WEST KOWLOON CULTURAL DISTRICT AUTHORITY

Customer Relationship Management and Fundraising System
Invitation to Tender

Invitation
Tenders for the Provision of the Customer Relationship Management and Fundraising System are invited.

Description of the Services
West Kowloon Cultural District Authority (Authority) is responsible for developing the West Kowloon Cultural District (WKCD) into a variety of arts and cultural facilities for hosting world-class exhibitions, performances and arts and cultural events. Stretching across 40 hectares of reclaimed land, the WKCD is one of the largest cultural projects in the world, blending art, education and open space.

The Authority is inviting tenders to design, implement and provide an enterprise Customer Relationship Management and Fundraising System (System). The System will serve as the main means to capture, record and analyse anonymous and customer data across channels, facilitating the Authority to make reliable data-driven and strategic decisions and to deliver personalized promotional materials to customers. The System will also serve as the main means to manage voluntary contribution of money or gifts in-kind by requesting donations from individuals, business and the public through fundraising and sponsorship events via online and offline channels. The services include provisioning a customer relationship management and fundraising software with license and implementation services of the system as well as the provision of consultancy services for fundraising business process.

The Services will be completed in an estimated period of 26 months.

Collection and Submission of Tenders:
Interested parties are required to express their interest by emailing to max.lee@wkcda.hk their company name, address, telephone number, name and position of their contact person and the contact email address. Tender documents would be SENT by email to parties who have expressed their interest on or after Thursday, 10 December 2015.

Tender enquiries must be emailed to max.lee@wkcda.hk on or before 12:00 noon Hong Kong time on Thursday, 31 December 2015. Verbal enquiries and late enquiries will not be entertained.

Tender submission must be deposited into the Authority’s Tender Box at 29/F, Tower 6, The Gateway, 9 Canton Road, Tsim Sha Tsui, Hong Kong at or before 12:00 noon Hong Kong time on Thursday, 21 January 2016. Late or electronic submission will not be accepted.

Qualifications and Requirements:
Tenderers shall possess experience in providing services of similar nature in the immediate five years before the closing date and at least one single contract of a total contract value of not less than HK$ 5 Million.

All costs and expenses incurred for or in connection with any response to this Invitation, including the preparation and/ or submission of the tender, shall be entirely the responsibility of the interested parties.

The Authority is not bound to accept the lowest tender or the tender with the highest overall mark or any tender and reserves the right to negotiate with any Tenderer. The Authority reserves the right to accept the tender which the Authority at its sole discretion considers to be the most advantageous to the Authority.