tender Reply Form to the address below by post, or by email to [coo@samaritans.org.hk](mailto:coo@samaritans.org.hk), at your earliest convenience. If your company plans to submit a tender, please kindly note the following paragraphs for the submission of tender.
2. For tender submission, the tender, in duplicate, should be put in a properly sealed envelope marked: **“Proposal for The Samaritans - Request for Proposal for Gatekeeping Training Course”** on the cover. The envelope containing the tender should be addressed to **Flat B, 18/F, Block F 3 Lok Man Road, Chai Wan Hong Kong**. Alternatively, the tender can be submitted in digital form, which should be sent via email to [coo@samaritans.org.hk](mailto:coo@samaritans.org.hk). Tender should reach the aforesaid address no later than 17:00 on **6<sup>th</sup> September 2024 (Friday)**.
3. If Tropical Cyclone Warning Signal No.8 or above is hoisted, or Black Rainstorm Warning Signal announced by the Government remained valid at 9:00 a.m. (Hong Kong time) on the above-said date, the quotation/tender closing time will be extended to 15:00 (Hong Kong time) on the next weekday (i.e. except Saturday, Sunday and Hong Kong public holidays).
4. Late tenders (including those posted prior to but not reaching the above-stated address by the closing time), incomplete tenders or tenders submitted in a form other than the manner described will not be accepted.
5. Your company’s tender shall remain open for 90 days from the above closing date, and your company

may consider the submitted tender to be unsuccessful if no order is placed with your company within those 90 days.

6. For enquiries, please contact Mr. Matthew Yip at 2515 1239 or by email to [coo@samaritans.org.hk](mailto:coo@samaritans.org.hk).

Yours faithfully

(                    )

**TENDER REPLY FORM***(To be pre-filled by the tender inviter)*

Name of Inviting Agency : \_\_\_\_\_

Address of Inviting Agency : \_\_\_\_\_

Email address of Inviting Agency : \_\_\_\_\_

Tender : Tender for [ \_\_\_\_\_ ]

Tender Reference No. : \_\_\_\_\_

Date of Invitation : \_\_\_\_\_

Tender Closing Date/Time : \_\_\_\_\_

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*(To be filled by the tender invitee)*

Thank you for the tender invitation. We regret to inform you that we do not plan to submit a tender in response to the above-stated tender invitation.

Company Seal : \_\_\_\_\_

Signature : \_\_\_\_\_

Name of Officer-in-charge : \_\_\_\_\_

Capacity of Officer-in-charge : \_\_\_\_\_

Name of Company : \_\_\_\_\_

Date : \_\_\_\_\_

# **The Samaritans**

## **Request for Proposal (RFP) for Online Gatekeeping Training**

**The Samaritans  
HKJC: Embrace life Series 2.0 Project team**

August 2024

## 1. Project Background/Objective

The Samaritans is organizing an Online Gatekeeper Training Course with a Promotion Campaign of the course and also Promotion of The Samaritans. The Samaritans is seeking multiple proposals for the following 3 components: 1.) Video Production, 2.) Advertisement and Publicity, and 3.) Digital Marketing. The vendor can provide proposals for some items, or all items listed.

1.) Video Production: The Samaritans Hong Kong is seeking proposals to produce an Online Gatekeeper Training Course, aimed at educating youth about suicide prevention. This course will consist of five modules, the total duration of the course is estimated to be 60 minutes, designed to enhance peer support and alleviate student suicide issues in Hong Kong.

2.) Advertisement and Publicity: The Samaritans Hong Kong seeks a public-relation and communication agency, and / or event agency, to organize promotion campaign and public events to celebrate the 50<sup>th</sup> anniversary of The Samaritans, the event aims at promoting its Online Gatekeeper Training Course and The Samaritans itself. The campaign aims to increase course enrolment, volunteer recruitment, and public engagement with mental health initiatives through advertising and promotion events.

3.) Digital Marketing: The Samaritans Hong Kong seeks a digital marketing agency to promote its Online Gatekeeper Training Course and enhance overall brand awareness online. The campaign aims to increase course enrolment, volunteer recruitment, and public engagement with mental health initiatives.

## 2. Scope of Works, Requirements and Working Schedule

1.) Video Production: The Vendor is required to follow the scope of work and requirements mentioned in this proposal.

### a. Scope of Work

- Produce 5 video modules, each module consists of multiple short clips for around 30 seconds to 2 minutes:
  1. Introduction to Suicide Prevention
  2. Debunking Suicide Myths
  3. Recognizing Suicidal Thoughts
  4. Listening and Companionship
  5. Seeking Help
- Invite and engage with the selected artists (tentative list: Yan Ting, Pomato, or Hui Yin - Trial and Error, or any artists recommended by the vendor) and collaborate with Dr. Paul Wong from HKU, for video shooting and voice over
- Ensure compatibility with common online learning platforms
- Animation design for infographics

### b. Technical Requirements

- Video Quality: 1080p Full HD
- Audio: Professional-grade recording and mixing
- Subtitles: Traditional Chinese and English
- Format: MP4 with H.264 codec

### c. Deliverables

- 5 completed video modules (consist of multiple short clips, 60 minutes total)
- Raw footage and project files
- Subtitle files in *.srt* format
- 60-90 second promotional video featuring Dr. Paul Wong and selected artists
- High-quality photos from the video shoot for promotional use

d. Timeline

- Week 1-2: Pre-production (scripting, storyboarding)
- Week 3-5: Production (filming with Dr. Wong and artists)
- Week 6-7: Post-production (editing, graphics, subtitling)
- Week 8: Final revisions and delivery

e. Budget Breakdown

- Pre-production and scripting
- Video shooting and equipment
- Post-production and editing
- Interactive elements integration
- Subtitling
- Animation design
- Promotional video production
- Hair, makeup, and transportation

f. Requirement on Vendors Proposal Submission

- Company profile with relevant project examples
- Detailed production plan and creative concept
- Team composition and key personnel CVs
- Equipment list and technical specifications
- Itemized budget breakdown
- Two relevant work samples (links or files: sent by email or USB)

2.) Advertisement and Publicity: The vendor is required to follow the scope of work and requirements mentioned in this proposal.

a. Scope of Work

- Develop and execute a comprehensive on-site marketing strategy
- Create and run paid advertising campaigns
- Organize large-scale press conference and exhibition for promotion of the gatekeeping training course and The Samaritans:
  - This should include booking and setting up of venue, invitation of celebrities and media, communication with the other parties related to this event, and both online and offline promotion for the events
- Organize a charity walk (tentatively holding in Cyberport, on one Saturday in January) for promotion of the gatekeeping training course and The Samaritans:
  - This should include setting up of venue, invitation of celebrities and media, communication with the other parties related to this event, and both online and offline promotion for the events

b. Target Audience

- Primary: Hong Kong youth (aged 15-25)
- Secondary: General public, potential volunteers, donors

c. Campaign Duration

- 18 months (September 1, 2024 - March 31, 2026), with potential for extension

d. Key Performance Indicators (KPIs)

- Press conference: Involve at least 5 medias for reporting the event
- Charity walk: Around 1,000 participants
- Celebrities: Engage 5 selected celebrities to participate in both charities walk and press conference



e. Budget Breakdown

- Campaign design and development
- Paid on-site advertising
- Press conference preparation and organizing (with prepared venues and artist invited)
- Charity walk preparation and organizing
- Performance tracking and reporting

f. Deliverables

- Comprehensive promotion strategy
- Press conference and charity walk organized for The Samaritans
- Monthly performance reports with KPI tracking
- Ad creatives and copy for all campaigns

g. Requirement on Vendors Proposal Submission

- Company profile with relevant project examples
- Detailed plan of promotion
- Team composition and key personnel CVs
- Itemized budget breakdown
- Two relevant work samples

3.) Digital Marketing: The vendor is required to follow the scope of work and requirements mentioned in this proposal.

a. Scope of Work

- Develop and execute a comprehensive digital marketing strategy
- Manage social media accounts (Facebook, Instagram, YouTube)
- Create and run paid advertising campaigns
- Produce engaging content for all digital platforms
- Optimize website for search engines and user experience
- Design and implement email marketing

b. Target Audience

- Primary: Hong Kong youth (aged 15-25)
- Secondary: General public, potential volunteers, donors

c. Campaign Duration

- 18 months (September 1, 2024 - March 31, 2026), with potential for extension

d. Key Performance Indicators (KPIs)

- Course enrolments: Increase by 50% over the campaign period
- Website traffic: Achieve 20,000 annual unique visitors
- Social media: Grow followers by 30% and maintain a 5% engagement rate

e. Budget Breakdown

- Social media management and content creation
- Paid advertising (Google Ads, social media ads) (This budget is allocated for paying the platforms for ad placements)
- Website optimization and SEO
- Performance tracking and reporting

## f. Deliverables

- Comprehensive digital marketing strategy
- Monthly content calendars for all platforms
- Weekly social media posts (minimum 3 per platform)
- 2 blog articles per month
- Monthly performance reports with KPI tracking
- 2 email newsletters per month
- Ad creatives and copy for all campaigns

## g. Requirement on Vendors Proposal Submission

- Company profile with relevant project examples
- Detailed plan of promotion
- Team composition and key personnel CVs
- Itemized budget breakdown
- Two relevant work samples

### 3. Tender Closing Date/Time

Tenderer shall submit the Proposal in sealed envelope, or via email (for digital version)

The RFP closing date/time shall be on / before **6<sup>th</sup> September 2024 (Friday), 17:00 (Hong Kong time)**.

In case a rainstorm black warning or typhoon signal No. 8 or above remain valid at 9:00 a.m. (Hong Kong time), the closing date/time will be extended to 15:00 (Hong Kong time) on the next weekday (i.e. except Saturday, Sunday and Hong Kong public holidays).

### 4. Presentation Session

Shortlisted candidates will be entered to the presentation session **on the second week of September 2024 tentatively**.

Each tenderer will have 60 minutes for presentation and Q&A sessions.

### Marking Scheme

Pricing	80%
Vendor Performance	20%
<b>Total</b>	<b>100%</b>

### 5. Enquiry

Should there be any enquiries towards this RFP, vendor may contact us via below channels:

Telephone: 2515 1239

Email: [coo@samaritans.org.hk](mailto:coo@samaritans.org.hk)

**\*\* END \*\***

## **The Samaritans**

### **Request for Proposal for Online Gatekeeper Training Course**

#### **Terms of Proposal**

- 1.1 The Samaritans prefers to make one contract award for this Request for Proposal (RFP), however, we understand that the vendor may not be able to provide all items 1.) Video Production, 2.) Advertisement and Publicity, and 3.) Digital Marketing), therefore, vendors may only provide proposals for one or two items only, vendors may also combine forces to make a joint proposal, with one vendor identified as the Prime Contractor accountable for the proposal. The Samaritans reserves the right to award multiple contracts for each item.
- 1.2 Failure to successfully meet all the requirements will not necessarily disqualify a proposal. If vendors take exception to any of the specifications, they may propose alternative solutions and /or additional features in their proposals.
- 1.3 The Samaritans reserves the right to request additional pricing information during the evaluation period.
- 1.4 The additional costs, including levy, handling fees and commissions should be included in the proposal.
- 1.5 All costs directly or indirectly related to preparation of a response to the RFP, or any oral presentation required to supplement and/or clarify a proposal which may be required by The Samaritans shall be the sole responsibility of and shall be borne by vendors.
- 1.6 Vendors should be aware that the contents of the successful proposal will become a part of the subsequent contractual documents. Failure of the vendors to accept this obligation may result in the cancellation of any award. Any damages accruing to The Samaritans because of the vendors' failure to contract may be recovered from the vendor.
- 1.7 The Samaritans will issue any other changes by addendum (amendment) and email them to all parties.
- 1.8 All such addenda (amendments) issued by The Samaritans prior to the time that proposals are received shall be considered part of our requirement, and the vendors are required to consider and acknowledge receipt of such in his proposal.
- 1.9 If you have questions on the RFP, please contact Mr. Matthew Yip at 25151239, or email to [coo@samaritans.org.hk](mailto:coo@samaritans.org.hk).

## Notes to Vendor

### 2.1 Vendor response format and content:

Samaritans requires the vendors to provide **an original and two complete copies** of proposals. The proposal itself shall be organized in the format and informational sequence that follows.

Prefacing the proposal, the vendors shall include an **Executive Summary** that gives in brief, concise terms, and a summary of the proposal. Include descriptions of primary and alternative configurations. State briefly the salient features of the proposal and the distinctive merits of your proposed solution.

#### Part I – Business Organization

State the full name and address of your organization and identify the parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, the work you are proposing. Indicate whether you operate as a partnership, or individual. Include the location in which you are incorporated or licensed to operate.

#### Part II – Project Concept and Solution

Define in detail your understanding of the requirements presented in this Request for Proposal and your proposed solution. Provide a response to all requirements and add any additional information you deem necessary to fully evaluate your proposal.

#### Part III – Production Schedule

Describe the course production schedule which is offered to The Samaritans and list out the discrepancy items in detail.

#### Part IV – Prior Experience

Describe general relevant corporate experience providing service to organizations similar in size, complexity and application requirements. Provide at least two relevant work samples and list the customer references and phone numbers of these relevant work samples, concentrating on government or organizations with similar environments within Hong Kong, during the last 3 years.

#### Part V - Authorized Negotiator

Include the name, title, address and telephone number of the person in your organization authorized to negotiate contract terms and render binding decisions on contract matters.

#### Part VI – Cost Proposal

Vendor must detail all costs to be borne by The Samaritans in the proposal.

#### Part VII – Quotation Summary

Vender must list out the following items in quotation summary for ease of comparison, if any:

- 1) Full list of services that vender has approached including those not selected for submission in this tender
- 2) The quotation amounts that obtain from service provider in details

2.2 Proposal packaging and submission:

The proposal shall be marked the following on the envelope cover:

**Proposal for The Samaritans -  
Request for Proposal for Gatekeeping Training Course**

The proposal shall be delivered in person, mail or by private courier service to the tender box located at Chai Wan Office of The Samaritans at:

**Flat B, 18/F, Block F,  
3 Lok Man Road,  
Chai Wan, Hong Kong**

Or the tender shall be delivered by electronic mail, labeling the title as:

**Proposal for The Samaritans -  
Request for Proposal for Gatekeeping Training Course**

And send it to:

**coo@samaritans.org.hk**

No proposal will be accepted by other unmentioned methods like oral communication or telephone.

2.3 Submission Closing Date/Time

The proposal shall be submitted **on or before 17:00 (Hong Kong time), 6<sup>th</sup> September 2024 (Friday)**.

In case a rainstorm black warning or typhoon signal No. 8 or above remain valid at 9:00 a.m. (Hong Kong time), the closing date/time will be extended to 15:00 (Hong Kong time) on the next weekday (i.e. except Saturday, Sunday and Hong Kong public holidays).

## **Contract Terms and Conditions**

### **3.1 Products and Services to be Provided:**

The Vender hereby agrees to:

- On 1.) Video Production:
  - Offer media production service according to the requirement on tender proposal
  - Meet the requirement stated in the tender proposal, includes but not only: Technical requirements, deliverables and working schedule
  - Entertain other request on video production proposed by The Samaritans
- On 2.) Advertisement and Publicity:
  - Offer publicity and event organizing service according to the requirement on tender proposal
  - Meet the requirement stated in the tender proposal, includes but not only: KPI, deliverables and campaign duration
  - Entertain other request on promotion campaign proposed by The Samaritans
- On 3.) Digital Marketing:
  - Offer digital marketing promotion service according to the requirement on tender proposal
  - Meet the requirement stated in the tender proposal, includes but not only: KPI, deliverables and campaign duration
  - Entertain other request on promotion campaign proposed by The Samaritans

### **3.2 Vendor's Acknowledgement:**

The vendor acknowledges that The Samaritans have wholly relied on the knowledge and advice of the vendor in video production, and that The Samaritans acting on the advice of the vendor to produce the video of gatekeeping training course.

The vendor also acknowledges it has been supplied with sufficient information to enable it to supply to The Samaritans for the video production of gatekeeping training course which complies fully with the requirements set out in the specification and in the provisions of the contract. The vendor shall not be entitled to any additional payment nor be excused from any liability under this contract as a consequence of any misinterpretation by the vendor of any matter or fact relating to the specification, the said requirements or any other provisions of this contract.

Vendors should warrant that the details of policy cover fit the specifications of The Samaritans.



### 3.3 Contact Person

Mr. Matthew Yip is designated as the main contact between The Samaritans and the video production team, regarding the video production. The vendor shall designate one of their employees as the main contact.

### 3.4 Conduct of Work

The vendor shall carry out the work with all due and reasonable diligence and dispatch, and the vendor shall keep The Samaritans' contact person informed of all matters relating to the work within the knowledge of the vendor and shall answer all reasonable inquiries received from The Samaritans' contact person.

The vendor shall, if reasonably practicable, attend all meetings convened by The Samaritans' contact person to which it may be summoned and shall advise and assist The Samaritans' contact person on all matters relating to the duties and obligations it has assumed under this contract.

All materials supplied to the vendor by The Samaritans for the purpose of this contract shall remain the property of The Samaritans and shall be returned in reasonable condition on or before the final acceptance date.

### 3.5 Documentation

The vendor shall provide The Samaritans a full set of documentation in each stage.

The vendor shall also provide to The Samaritans, cost free, copies of the documentation containing sufficient information for the proper use, maintenance and training.

All materials or documentation which are written or tailored specifically for this proposal will remain to be the property of The Samaritans. The Samaritans will own the copyright and intellectual property rights of these materials or documentation.

The Vendors warrant that it has the right to use all deliverables, materials and documentation provided whether pursuant to the tender or any Online Gatekeeper Training Course and Promotion Campaign that may be provided and that the same shall not infringe any copyright or other intellectual property rights.

### 3.6 Terms of Payment

All invoices and correspondences concerning payment should be addressed to:

**Mr. Matthew Yip (Chief Operation Officer), The Samaritans, Chai Wan, Hong Kong**

The Samaritans shall not be held responsible for any delay in payment if invoices and correspondences are not so addressed.

### 3.7 Termination of Contract

This Contract may be terminated forthwith by The Samaritans on giving notice in writing to the contractor if the vendor, being a company, shall have a receiver or liquidator appointed or shall pass a resolution for winding-up (otherwise than for the purpose of amalgamation or reconstruction) or a court shall make an order to that effect or being a partnership shall be dissolved or being an individual shall become bankrupt or shall die or if the vendor (whether a company or not) shall enter into any composition or arrangement with its creditors or shall become insolvent.

Any termination shall discharge the parties from any liability for further performance of this contract and shall entitle The Samaritans to be repaid forthwith any sums previously paid under this contract (whether paid by way of deposit or otherwise) and to recover from the vendor the amount of any loss or damage sustained or incurred by The Samaritans as a consequence of termination.

Subject to any other express provisions of this contract, either party shall have the right to terminate the contract if the other party commits any fundamental breach of any term of this contract and (in the case of a breach capable of being remedied) shall have failed, within 30 days after the receipt of a request in writing from the innocent party so to do, to remedy the breach, such request to contain a warning of the innocent party's intention to terminate.

Any termination of this contract (howsoever occasioned) shall not affect any accrued rights or liabilities of either party, nor shall it affect the incoming into force or the continuance in force of any provision hereof which is expressly or by implication intended to come into or continue in force on or after such termination.

The Samaritans have the right to terminate the contract if vendor fails to complete any tasks or any works which stated in the specification before the deadline to be specified by The Samaritans upon offering of the contract.

The Samaritans reserves the right to terminate the contract if the vendor's company is acquired by a third party, the vendor's company is bankrupt or there is a major change in the management/board of the contractor's company.

### 3.8 Waiver

Failure of The Samaritans to insist on any one or more instances upon performance of any of the terms and conditions of the contract shall not be construed as a waiver or relinquishment of the future performance of any terms and conditions, but the vendor's obligation with respect to such performance shall continue in full force and effect.

### 3.9 Service of Notice

All notices which are required to be given hereunder shall be in writing and shall be sent to the address of the recipient set out in this contract or such other address as the recipient may designate by notice given in accordance with the provisions of this clause. Any such notice may be delivered by hand or by prepaid letter or facsimile.

**\*\* END \*\***