

TENDER BRIEF
ST. PAUL’S CO-EDUCATIONAL COLLEGE
95TH ANNIVERSARY CHORAL CD ALBUM
SPECIAL COMMEMORATIVE EDITION

Introduction

Founded in 1915, St. Paul’s Co-educational College (“SPCC” or “the College”) has established a reputation as a vibrant community of scholarship and learning, and enjoys an extensive alumni network comprising accomplished and influential members of society.

The choral choir, Senior Mixed Voice Choir, was founded in 1949 and participated for the first time in the Hong Kong Schools Music Festival in 1950. This Choir has played an integral part in building a fine choral tradition in the College over the span of six decades, and over the years, has undertaken a wide spectrum of choral repertoire.

SPCC will be celebrating its 95th Anniversary in the academic year 2010 to 2011 and with its long tradition for music excellence, a Choral CD Album will be produced to commemorate this special occasion.

Objective and Target Audience

The Choral CD Album, “Faith, Hope and Love”, will be launched on 19 December 2010 at the School’s 95th Anniversary Gala Dinner. A Special Commemorative Edition of this album will be produced to mark its debut and will be for sale on that night.

Specifications

Language	English
Deliverable	A box set which includes: a) Packaging box to enclose a Special Booklet and a Choral CD Album* <ul style="list-style-type: none">• (500 pcs) numbered “0001” to “0500”• (500 pcs) without numbering b) 28 pp Special Booklet (refer to Appendix for details) c) 1,000 sets <i>* Choral CD Album will be provided by SPCC</i>
Copyrights	Copyrights of images and visuals created in the course of production shall belong to SPCC who has full discretion to use the whole or any part of it.

Scope of Services

The contractor shall be responsible for:

- Creative concept and design of the packaging box and special booklet for Choral CD Album
- Preparing finished artwork
- Colour separation, colour proof and printing
- Lettershop and delivery

(Photos and text will be provided by SPCC)

Submission of Tenders

Your Tender should include:

- A creative proposal, preferably with design layouts for a) the packaging box; and b) covering pages and sample inside pages of the Special Booklet for Choral CD Album
- A quotation with detailed specifications on the design and production of: a) Packaging Box; and b) Special Booklet for Choral CD Album
- A brief company profile and credentials, highlighting your experience relevant to the project
- Account team for the project, its members' names and roles, qualifications and relevant experiences

Three sets of copies of your Tender should be submitted for the selection panel, and sent by hand on or before 21 September 2010, 4:00pm to:

Mr Kim Tsoi
Director of Community Relations
St. Paul's Co-educational College
33 MacDonnell Road, Hong Kong

Please mark clearly on the envelope: "Tender for SPCC 95th Anniversary Choral CD Album – Special Commemorative Edition"

Evaluation of Tenders

Submitted Tenders will be evaluated by a selection panel, which is appointed by the School Management. Selection criteria include:

- Creative input in the proposal
- Appropriateness of the project approach
- Capability and experience of the contractor and proposed team
- Pricing

You are encouraged to be innovative in your thinking when preparing your Tender and to put forward any suggestions and solutions that may provide a more cost-efficient and value-for-money solution. Any such proposal which alters the requirements of the specification must be in the form of a variant bid, must be clearly marked “Variant Bid”, and must be submitted at the same time as the fully compliant bid requested in this Brief.

The College does not bind itself to accept any tender irrespective of whether the tender is the lowest bid or, where the assessment of tenders is based on a marking scheme, the tender has the highest overall mark. The College reserves the right to negotiate with any tenderer about the terms of the offer.

Tentative Schedule

31 August 2010	Invitation to Tender
21 September 2010	Deadline for Submission of Tender
24 or 27 September 2010	Presentation
30 September 2010	Appointment of Contractor
26 November 2010	Delivery

APPENDIX: SPECIAL BOOKLET – PROPOSED CONTENT

1. Foreword by Principal Dr Anissa Chan
2. History and development of School Choir
3. The Making of “Faith, Hope and Love”
4. Quotes by composers and performing groups

Remarks: The following content will be included in the CD Album:

- *Biography:*
 - “Faith” – Mark Hayes*
 - “Hope” – Warren Lee Wai On*
 - “Love” – Victor Chan Wai Kong*
- *Senior Mixed Voice Choir*
- *Treble Choir*
- *Primary School Choir*
- *Alumni Choir*