



APPENDIX A - FEE PROPOSAL

Tenderers should list out the fee breakdown of the services specified in Section 2 of the tender document. Descriptive items which do not require a quotation are excluded from this appendix. The item numbers correspond to the numbering in Section 2.

1. <u>Detailed breakdown of tender fee - Section 2 "SERVICES REQUIRED"</u>

Item	Qty	Amount (HK\$)	Remarks
2.1 Overall Requirements			
Includes all tasks as listed under Sec	tion		
2.1 - video production, media buy and	d		
publicity services			
2.2 Video Production			
Specifications of Video Production	1		
a) Phase 1 – 5 video clips			
<u>i. Clip 1</u>		,	
Creative production			
On-site Shooting			
Video aditing and next production			
Video editing and post-production			
ii. Clip 2			
Creative production			
Credite prediction			
On-site Shooting			
Video editing and post-production			
iii. Clip 3			
Creative production			
On site Chapting			
On-site Shooting			





Item	Qty	Amount (HK\$)	Remarks
Video editing and post-production		((
Trace carming area processions			
iv. Clip 4			
Creative production			
On-site Shooting			
Video editing and post-production			
video editing and post-production			
<u>v. Clip 5</u>			
Creative production			
On-site Shooting			
No. 1 Control of the			
Video editing and post-production			
b) Phase 2 – 5 video clips			
vi. Clip 6			
Creative production			
·			
On-site Shooting			
Video editing and post-production			
vii. Clip 7			
Creative production			
2.32 2.20000			
On-site Shooting			
Video editing and post-production	1		
		25	



Item	Qty	Amount (HK\$)	Remarks
viii. Clip 8			
Creative production			
On-site Shooting			
-			
Video editing and post-production			
iv Clin 0			
ix. Clip 9			
Creative production			
On-site Shooting			
3			
Video editing and post-production			
011 40			
x. Clip 10			
Creative production			
On-site Shooting			
on one one only			
Video editing and post-production			
2.3 Media Buying			
Specifications of Media Buying			
a. Media buying Management and			
Overall Planning (Action plan and timeline)			
b. Execution of media buying			
(Please state the proposed media outlets, duration and format as below)			
(ouse state the proposed mor		ite, adiation and format	
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
			•



Item	Qty	Amount (HK\$)	Remarks
i. Media Outlet			
ii Coot			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			
i. Media Outlet			
ii. Cost			
iii. Deliverables / KPI			



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2. Others – any additional items suggested by the Tenderer

Item		Qty	Amount (HK\$)	Remarks
Item 1:				
Item 2:				
Item 3:				
N. (0				
Name of Company:				
Signature of Person Au	uthorised to Sign	for		
the Proposal:				
(with company chop)				
Address:				
Tel No.:			Fax No.:	
Email:			Date:	