

Vetting Criteria for “M” Mark Applications

- Application for events seeking “M” Mark status should attain a passing mark of 80 based on the following vetting criterion.
- While for an exhibition match or tournament, the application has first to meet a mandatory requirement¹ on number of paid admission² before it is being considered and assessed.

Major Sports Event			Exhibition Match or Tournament		
Criterion	Brief description	Marks	Criterion	Brief description	Marks
1. Status and significance of the event	Whether the event is at world or intercontinental level; and Sanctioned/ endorsed by respective international federation and/or listed on its event calendar; and Involves participation of world-top athletes / teams; and/or Helps elevate world ranking.	30	1. Player Line-up / Team Strength	Invitation of top ranked / world-renowned / national athletes / teams with excellent achievement to take part.	35
2. Financial viability	Financial viability of the event by evaluation of the amount of funding support requested, total revenues projected, sponsorship and expenditure, and whether the applicant is able to bear the potential deficits arising from	15	2. Financial viability	Financial viability of the event by evaluation of the amount of funding support requested, total revenues projected, sponsorship and expenditure, and whether the applicant is able to bear the potential deficits arising from holding the event.	15

¹ For an event held at a football stadium, at least 15 000 paid admission is required. For an event held at other venue, the accumulated paid admission is at least 8 000 per event.

² Paid admission means tickets in return of monetary payment. Complimentary tickets either as part of the sponsorship agreement or otherwise are not counted as “paid admission”.

Major Sports Event			Exhibition Match or Tournament		
Criterion	Brief description	Marks	Criterion	Brief description	Marks
	holding the event.				
3. Economic impact	Considerations include: job creation, additional economic activities and spending by overseas visitors induced by the event.	10	Not Applicable		
4. Media coverage and marketing plan	Expected coverage by local / overseas and online media, and supported by a comprehensive marketing and PR plan.	10	3. Media coverage and marketing plan	Expected coverage by local / overseas and online media, and supported by a considerable budgeted and comprehensive marketing and PR plan to reach a wide spectrum of the public.	15
5. Community appeal and social benefits	Whether any fringe or engagement activities will be organised for participation by general public, with a view to arouse public interest, attract large numbers of spectators and showcase Hong Kong's unique culture etc.	15	4. Community appeal and social benefits	Whether any fringe or engagement activities will be organised for participation by general public, with a view to arouse public interest, attract large numbers of spectators and showcase Hong Kong's unique culture etc.	15

Major Sports Event			Exhibition Match or Tournament		
Criterion	Brief description	Marks	Criterion	Brief description	Marks
6. Sports development impact	The extent to which the event can promote the sport, provide training opportunities for technical personnel and encourage wider participation in that particular sport and opportunities for local athletes to refine their skills and secure world rankings.	10	5. Sports development impact	The extent to which the event can promote the sport, provide training opportunities for technical personnel and encourage wider participation in that particular sport and opportunities for local athletes to refine their skills and secure world rankings.	10
7. Technical and administrative quality of the organiser	Track record of the applicant in organising large-scale events, manpower planning, marketing and promotion strategies, and any value-added input that demonstrates the applicant's ability in successful delivery of the event.	10	6. Technical and administrative quality of the organiser	Track record of the applicant in organising large-scale events, manpower planning, marketing and promotion strategies and any value-added input that demonstrates the applicant's ability in successful delivery of the event.	10
Total		100			100

Key Performance Indicators for Exhibition Match or Tournament Evaluation

- Two Key Performance Indicators to evaluate the event and assess the final grant of funding:
 - (i) the actual number of attendance / ticket sale; and
 - (ii) the eventual participation of all players / teams

- If the ticket sale/attendance rate does not meet the minimum requirement, the total grant by the Government will be deducted in accordance to the following proportion:

Attendance / Ticket Sale (base on no. of paid admission submitted by NSA)	Total cash grant provided under M Mark System
Meet the minimum requirement	100%
>81% but short of minimum requirement	90% of total grant
Between 61% to 80% of minimum requirement	70% of total grant
Between 40% to 60% of minimum requirement	50% of total grant

- If the players line-up / teams strength deviates from the list endorsed by HAB and these are no replacement fulfilling the vetting criteria, HAB shall reserve the right to invoke the adjustment of grants.