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**REQUEST FOR PROPOSAL**  
**For**  
**2021 Christmas Street Fair**

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By Public Affairs Department

SWIRE PROPERTIES LIMITED

Apr2021

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## INSTRUCTIONS TO PARTICIPATING TEAMS

### Introduction

This document is a Request for Proposal (RFP) for the White Christmas Street Fair 2021 organised by Swire Properties Limited (Swire Properties). The precise requirements are outlined in this document.

### Confidentiality

The RFP and all related materials are strictly confidential and are the property of Swire Properties. No parties shall advertise, publish, broadcast or in any way make the RFP public or of general knowledge to any party without first obtaining the written consent of Swire Properties. If for any reason these terms are not acceptable, please return the RFP to Swire Properties immediately.

All submitted materials shall become the property of Swire Properties. Any materials submitted by the participating team, which are considered confidential, must be clearly marked as such at the time of submission. Swire Properties shall make every reasonable effort to maintain the confidentiality of such information.

### Acknowledgement and Acceptance

You are requested to acknowledge receipt of this document no later than 5 pm (Hong Kong time) on **14 May 2021** by email to **placemaking@swireproperties.com**. The acknowledgement should confirm that you have received the RFP and express your intent in taking part in this RFP exercise. Please also provide your team members' information (name, university and faculty) in the email as well as their resumes, below table format for your reference. Should you wish to decline the RFP, please inform Swire Properties immediately.

University	Name of Team Member (*Team Leader)	Faculty	Contact Number	Email	Endorsed / Referred by (Staff or lecturer from respective University)	Position in University
	*					

### Structure of Response

Participating teams should follow the instructions as outlined and prepare responses to the **Requirements/Scope of Work** outlined in this document.

Please send your proposal, including all supplementary documents, by email to [placemaking@swireproperties.com](mailto:placemaking@swireproperties.com).

**Closure Date**

The closure date for responding to the RFP will be 5 pm (Hong Kong time) on **14 May 2021**. If a participating team fails to respond by the closure date in the precise manner described, it is subject to Swire Properties' discretion to exclude the participating team from consideration.

**Costs Associated with Proposal**

Any costs incurred by the participating teams in responding to this RFP, in whatever shape or form, will be borne solely by the participating teams. If for any reason these terms are not acceptable, please inform Swire Properties immediately.

**Clarification of Queries**

Any queries regarding this RFP should be addressed to:

Mr. Evan Li

Email: [EvanLi@swireproperties.com](mailto:EvanLi@swireproperties.com)

Any clarification of the RFP must be resolved prior to the submission of your proposal. Swire Properties representatives will be available during normal working hours to answer queries arising from the RFP. Where matters arising from a query should be made known to all participating teams on the grounds of fairness, the relevant facts will be circulated without delay.

**Evaluation Process**

Swire Properties will formally evaluate all proposals against a pre-determined set of criteria, including the following:

CREATIVITY – creative ideas that provide a competitive advantage to Swire Properties

ZERO WASTE – identify solutions to minimise waste generation. Sustainability is fully integrated into the event, for example the selection of decoration materials.

QUALITY – ability to meet Swire Properties' requirements regarding the quality of personnel allocated to the project

DIGITAL INNOVATION – identify relevant areas of the Street Fair where digital solutions can help to enhance the visitor experience

RISK – experience, expertise and resilience to change

COST – cost estimation

Two selected teams will comprise of representatives from the Swire Properties Placemaking Academy (the Academy).

**Short List**

Based on the evaluation, a shortlist will be drawn up of participating teams that will proceed to the presentation stage. Please note that this shortlist will be final, and that no further unsolicited information will be accepted after the closing date.

**Presentation**

Shortlisted participating teams will be invited to present their proposals with a formal presentation at Swire Properties' Blueprint facility in Hong Kong on **17 & 18 June 2021**. The presentation will be part of the overall assessment. Each presentation will be limited to a duration of 15 minutes including time for discussion.

The presentation shall focus on the creative proposal for the event.

**Award of Contract**

Swire Properties reserves the right to make the final decision on the scope of the business award to the selected participating teams.

Swire Properties is not bound to give any reason for the rejection of any proposal. However, debriefings by phone or otherwise (within the bounds of confidentiality) are generally accorded on request for both successful and unsuccessful participating teams.

## Schedule of Events

Issue request for proposal (RFP)	19 April 2021
Deadline for response to RFP	5 pm on 14 May 2021
Briefing session for all interested students	20 May 2021 (Time: AM – TBC)
Deadline for submission of proposals	5 pm on 7 June 2021
Presentation at Swire Properties' Blueprint by shortlisted participating teams	17 & 18 June 2021
Preparation for the Christmas Street Fair	5 July to 29 November 2021
White Christmas Street Fair	2 to 5 December 2021

Please note that dates mentioned above are indicative and for reference only. Swire Properties reserves the right to change the date of the events.

## BACKGROUND AND OVERVIEW

### The Swire Properties brand

Swire Properties is a leading developer, owner and operator of mixed-use, principally commercial properties in Hong Kong and the Chinese mainland, with a well-established record of creating long-term value by transforming urban areas. Our business comprises three main areas: Property Investment, Property Trading and Hotel Investment. Please refer to <http://www.swireproperties.com/en/about-us.aspx> for further information.

### Project Overview

#### Objectives

1. We first hosted our signature corporate social responsibility (CSR) programme, the **White Christmas Street Fair**, in 2013, and it has since become an annual festive street party to engage and connect our stakeholders in the Taikoo Place and Starstreet Precinct neighbourhoods.

(video link: Year 2014 <https://youtu.be/8HtMd9cUbj0>  
Year 2015 <https://youtu.be/YpqDcbvUpwc>  
Year 2016 <https://youtu.be/ZoM-gavM8GI>  
Year 2017 <https://youtu.be/WHMKZnSyGMA>  
Year 2018 <https://youtu.be/81tA8s5R2Wc>

The party will have a Christmas theme in terms of:

- a. the look and feel (decorations and setup), and
  - b. event elements
2. With the challenges posed by COVID-19, students in the 2020 programme were specifically tasked with finding creative ways to reconnect, re-engage and give back to the community during times of change and adversity. Accordingly, Swire Properties' annual signature year-end celebration last year took the form of a travelling performance truck, the "White Christmas Express". Link: <https://fb.watch/4rYfZmOt2z/>
  3. To sustain the momentum created in 2020, the White Christmas Street Fair in 2021 will be a carnival-style online and offline event for all levels of stakeholders to enjoy, and will consist of the following components:
    - a. Community engagement. One of the main objectives is to provide a unique Christmas experience to engage our staff, tenants, residents, NGOs and Street Fair visitors
    - b. Retail booths (hosted by Swire Properties' tenants, other vendors and NGOs)
    - c. Entertainment (NGOs and other quality live performers)
    - d. Interactive workshops (hosted by NGOs and/or other vendors)

More details of the requirements for each of the above components will be given in the **Requirements/Scope of Work**.

4. The event should incorporate the involvement of Swire Properties' Community Ambassadors to encourage participation and help raise funds for charitable causes.
5. It should aim to generate community awareness on social media platforms and attract more traffic to the Street Fair.
6. The requirement is to develop, propose and execute a plan to make the event as green as possible; identify solutions to minimise waste generation (for example, cup/tableware rental, water dispensers to replace the use of disposables) and encourage recycling.
7. The selected team should identify and execute relevant areas of the Street Fair where digital solutions can help to enhance visitors' experience.
8. The event should aim to raise funds by incorporating the involvement of the Street Fair's beneficiary, Operation Santa Claus.

#### **Target Audience**

- Tenants/Business partners
- Residents
- Swire Properties' staff and their friends and family
- Community
- NGOs
- General public

#### **Proposed Rundown**

- Taikoo Place
- 2 December (Thursday.)
  - 12 noon Event opens to public
  - 12:30 pm to 1:30 pm Entertainment and fundraising activities
  - 6 pm Opening ceremony and VIP party  
*(including speeches and Christmas tree light-up ceremony)*
  - 7 pm Entertainment and fundraising activities
  - 8 pm End of Day 1
- 3 December (Friday)
  - 12 noon Event opens to public
  - 12:30 pm to 1:30 pm Entertainment and fundraising activities
  - 5:30 pm to 7:30 pm Entertainment and fundraising activities
  - 8 pm End of Day 2
- 4 December (Saturday)
  - 1 pm Event opens to public



- 1:30 pm to 6:30 pm      Hourly entertainment, fundraising activities
- 7 pm                              End of Day 3
- 5 December (Sunday)
  - 1 pm                              Event opens to public
  - 1:30 pm to 6:30 pm      Hourly entertainment, fundraising activities
  - 7 pm                              End of Day 4

### **Proposed Format**

- A vibrant Christmas Street Fair at Taikoo Place to reach out to and engage the wider community.
- A Christmas-themed street market that sells seasonal products from stalls, accompanied by live entertainment.
- The Street Fair should have a festive atmosphere, provide a unique Christmas experience for visitors and feature popular elements such as a Christmas tree, Santa Claus, snowmen, sparkling light displays, good music and an engaging entertainment programme.
- The street fair should be a green event where the “zero waste” concept can be applied.
- Digital innovation can help to enhance visitors’ experience at the event.
- The proposed communication strategy for the 2021 Street Fair should include a plan for traditional and social media.

## **REQUIREMENTS / SCOPE OF WORK**

The following is Swire Properties' preliminary thinking on how the event could be carried out and the expected scope of work required from the appointed participating teams. Please note that it is a mandatory requirement for teams to submit a proposal based on the details as set out in this section.

### **Project Management**

Appointed participating teams are expected to help manage the project for Swire Properties to ensure the successful planning and execution of this event, especially in the following aspects:

1. Creative development of publicity collaterals, in both print and digital forms.
2. Programme planning, rundown and execution.
3. Sourcing and coordination with vendors and talents; coordination with tenants.

### **Creative Development**

1. Creative Concept/ Event Theme
  - a. In 2020, White Christmas Express celebrated the holidays with a different seasonal theme – providing a unique Christmas experience for friends, family and colleagues with special attractions, live entertainment, festive shopping and delicious food.
  - b. Given the challenges posed by COVID-19, the SPPA students were specifically tasked with finding creative ways to reconnect, re-engage and give back to the community during times of change and adversity . Accordingly, Swire Properties' annual signature year-end celebration last year took the form of a travelling performance truck, the "White Christmas Express".
  - c. The theme for 2021 should be applied to different aspects of the event including the design of the invitation, promotional videos, venue decoration, unique attractions, stage set-up, on-/off-stage entertainment programmes, giveaway items, and so on.
2. Event Identity/Key Visual
  - a. Please propose how the event name is to be presented on a 2-D design with an event logo
  - b. Swire Properties' brand guidelines and working files are attached in **Appendix A** for your reference.
  - c. Please illustrate how the concept/design is to be prepared physically at the venue setup.
3. Decorations and Venue Setup

The designated area for the Street Fair at Tong Chong Street and Taikoo Place 1/F is outlined in Appendix C. Please include in your proposal your ideas for the different areas as listed below:

  - a. Overall venue layout, decorations and setup:

- b. Please take into consideration the project objectives and propose the overall event layout, including the entrance, stage, booths and any special decorations if applicable.
    - c. Please propose the general venue decoration with the Christmas theme and related festive elements.
    - d. Swire Properties will install a giant Christmas tree (approximately 20 ft high) next to the stage at Tong Chong Street, which should be included as part of your decoration and venue setup plan.
4. Please make recommendations for event elements when applicable and necessary, such as key attraction(s), engagement programme(s), F&B selections, retail booths, entertainment/opening ceremony, interactive workshop(s) that:
  - a. Attract the attention of target audience groups in a novel way.
  - b. Are closely related to the event theme.
  - c. Help promote and drive traffic to the Street Fair.
5. Promotional Channels
  - a. Various promotion channels in Swire Properties' portfolios (Taikoo Place, Cityplaza, Pacific Place and Citygate, etc) will be used, along with on-site collaterals. Examples of these adaptations are provided in **Appendix B**.
  - b. Appointed participating teams are expected to:
    - i. help adapt preliminary designs into various communication channels such as event posters, link-bridge stickers, wall stickers and posters to be displayed at selected locations within our portfolios.
    - ii. propose pre-event promotional activities at Swire Properties premises or in the local community at large.
    - iii. design and develop internal communications through Swire Properties' various internal channels including the corporate intranet, employee magazine and staff eDMs. Examples of these adaptations are also provided in **Appendix B**.
6. Zero Waste Event
  - a. Conduct research into how "zero waste" concepts can be applied to the Street Fair.
  - b. Develop, propose and execute a plan to make the event as green as possible.
  - c. Work with all different parties to ensure that sustainability is fully integrated into the event – for example, in the selection of decoration materials.
7. Digital Innovation
  - a. Identify relevant areas of the Street Fair where digital innovation can help to enhance visitors' experience at the event.
  - b. Develop, propose and execute a plan to make the Street Fair as smart as possible.

8. Source relevant platforms to facilitate the planned digital innovations in the identified areas.  
Social Media

- a. Develop and execute a social media promotion plan according to the detailed requirements set out under Social Media Promotion.

### **Social Media Promotion**

Please include in your proposal a preliminary communication plan for promoting the event through existing or potential social media platforms.

1. Social media channels

- a. Over the last few years the event has been promoted through a Facebook event page (<https://www.facebook.com/SwireXmasFair/>) and Instagram account [@whitexasstreetfair](#).
- b. Please propose any other social media platforms that should be leveraged to raise interest and drive more traffic to the event.

2. Facebook Fan Page and Instagram

- a. The appointed participating student team is expected to:
- i. manage the event's Facebook fan page and Instagram in line with the external communication plan for the event.
  - ii. compile a comprehensive editorial calendar covering all aspects of the Street Fair with suggested topics.
  - iii. Post content in both English and Chinese and develop creative images (such as infographics related to the event) to go with the postings.

3. Post-event Analytics Report

- a. The appointed participating student team is expected to provide an in-depth analysis report to evaluate the effectiveness of the use of different social media platforms.

## PROPOSAL

### Creative Proposal

Participating teams should submit the following for the creative proposal:

1. A detailed proposal based on the requirements stated in the **Requirements/Scope of Work**.
2. A visual presentation of the design and overall layout of the event.

### Budget Proposal

1. Please provide a budget estimation according to the requirements stated in the **Requirements/Scope of Work**.
2. Participating team should estimate costings for the following items:
  - a. Decoration/venue setup
  - b. Engagement programme development and execution
  - c. Stage production
  - d. Entertainment/talent
  - e. Digital/innovative platform and development
3. Note that consideration of the estimated budget is an imperative when assessing proposals.

### Other Proposal Requirements

1. Participating teams should provide a brief profile (name, university, responsibility in the project, related work experience) of each member of the team.

-END-

## List of Appendices

The following documents are attached to this document for reference.

- **Appendix A – Swire Properties Brand Guidelines**
- **Appendix B – Promotion collaterals “White Christmas Street Fair 2018”**
- **Appendix C – Floor Plans Taikoo Place**