

# Invitation to Tender (ITT)

## Website Revamp for Hong Kong Ballet

**ITT Reference:** HKB-WEB-2025/08

**Issued:** 21 Aug 2025

**Tenders Due:** 12 Sep 2025 18:00 HKT

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### 1 Introduction

Hong Kong Ballet (HKB) invites qualified digital agencies to tender for the design, build and support of a new **hkballet.com**, scheduled to launch in **Q2 2026**.

Our existing site is maintained by an external vendor that has notified us of its withdrawal from service in 2026. Even before that, the platform had begun to show its age:

- **Mobile experience** — unintuitive menus, slow image loads, limited search/filter tools, problems with responsiveness in various modules
- **Ageing CMS** — The backend cannot create new pages or provide a convenient staging site. Staff need to ask the vendor for even minor edits.
- **Fragmented transactions** — registrations live on Google Forms or third-party solutions, donations on PayPal, and the shop on a separate domain with manual order entry. Looking for one consistent flow that accepts major online payment methods.
- **Limited performance outside Hong Kong** — YouTube embeds fail, images come straight from a Hong Kong server, and the absence of a global CDN which slows down page loads for China and other overseas visitors.

The new website must become a single, flexible hub that serves the distinct needs of our internal teams:

#### Department

#### Primary online goal

#### Mainstage Productions

Market performances, sell tickets (via URBTIX/PopTicket links) and archive past seasons.

<b>Department</b>	<b>Primary online goal</b>
<b>Academy</b>	Manage enrolment workflows, storytelling for student experiences.
<b>Education &amp; Outreach</b>	Promote workshops, handle free/paid registrations and showcase impact stories.
<b>Development &amp; Fundraising</b>	Drive one-off and recurring donations, acknowledge sponsors and host event RSVPs.
<b>Commercial / e-Shop</b>	Sell merchandise both online and offline.

The broad mix of website audiences include:

<b>Audience segment</b>	<b>Typical needs</b>
<b>Hong Kong public (B2C)</b>	Discover shows, book quickly on mobile, browse photos and trailers.
<b>Mainland visitors</b>	Access media without blocked platforms, pay with local wallets.
<b>International &amp; local presenters (B2B)</b>	Review repertoire, touring history and technical specs.
<b>Donors &amp; sponsors</b>	Understand impact, donate securely, receive prompt acknowledgment.
<b>Education partners &amp; schools</b>	Find Outreach programmes and application details.
<b>Press &amp; industry</b>	Download high-res images, biographies and get the right contacts.

## 2 Project Objectives

We seek a robust, mobile-first, region-optimised platform that will:

<b>Ref</b>	<b>Objective</b>
<b>OBJ-1</b>	<p><b>Content visibility and flexible presentation, especially for programme pages</b></p> <p>Rebuild key storytelling pages—such as productions, programmes, and artist profiles—with flexible layouts that allow the Marketing and Content teams to collaborate on how text, images, videos and biographies are positioned across devices. Pages should be able to prioritise or reposition content (e.g. dancer/artist intros, programme descriptions, quotes) for better visibility and flow, especially on mobile. This will enable HKB to maintain a stronger editorial voice while ensuring each department’s content is presented clearly, responsively, and in context.</p>

Ref	Objective
<b>OBJ-2</b>	<b>Region-optimised, mobile-first experience &amp; future-proof design</b> — Deliver a site that loads quickly in Hong Kong and remains accessible in Mainland China (including video fall-backs). Combined with WCAG 2.1 AA compliance and responsive design, this will enable HKB to expand its reach, increase mobile conversions, and stay true to its vision of connecting ballet with the broadest possible audience. The web build should be as future-proofed as possible against the rise of AI search and applications.
<b>OBJ-3</b>	<b>Seamless registration &amp; payment journeys</b> — Replace today’s patchwork of Google Forms, third-party shops and ad-hoc payment links with a single, branded user flow embedded in the new site. Whether a visitor is booking a free school workshop, buying merchandise, paying Academy tuition or making a donation, they should meet the same clear interface and the same modern wallet-and-card options. This consistency will cut abandonment and support HKB’s goal of lifting online revenue across ticket-adjacent sales, donations and class fees. No CRM, ticketing platform integration or login required.
<b>OBJ-4</b>	<b>Comprehensive repertoire, touring &amp; archival library</b> — House past seasons, touring credits and press material in a searchable library that serves casual fans and international presenters alike. Automatic archiving as productions close will preserve HKB’s artistic legacy and, more importantly, act as a business development tool—showcasing the company’s breadth to potential touring partners and supporting objectives for expanded international engagements.

Vendors are invited to propose solutions that answer these challenges while ensuring long-term sustainability and ease of use for HKB’s staff and audience to look for content.

### 3 Functional Requirements

Capabilities are ordered by how directly they deliver the four objectives. Vendors may propose additional enhancements where they add clear value.

Ref	Item	Key Features (indicative)	Objectives	Stakeholders
<b>FR-01</b>	<b>Programme &amp; event showcase</b>	Provide a flexible template for current productions, tours and special events that: 1) presents large hero media, cast lists, artists’ bios, trailers/video content and sponsor logos; 2) carries a sticky “Buy Tickets” / “Book Now” CTA; 3) auto-archives to “Past Productions & Tours” with a wrap-up mode for quotes, reviews and galleries; 4) links between related events; 5) navigates through an event calendar	OBJ-1	Marketing, Development, Programme
<b>FR-02</b>	<b>Registration &amp; RSVP</b>	Unified module for free RSVPs, paid workshops, Academy tuition and merchandise checkout; confirmation & scheduled reminder emails through third-party email platform; wallet/card checkout via single gateway (Using PayDollar);	OBJ-3	Marketing, Development, E&O

Ref	Item	Key Features (indicative)	Objectives	Stakeholders
FR-03	<b>Donations &amp; Fundraising</b>	Persistent Donate CTA; four fund templates; automated e-receipts; responsive sponsor-logo block; <i>optional</i> NetSuite export	OBJ-3	Development
FR-04	<b>E-Shop &amp; Multi-POS</b>	Integrated catalogue (variants, stock, discounts); wallet/card checkout; order dashboard; cross-sell and upsell; <b>Vendor to propose</b> strategy for syncing stock & reporting between online and in-person sales.	OBJ-3	Marketing
FR-05	<b>Media, Social &amp; Post-Event Storytelling</b>	Auto-pull social posts by hashtag/handle; bulk gallery upload; unified media library; reusable gallery/social blocks for wrap-ups; engaging sections for dancer and artist introduction	OBJ-1	Marketing, Programme, Development, E&O
FR-06	<b>Programme &amp; Touring Library</b>	Single Event/Production type for HK shows & tours; auto-archive; Repertoire object with presenter fields & tour history; faceted search.	OBJ-4	Programme
FR-07	<b>Migration &amp; Archive Tools</b>	Vendor-led import of legacy content; auto-archive via season/venue/tour taxonomy	OBJ-4	Marketing , Programme
FR-08	<b>Academy and Audition Applications</b>	Mobile-friendly application form; file/video upload that support international and Mainland China applicants; tuition-fee checkout; confirmation email; gallery/blog template for “school-life” stories	OBJ-3	Academy
FR-09	<b>Content Management &amp; Publishing</b>	Drag-and-drop builder; saveable templates; live preview; draft-review-publish; clone/move/hide pages & menus, sustainability page	OBJ-1-4	All
FR-10	<b>Infrastructure, Deployment and Security</b>	HK cloud hosting + global CDN with Mainland-optimised routing; one-click staging to live pipeline; consolidated DNS/hosting/CDN; secure media bucket with expiring links; utilise serverless architecture; managed service for DNS and domain, patch management on CMS; response and provide fix to auditor vulnerability scan report; MFA; geo-lock	OBJ-2	Marketing
FR-11	<b>Integrations &amp; Data</b>	API/CSV connectors for Engage+, email platform, optional NetSuite; outbound URBTIX/PopTicket tracking; GA4; open REST endpoints; integration to email	OBJ-1-4	All

Ref	Item	Key Features (indicative)	Objectives	Stakeholders
		platform for e-newsletter subscription form		
FR-12	<b>Multi-lingual</b>	Support Traditional Chinese, Simplified Chinese and English		
FR-13	<b>AI-readiness</b>	Future-proofing structure to be ready for rise of AI use, e.g. allowing future AI agents (chatbots, search, summarisation) to extract and present content meaningfully	OBJ-2	All

#### 4 Non-Functional Requirements

- **Availability:** ≥ 99.9 % uptime; SLA-backed.
- **Accessibility:** WCAG 2.1 AA.
- **Maintainability:** Modular architecture, documented APIs, clear coding standards.
- **Privacy & Data:** GDPR-aligned privacy notice templates; consent banner; GA4 IP-anonymisation.

#### 5 Proposed Sitemap (Indicative)

- **Home**
- **What's On**
  - Current Season
    - Production Details
  - Tours
  - Past Productions & Tours  
*(auto-archives after final performance)*
- **Academy**
  - About the Academy
  - Programmes & Classes
    - Apply
- **Outreach Programmes**
  - Upcoming Workshops & Projects  
(registration)
  - Past Outreach Highlights (gallery)
- **Support Us**
  - Donate
  - Corporate Sponsorship
- Club Hong Kong Ballet
- Special Events
- Advertising
- Acknowledgements
- **Shop**
- **About**
  - About Hong Kong Ballet
  - Artistic Leadership
  - Dancers
  - Management & Staff
  - Board & Committees
  - Press Room
  - Sales & Rentals (enquiry form)
  - Careers & Auditions
  - Annual Reports
  - Tender Notices
- **Contact / Map / Enquiry Form**

#### Global elements:

- Sticky Donate button & shopping-bag icon
- Language switcher
- Site-wide search / filter
- Newsletter sign-up banner

- Social-media feed blocks on relevant pages

## 6 Timeline

Milestone	Date
ITT issued	21 Aug 2025
Q&A deadline	3 Sep 2025
Tender submission	12 Sep 2025 18:00 HKT
Shortlist notified	17 Sep 2025
Agency presentations	Week of 22 Sep 2025
Preferred vendor	1 Oct 2025
Contract award & project start	Early Oct 2025
Target launch	Q2 2026

## 7 Warranty & Support

- Minimum 12-month defect warranty.
- Post-warranty SLA options: **Basic** (office-hours, next-business-day) and **Premium** (24×7, 2-hour critical). Vendors to price both.

## 8 Submission Format

### Delivery Instructions

Please send one (1) electronic copy to: **winnie\_su@hkballet.com**. Your RFP must be received by Hong Kong Ballet by 12 Sep 2025 17:00 HKT. In addition, please send one (1) original copy of your completed RFP to the address below.

Hong Kong Ballet

G/F 60 Blue Pool Road, Happy Valley, Hong Kong

Attention: Ms. Winnie Su

It is the vendor's responsibility to deliver their proposal on, or before this deadline. Proposal received after the time specified will be considered late and may be disqualified at Hong Kong Ballet's discretion.

### Format instructions

Please submit, in two separate sealed envelopes and emails:

1. **Technical Tender** – methodology, solution architecture, migration plan, project schedule, team CVs, relevant case studies.
2. **Fee Tender** – lump-sum price, payment milestones, SLA rates, variation day-rates.

### Completion Instructions

All vendor responses to this RFP become the property of Hong Kong Ballet. We reserve the right to use any information in this proposal to benefit Hong Kong Ballet.

The proposal must be signed by an authorized official of your company.

Hong Kong Ballet reserves the right to issue revisions in writing to this RFP at any time prior to the closing date.

## Standard Provisions

Proposals submitted in response to this RFP should not be construed as an obligation on the part of Hong Kong Ballet to award a purchase order and/or contract. Proposals submitted in response to this RFP will be considered firm offers for a period of 150 days from submission due date. However in the event due date. However, in the event the vendor reduces the price of any item or service provided in their initial proposal responses, Vendor agrees to immediately pass these reductions on to Hong Kong Ballet by submitting a revised proposal. Vendor warrants that prices provided in your proposal are no greater than prices being charged to any other customer for similar items, quantities and schedules with similar specifications.

## 9 Evaluation Criteria

**80 : 20 technical : price weighting.** Technical scoring will consider:

- \* Creative delivery
- \* Mainland China site performance & multilingual approach
- \* CMS usability & publishing workflow
- \* Donations, registration, payment & e-commerce solution
- \* Migration & archival methodology
- \* Accessibility, mobile UX & SEO
- \* Infrastructure resilience & deployment pipeline
- \* Relevant arts / nonprofit references

## 10 Enquiries

Direct all questions to [alexia\\_chow@hkballet.com](mailto:alexia_chow@hkballet.com) by 3 Sep 2025. Answers will be shared with all bidders.

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*End of ITT*

HK  
BALLET  
香港芭蕾舞團

Septime Webre 衛承天  
Artistic Director 藝術總監

# HONG KONG BALLET BRAND GUIDELINES

# HK BALLET

香港芭蕾舞團

Septime Webre 衛承天  
Artistic Director 藝術總監

These key elements make up our brand toolkit. They are the visual building blocks of our identity and combine to deliver our distinctive Hong Kong Ballet look and feel, across all of our communications.

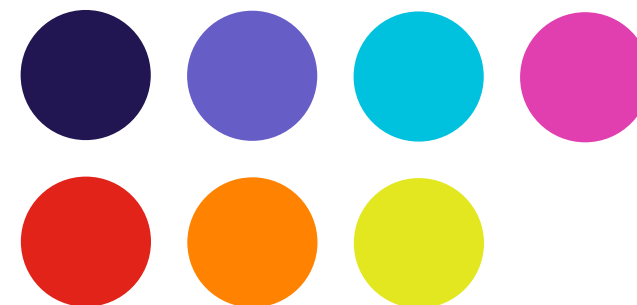
## Brand mark



## Typography

ROMEO AND  
JULIET SWAN  
LAKE THE FROG  
PRINCE 胡桃夾子  
吉賽爾 睡美人

## Colour palette



## Srapline



## Photography



**HK  
BALLET**  
香港芭蕾舞團

Septime Webre 衛承天  
Artistic Director 藝術總監

#### Exclusion zone

The exclusion zone is equal to the height of the 'A' character and extends around all sides of the brand mark (as indicated by the tinted area shown on the example provided).

## EXCLUSION ZONE

Exclusion zone



## INCORRECT USE

Do not:



...use another typeface



...stretch or distort the brand mark



...colour part of the brand mark



...use non-approved brand mark colours



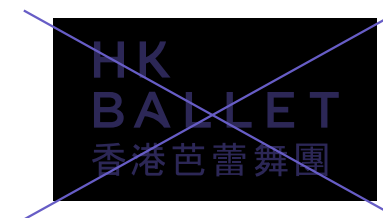
...insert any imagery or pattern into the brand mark



...use any effects or drop shadows within the brand mark



...place the brand mark on complicated backgrounds



...place the positive brand mark on backgrounds that are too dark

HK  
BALLET  
香港芭蕾舞團

Septime Webre 衛承天  
Artistic Director 藝術總監

Our strapline has been created to reflect the vibrant and energetic city in which we reside and from where we draw inspiration. Hong Kong Ballet is a melting pot of creative talent, exuding energy, ambition and vibrancy.

NEVER  
STANDING  
STILL

NEVER  
STANDING  
STILL

#### Primary strapline

Our strapline has been created as a scalable graphic element. Use only the master artwork, do not recreate as text. Refer to the following pages for sizing and positioning of the strapline.

NEVER STANDING STILL

#### Alternate strapline

An alternative strapline artwork has been created for instances when there is not enough space for the primary strapline.

#### Strapline size

The size of the strapline should be relative to the brand mark. The cap height of the 'N' should equal to 0.5 of the cap height of the 'B' of the brand mark.

B NEVER  
STANDING  
STILL

# HK BALLET

香港芭蕾舞團

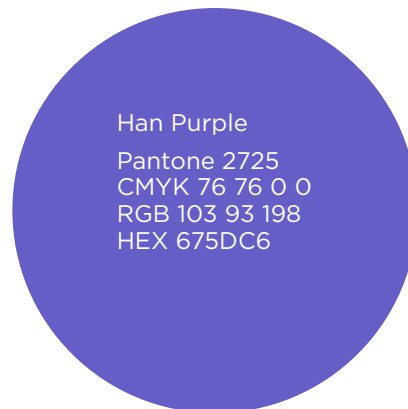
Septime Webre 衛承天  
Artistic Director 藝術總監

## Primary Colour Palette



Our colour palette takes inspiration from the city in which we live. Just like Hong Kong, it is bold, vibrant and energetic.

## Secondary Colour Palette



### Colour Palette

To keep our 'look and feel' on-brand, use colour thoughtfully.

When using colour with photography use a palette that is complementary to the image.



01

Gradient breakdowns and suggested colour grouping

Our primary Kowloon blue colour grouping

01



02



Our primary Vermillion red colour grouping

03



04

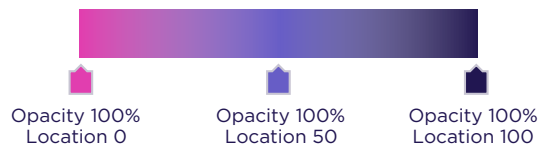


Gradients

The vibrancy of our colour palette comes to life by using gradients to provide variety and flexibility to our communications.

Avoid using more than one gradient within the same communication and only use the gradients provided, see examples to the right.

Linear gradient



02

03

04

# OUR PRIMARY ENGLISH TYPEFACE

GOTHAM - THIN/BOOK/**BOLD**

ARABESQUE,  
balançoire, **chaînés**,  
*DEMI-POINTE*, élevé, **FIRST**  
**POSITION**, 2<sup>nd</sup>-3<sup>rd</sup>-4<sup>th</sup>-5<sup>th</sup>,  
*Grand plié*, Hortensia, **jeté**

Gotham is our English language brand typeface. It is a modern, legible sans-serif face, chosen to work seamlessly with all the brand elements in our visual identity. Gotham should be used on all print and digital applications.

We use three weights of Gotham to create clear typographic hierarchies. Each of the three weights also has an italic cut, which may be used when needed.

#### **Default typeface**

The typeface Arial can be used only when Gotham is not available, such as emails and internal documents. *Arial must not be used for key brand applications.*

#### **Web typeface**

A web version of Gotham is available and should be used for all online applications.

# OUR PRIMARY CHINESE TYPEFACE

AKTIV HEI HANT  
LIGHT/REGULAR/**BOLD**

胡桃夾子

天鵝湖 青蛙王子

灰姑娘 羅密歐與朱麗葉

睡美人 吉賽爾

Aktiv Hei Hant is our Chinese language brand typeface. It is a modern, legible sans-serif face, chosen to complement our English language brand typeface.

We use three weights - light, regular and bold - to create clear typographic hierarchies.

#### **Default typeface**

The typeface STHeitiTC can be used only when Aktiv Hei Hant is not available, such as emails and internal documents. *STHeitiTC must not be used for key brand applications.*

#### **Web typeface**

Heiti web font should be used for all Chinese language online applications.

Our tone of voice in any form of communication reflects the spirit of our brand: **engaging** – we want people to be interested in what we do; **approachable** – we are open to everyone and want to connect with a broad audience; **confident** – we believe in what we're doing and saying; **fresh** – we have a contemporary point of view.

tone of voice

**HK** 香港芭蕾舞學院

**ACADEMY**

**OF BALLET**

The HK ACADEMY OF BALLET logo is designed based on the original logo of HK BALLET. This is well constructed and has a strong connection with HK BALLET brand identity. All proportions are well set, no other versions, formats or rearrangements are allowed.

### HK Ballet Brand Identity

HK  
BALLET  
香港芭蕾舞團

### English Version

HK  
ACADEMY  
OF BALLET

### Bilingual Version

HK 香港芭蕾舞學院  
ACADEMY  
OF BALLET

## Exclusion Zone & Minimum Size

An exclusion zone is set around the logo to maintain a clutter-free environment. No other graphic elements are allowed within this clear space. The clear space on each side is equal to the height of the "A".



### Minimum Size



### Kowloon Blue

**Pantone 274**

**CMYK** 100 100 7 38

**RGB** 33 22 81

**HEX** 211650

### Orchid Pink

**Pantone 239**

**CMYK** 16 82 0 0

**RGB** 225 62 175

**HEX** E03EAE

### Full Colour Version

**HK** 香港芭蕾舞學院  
**ACADEMY**  
**HO BALLET**

### Single Colour Version

**HK** 香港芭蕾舞學院  
**ACADEMY**  
**HO BALLET**

### Black & White Version

**HK** 香港芭蕾舞學院  
**ACADEMY**  
**HO BALLET**

**HK** 香港芭蕾舞學院  
**ACADEMY**  
**HO BALLET**

● 40% Black

Full Colour Version on Kowloon Blue



Full Colour Version on Orchid Pink



Full Colour Version on Black



Reversed White Version on Kowloon Blue



Reversed White Version on Orchid Pink



Reversed White Version on Black



### English

# GOTHAM

## Thin/Book/Bold

**Gotham** is our English language brand typeface. It is a modern, legible sans-serif face, chosen to work seamlessly with all the brand elements in our visual identity. Gotham should be used on all print and digital applications. We use three weights of Gotham to create clear typographic hierarchies. Each of the three weights also has an italic cut, which may be used when needed.

### Default typeface

The typeface Arial can be used only when Gotham is not available, such as emails and internal documents. Arial must not be used for key brand applications.

### Web typeface

A web version of Gotham is available and should be used for all online applications.

### English

# AKTIV HEI HANT

## Light/Regular/Bold

**Aktiv Hei Hant** is our Chinese language brand typeface. It is a modern, legible sans-serif face, chosen to complement our English language brand typeface. We use three weights – light, regular and bold – to create clear typographic hierarchies.

### Default typeface

The typeface STHeitiTC can be used only when Aktiv Hei Hant is not available, such as emails and internal documents. STHeitiTC must not be used for key brand applications.

### Web typeface

Heiti web font should be used for all Chinese language online applications.

## Prohibitions

The HK ACADEMY OF BALLET logo has been designed to achieve the best proportional balance between the visual elements. It must be presented in the fixed structure and format as shown in previous sections.

- 1 Do not rescale the elements.
- 2 Do not rearrange the elements.
- 3 Do not drop shadow.
- 4 Do not change the wordmark.
- 5 Do not apply on distracting background.

- 6 Do not change the colour arrangement.
- 7 Do not distort the logo.
- 8 Do not outline the logo.

