

Requirement and Specifications for District-based Public Education Campaign of Treasure Wealth,  
Treasure Love – Family Financial Education Programme - Project Management, Design & Floor  
Planning, Venue Set Up, Decoration and Production (Ref. no.: TWTL/FinLit/ME-2025)

<b>Function Name:</b>	<b>District-based Public Education Campaign of Treasure Wealth, Treasure Love – Family Financial Education Programme 講心又講金 - 家庭理財教育計劃 社區巡迴展</b>
<b>Date:</b>	<b>1 June 2025 to 30 June 2026</b>
<b>Time:</b>	<b>11:00am to 6:00pm (may adjust due to the requirement of the venue)</b>
<b>Venue:</b>	<b>Indoor atrium of mall in public rental housing or home ownership scheme / LINK's mall / Community Halls / Community Centres/ Other Public Space which is assessable to residents in the community in Kwun Tong, Sham Shui Po, Kowloon City, Kwai Tsing, Shatin, Tuen Mun, Yuen Long, Tung Chung and/or HK Island</b>
<b>Number of Event:</b>	<b>Eight events (at least 2 days each)</b>
<b>Target Number of Participants:</b>	<b>At least 2,500 participants (man-time) per event</b>

Regarding the contract for District-based Public Education Campaign of Treasure Wealth, Treasure Love – Family Financial Education Programme - Project Management, Design & Floor Planning, Venue Set Up, Decoration and Production, below shows the work schedule, scope of work and specifications.

The Awarded Party shall provide all necessary goods, services and labour for the satisfactory co-ordination and completion of the production and installation to meet our below requirements. The Proposal documents shall be inclusive of all labour, goods, equipment, services and other items necessary for the proper execution and timely completion of the works.

## **1. Work Schedule**

- 1<sup>st</sup> event in June 2025 and last event in June 2026, 2 days of each event
- 8 events should be completed by June 2026, please enclose the project work plan for consideration.

## **2. Scope of Works**

- a. Project Management
- b. Floor Planning
- c. Theme and Key Art Design
- d. Design of Indoor Atrium
- e. Opening Ceremony and Sharing Sessions
- f. Services for Set Up, Dismantling and Delivery
- g. Application for Temporary Places of Public Entertainment License (TPPE) and Insurance
- h. Submit survey report and / or WR1 form for power consumption and / or RSE safety report to the venue for special structure (if any)
- i. Optional Items

### 3. Specifications

#### a. Project management

The Awarded Party should:

- ✧ Provision of overall concept development and ideas creation, and project management, encompassing strategic planning, execution, coordination, liaison, promotion, in order to meet the target number of participants of the events, as well as administrative and on-site logistical support coordinate with concerned parties (NGOs, speakers and work groups) to prepare the move-in and move-out schedule for the technical set up & rehearsal
- ✧ Provision of content creation of stalls/booths/marquees which dedicated to promoting the family-centric financial education and encouraging family communication, financial health of their families
- ✧ Provision of venue reservation with the date and the expected number of participants in order to achieve the target number of participants
- ✧ Provide all necessary goods, equipment, services and labour for the satisfactory co-ordination and completion of the installation to meet requirements and to execute and complete all works properly and timely.

#### b. Floor planning

- ✧ The Awarded Party should provide floor planning service base on requirements from the organiser with regards to the below items specified and regulations and provide the updated floor plan from time to time


#### c. Theme and Key Art Design

The Awarded Party should be responsible for designing the key art (with copyright and license) & developing layouts for the Project.

Item	Specification	Qty
Theme & Key Art design with concept development	<ul style="list-style-type: none"> <li>• The key art design will be applied to backdrops, stalls/booths/marquees, promotional materials, signage and related set up, 3-4 layout versions will be required. Colour separations &amp; digital proofs are required. The Organiser has the right to apply the key art design in any other marketing and promotional materials of the event and the Awarded Party should provide the source file of the key art for use accordingly.</li> </ul>	1 job

#### d. Design of Indoor Atrium

Item	Specifications	Qty
Venue Design	<ul style="list-style-type: none"> <li>✧ The Awarded Party should adopt the chosen key art to all design of the Project, including but not limited to backdrop, stalls/booths/marquees, banner, signage, props, gimmick and floor sticker, etc.</li> <li>✧ The Organiser own the copyright of the design</li> </ul>	1 job

<p>Stalls/Booths/ Marquees (2 types)</p>	<ul style="list-style-type: none"> <li>✧ Creation of gamified education content, interactive and fun-filling game stalks, activities associate with family financial wellbeing and financial literacy</li> <li>✧ Related props, tools, signage, fascia and game instruction (with copy right and license)</li> </ul> <p>a. <u>Basic Booth</u></p> <ul style="list-style-type: none"> <li>✧ Table(s), signage/fascia, folding chairs, spotlights, wastepaper basket, stanchions should be included</li> <li>✧ Please advise the cost scale if there is increase / decrease in the number</li> </ul>  <p>b. <u>Thematic booth</u></p> <ul style="list-style-type: none"> <li>✧ Fascia, pavilion with top, folding chairs, spotlights, wastepaper basket, stanchions should be included</li> <li>✧ Please advise the cost scale if there is increase / decrease in the number</li> </ul> 	<p>4 sets for each event</p> <p>4 sets for each event</p>
<p>Reception Counter</p>	<ul style="list-style-type: none"> <li>✧ Signage, table(s), folding chairs, wastepaper basket should be included</li> </ul> 	<p>1 set for each event</p>

Signage	✧ Directional Signage(s)/Banner(s)	1 set for each event
Promotional Materials	✧ E-poster and e-banner for event promotion	1 job
Badges	✧ Event Badges for workers & guests ✧ Artwork & printing for 4-5 types (Qty: 800)	1 job

#### e. Opening Ceremony and Sharing Sessions

The Opening Ceremony will be organised in 2<sup>nd</sup> event as Ceremonial event for around 50 guests, for the rest, sharing sessions will be organised in the events

Item	Specification	Qty
Overall planning and management	<ul style="list-style-type: none"> <li>✧ Coordinate with concerned parties for technical set-up and rehearsal</li> <li>✧ Check and ensure the availability of all setup before guests arrival</li> <li>✧ Stage management</li> </ul>	1 job
Stage	<ul style="list-style-type: none"> <li>✧ Stage backdrop for the key art graphic (Approx.: 3800mmW x 2500mmH)</li> <li>✧ Wooden backdrop/Pop-up Exhibition Stand (蜘蛛架) with HD digital output foamboard</li> <li>✧ Foamboard design for Opening Ceremony and sharing session</li> <li>✧ Stage panel: 6' height</li> <li>✧ 50 seats / chairs set rental services</li> <li>✧ 4 bar stools rental services</li> <li>✧ Source music to match the event program</li> </ul>	1 job
Ceremony Gimmick	✧ Propose gimmick ideas, props production	1 set
AV System	<ul style="list-style-type: none"> <li>✧ PA system for the Opening Ceremony and sharing sessions</li> <li>✧ Wireless handheld mic w/ stands</li> <li>✧ Control / Playback System</li> <li>✧ Background / fanfare music for presentation and on-stage actions</li> <li>✧ Wireless presenter w/ laser pointer</li> <li>✧ Other accessories: Video Capture Card, HDMI DA, Cables and Accessories, Pipe &amp; drapes (black), PC splitter, DVD player, 19" LCD preview monitor, cables, Technician stand-by, Pipe &amp; drapes (black)</li> </ul>	1 job  Applicable
Video & Photography	<ul style="list-style-type: none"> <li>✧ Professional crew for video shooting &amp; photo-taking of event snapshots <ul style="list-style-type: none"> <li>• 1 HD camera video-shooting with cameramen, export full show video clip in mp4 or mov format</li> <li>• 2 photographers for event shooting with work division plan</li> </ul> </li> </ul>	1 job

Mic Clip	<ul style="list-style-type: none"> <li>✧ Inkjet Matt Lam mount on 5mm foamboard</li> <li>• Size: 140mmW x 50mmH</li> </ul>	16-24 pcs
Photo Taking Props	<ul style="list-style-type: none"> <li>✧ Design, production and deliver die-cut photo props</li> <li>• Size: 1000mm(W) x 500mm(H) / 650mm (W) x 650mm (H)</li> </ul>	4-5 designs

#### f. Services for set up, dismantling and delivery

- ✧ Any work to be carried out beyond and specified time should be applied formally in writing to the organiser for approval.
- ✧ Labour cost, disposal fee, transportation cost and storage fee should be stated clearly in the Proposal (if any)
- ✧ The Awarded Party should be responsible to arrange disposal of general waste disposed by organiser, participants in the event area and contractors.
- ✧ The Awarded Party should provide contingency plan for the whole Project subject to social or weather condition, suggest cut-off time and propose contingency plans (virtual or hybrid events), to implement the solution within budget.

#### g. Application for TPPE and Insurance

Item	Specification	Qty
TPPE	<ul style="list-style-type: none"> <li>✧ The Awarded Party should be responsible for the whole application of TPPE</li> </ul>	1 job
Insurance	<ul style="list-style-type: none"> <li>✧ The Awarded Party should purchase any insurance in the relevant ordinances of the Project, such public insurance</li> </ul>	1 job

#### h. Submit survey report and / or WR1 form for power consumption and / or RSE safety report to the venue for special structure (if any)

- ✧ Compliance of requirements in respect of building safety, fire safety, air pollution and noise control as stipulated in the relevant ordinances
- ✧ Cost should be stated clearly in the Proposal

#### i. Optional Items

Item	Specification	Qty
Video editing	<ul style="list-style-type: none"> <li>✧ Storyboard with script-writing, production and post-editing X 4 clips</li> <li>✧ Duration ~2.5mins / each clip</li> <li>✧ Draft &amp; development of bilingual subtitle transcript</li> <li>✧ Licensed background music, visual effect</li> </ul>	1 job
LED Wall	<ul style="list-style-type: none"> <li>✧ LED wall as backdrop of Ceremony and sharing sessions rental services</li> </ul>	1 job
Souvenir	<ul style="list-style-type: none"> <li>✧ Design, production and storage of four souvenir items to be distributed at the events</li> <li>✧ targeting visitors with children</li> <li>✧ The souvenirs should be both functional and educational, conveying pertinent messages related to financial literacy.</li> </ul>	1 job

	✧ No food should be included	
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**Remarks**

✧ Any environmental-friendly use of materials, solutions of reuse or recycling are welcome

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