

大型體育活動申請指引

Major Sports Events Application Guidelines

維港泳
Harbour Race



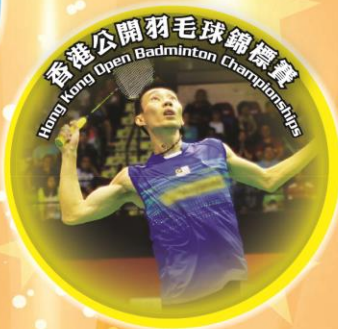
香港高爾夫球公開賽
Hong Kong Open Championship



香港網球公開賽
Hong Kong Tennis Open



香港公開羽毛球錦標賽
Hong Kong Open Badminton Championships



香港國際龍舟邀請賽
Hong Kong International Dragon Boat Races



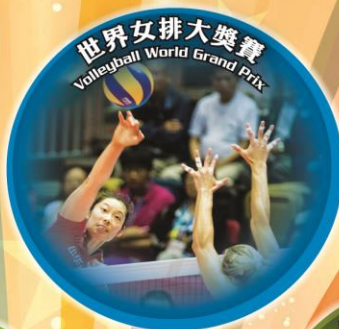
香港壁球公開賽
Hong Kong Squash Open



香港體育舞蹈節
Hong Kong DanceSport Festival



世界女排大獎賽
Volleyball World Grand Prix



香港馬拉松
Hong Kong Marathon



香港馬術大師賽
Masters of Hong Kong



世界盃場地單車賽
Track Cycling World Cup



香港國際七人欖球賽
Hong Kong Sevens



大型體育活動
Major Sports Events

www.mevents.org.hk

有「M」Mark, 必定是國際體壇盛事

Only the most spectacular sports events get the "M" Mark



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Major Sports Events Committee of the Sports Commission

A. Staging major sports events in Hong Kong

1. The Sports Commission (SC) advises the Government on the formulation of policy to develop sports in Hong Kong. The Major Sports Events Committee (MSEC), one of the three committees under the SC, advises the Government on the hosting policy and resource allocation for major sports events in Hong Kong. The MSEC provides a decision-making framework for determining the Government's funding priorities and involvement in hosting major sports events in the city. The policy sets out the Government's role in hosting events and provides a mechanism for assessing proposals against established criteria. It also provides for the monitoring of events to ensure that the public funding provided is used properly and cost-effectively.

B. Why a major sports events policy?

2. The objectives are —

- To instill a sustainable sporting culture, foster a sense of pride and social cohesion, and to bring tangible economic benefits to our community. Major sports events should also help enhance Hong Kong's image as Asia's sports events capital
- To help "national sports associations" (NSAs) develop sustainable major sports events through greater participation and support from the commercial sector as well as the community at large

- To support NSAs in securing and hosting one-off mega international sports events considered beneficial to the community

C. Policy scope

3. In order to help nurture more sustainable major sports events, the MSEC will develop a Hong Kong Major Sports Events Calendar ("the Calendar") and award the "M" Mark to all recognised events on the Calendar. A package of tailor-made support measures will be provided to meet the needs of individual "M" Mark events to help them evolve into regular, market-oriented and "profitable" events. The MSEC will also support the hosting of world championships. Support for "M" Mark events may include —

- Professional advice from the MSEC Advisory Panel concerning the organisation, sponsorship, marketing and promotion strategies for events;
- Coordinated logistic support from relevant government departments to support the planning and organising of "M" Mark events;
- Enhanced local and overseas publicity opportunities for "M" Mark events;
- Funding support for sustainable "M" Mark events comprises interest-free loans and direct grants for a maximum of three years and matching fund without a time limit. Both direct grants and matching funds will be allocated on a sliding scale (paragraph 14);

- An additional one-off \$0.8 million direct grant for marketing purposes in any one year in the first three years of a sustainable “M” Mark event as well as the one-off “M” Mark event (paragraph 14 & 15);
- A mix of matching fund and/or direct grant for World Championships or one-off Championships or one-series Championships at equivalent level (paragraph 15); and
- Subsidised charges for all “M” Mark events using Leisure and Cultural Services Department (LCSD) venues, subject to the criteria instituted for such subvention.

D. Applying for “M” Mark status and funding support

Is the event eligible?

For sustainable “M” Mark events

4. Applications for events seeking “M” Mark status should —
- Involve competition among teams and/or individuals outside Hong Kong, preferably representing a number of countries / regions;
 - Attract significant public interest, both locally and overseas, through spectator attendance and/or media coverage;
 - Be suitable for participation of people of all ages and being able to contribute to the development of sporting culture and economy in the community;

- Be of international significance to the sport(s) concerned and/or preferably featuring prominently at the final stage of their international calendar; and
- In the case of exhibition matches with presence of top world-ranking players/teams that can attract significant public interest.

For World Championships or one-off Championships or one-series Championships at equivalent level

5. Applications for events seeking “M” Mark status and funding support should—

- Be sanctioned by the respective International Federation;
- Be categorised as World Championships or of equivalent status in the sport with the participation of at least eleven countries / regions excluding Hong Kong. For those final tournaments of one-off Championships, the numbers of participating countries / regions may be relaxed;
- Involve the participation of one or more “top ten” world ranking teams or athletes;
- Involve the participation of Hong Kong team or athletes;
- Attract significant public interest, both locally and overseas, through spectator attendance and/or media coverage; and
- Be suitable for participation of people of all ages and being able to contribute to the development of sporting culture and economy in the community.

Who can apply?

6. **NSAs** - Applications should be submitted by recognised NSAs. (NSAs are the local sports governing bodies recognised by the Sports Federation and Olympic Committee of Hong Kong, China and affiliated to **either** (i) the respective International Olympic Committee recognised international sports federations; **or** (ii) the respective Asian sports federations recognised confederations for regional sports.)

7. The NSA must play a key and active role in the event organisation structure. Particularly, the NSA has to be fully responsible and in control of the financial of the event.

When to submit an application

8. **New sustainable / perennial Major Sports Events or World Championships or one-off Championships or one-series Championships at equivalent level or existing “M” Mark events involving funding support and/or subvention on LCSD venue charges** - should apply at least six months prior to the start of the quarter in which the event will take place or the event is announced (whenever the earlier).

Event Date	Application Deadline
(1 st quarter) January to March	30 June of the previous year
(2 nd quarter) April to June	30 September of the previous year
(3 rd quarter) July to September	31 December of the previous year
(4 th quarter) October to December	31 March of the same year

9. **Existing “self-financed” major sports events without funding support and subvention on LCSD venue charges** - should apply at least five months prior to the start of the quarter in which the event will take place or the event is announced (whenever the earlier).

Event Date	Application Deadline
(1 st quarter) January to March	31 July of the previous year
(2 nd quarter) April to June	31 October of the previous year
(3 rd quarter) July to September	31 January of the same year
(4 th quarter) October to December	30 April of the same year

10. **Existing “self-financed” major sports events having received the “M” Mark for the past five consecutive years (with or without funding support); and the application does not require funding support (excluding LCSD’s notional venue support)** – should apply at least three months prior to the start of the quarter in which the event will take place or the event is announced (whenever the earlier).

Event Date	Application Deadline
(1 st quarter) January to March	31 September of the previous year
(2 nd quarter) April to June	31 December of the previous year
(3 rd quarter) July to September	31 March of the same year
(4 th quarter) October to	30 June of the same year

December	
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11. Prospective applicants who wish to have an event included on the Calendar are encouraged to inform MSEC Secretariat of their intentions at the earliest opportunity, even if MSEC’s funding support and/or subvention on LCSD venue charges is not required. Late submission will not be considered.

How to apply

12. Applicants wishing to apply for “M” Mark status with funding support and/or subvention on LCSD venue charges may first contact the MSEC Secretariat. They should complete the application form (AF) (Appendix I), the event information sheet (Appendix II) and the budget template (Appendix III) and return them together with relevant supporting information to the MSEC Secretariat. Applicants wishing to apply for “M” Mark status without funding support are required to complete the AF (on selected items) and the event information sheet and return them to the MSEC Secretariat.

13. If an application is considered ineligible for inclusion on the Calendar, the applicant may consider making a separate application to the Sports Funding Office of the LCSD for funding support under Major Local International Events (MLIE).

Funding support for recognised “M” Mark events

For sustainable “M” Mark events

14. In the application, applicants may choose to apply for interest-free loan, or matching fund

or direct grant (on a sliding scale), or direct grant for marketing, as well as subvention on LCSD venue charges. Details of the financial support are as follows –

(a) **Interest-free loan** – This primarily assists NSAs in relieving the common problem of cash flow deficiency during the first three-year planning stage of an event. The request for interest-free loan must be justified by a realistic business plan and budget that can demonstrate a good chance of success for the project and repayment of the loan. As a general rule, the loan must be repaid in full within 6 months upon completion of an event.

(b) **Matching fund** – This is a dollar-to-dollar matching grant; there is no limit on the duration of funding support for “M” Mark events. The grant is up to a maximum amount of \$9 million in total for an event in its first three years, and no more than \$4 million in any of the first three years. Based on the performance of the organisers, and public response to the event, and subject to availability of funding resources, a ceiling of \$1.5 million matching fund each year from the fourth year may also be provided. A matching fund of up to \$1.5 million per year will be considered subject to further eligibility assessment annually starting from the seventh year of an event. The purpose of the matching fund is to encourage applicants to solicit as much cash sponsorship as possible from the commercial sector. It is essential to submit documents and certifications on

the secured cash sponsorship for assessment.

(c) **Direct grant** If an applicant does not wish to apply for the matching fund, then an application for a one-off direct grant for eligible items during the first three years of the event is also possible. A list of the eligible and ineligible items for direct grant is attached in Appendix IV. The maximum amount of direct grant is on a sliding scale, from \$1.5 million (1st year) to \$0.7 million (2nd year) to \$0.5 million (3rd year), or 70% of the total expenditure on eligible items for each year, whichever is the less.

(d) **Direct grant for marketing** – An applicant may apply for an additional one-off \$0.8 million direct grant for marketing of new event in any one year of the first three years of its operation.

(e) **Subvention on LCSD venue charges** – “M” Mark events with or without funding support may also apply for subvention on LCSD venue charges, subject to certain criteria.

For World Championships or one-off Championships or one-series Championships at equivalent level

15. In the application, applicants may choose to apply for matching fund, or direct grant in the first year of an event, or a mix of matching fund and direct grant, or direct grant for marketing, as well as subvention on LCSD venue charges. Details of the financial support are as follows –

(a) **Matching fund** – This is a one-off, dollar-to-dollar matching grant up to a maximum of \$6 million. The purpose of the matching fund is to encourage applicants to solicit as much cash sponsorship as possible from the commercial sector. It is essential to submit documents and certifications on the secured cash sponsorship for assessment.

(b) **Direct grant** – This is a one-off direct grant for eligible items up to a maximum of \$6 million, or 70% of the total expenditure on eligible items (Appendix IV), whichever is the less.

(c) **Mix of Matching and Direct grants** – Depending on the operational needs of an event, an applicant may apply for, say \$1 million in matching fund and a maximum of \$5 million in direct grant or 70% of the total budget on eligible items whichever is the less, or any other combination of the two provided the total does not exceed \$6 million, subject to assessment of the budget of the event.

(d) For events seeking “M” Mark status and funding support and last for more than one consecutive year, the grant is capped at a ceiling of \$6 million (a mixture of matching funds and/or direct grant) in its first year, and would be subject to a cumulative ceiling of \$9 million for the first three years (i.e. \$1.5 million for each of the next two years in matching fund and for subsequent years). Separate application (with or without funding support) should be made by the applicant each year.

(e) **Direct grant for marketing** – This is an additional one-off \$0.8 million for marketing purpose to enhance the publicity effort of new one-off “M” Mark events.

(f) **Subvention on LCSD venue charges** – World Championships or one-off Championships or one-series Championships may also apply for subvention on LCSD venue charges, subject to certain criteria.

For both types of “M” Mark events

16. Funding support for both types of “M” Mark events is subject to availability of funds. The applicant should maintain separate accounts for the matching funds and direct grant (including the one-off grant for marketing purpose).

17. The amount of interest-free loan, or matching fund or direct grant must be justified by a robust and realistic business plan and budget that can demonstrate the sound financial viability of the project. The outcome of the event and the performance of the organiser will be evaluated by the MSEC, which will form the basis for determining the appropriate level and type of support to the same event and/or applicant in subsequent years.

18. For applications involving funding support and/or subvention on LCSD venue charges, the estimated income and expenditure accounts of the events (for new events) or audited accounts of previous event(s) should be submitted to the MSEC Secretariat for assessment.

19. For sustainable “M” Mark events, under no circumstances should any interest-free loan, or matching fund or direct grant be used to underwrite deficits from previous events. In order to nurture recognised “M” Mark events into self-financed and sustainable events, any matching fund and/or operating surplus accumulated (net of loan repayment) may be retained by the NSAs for the sole purpose of hosting the same event in the subsequent years. Under certain criteria, the surplus accumulated may be used for development of the sport with HAB’s approval. The NSAs concerned should return the full surplus, with interest generated from that surplus, to the MSEC Secretariat within four months if the account has been left idle for more than two years.

20. For World Championships or one-off Championships or one-series Championships at equivalent level, any matching fund and/or operating surplus accumulated (net of loan repayment) may be retained by the NSA for the sole purpose of hosting the same series of event in the subsequent years as approved. The NSAs concerned should return the full surplus, with interest generated from that surplus, to the MSEC Secretariat within four months of the completion of the series of event.

21. If the combined funding and subvention for a recognised “M” Mark event exceeds \$10 million a year, its business plan and budget will be subject to a third-party consultant’s evaluation on the financial viability of the project before a final decision on a funding request is made.

22. To ensure equitable funding among the NSAs and the quality of “M” Mark events, an NSA can host only one sustainable event plus one World Championships or one-off Championships or one-series Championships every year.

How are applications assessed?

23. Assessment of the applications takes place throughout the year according to the application cycle (paragraph 8 – 10). The MSEC will set up a Vetting Panel (VP) to oversee the vetting of applications. The recommendations from the VP on applications will then be presented to MSEC and SC, as appropriate, for consideration.

How long will it take?

24. Depending on the complexity of the events, and upon submission of required information / documents relating to the applications, the vetting procedures for applications of new “M” Mark events for “M” Mark status without funding support and those that require funding support and/or subvention on LCSD venue charges will take 60 days and 4 months to complete respectively, under normal circumstances.

What document(s) should be submitted after the event?

25. An evaluation report and audited statement of account(s) (if funding and/or subvention on LCSD venue charges is/are involved) on the “M” Mark event should be submitted to the MSEC Secretariat within four months after completion of an event.

26. The application assessment criteria for “M” Mark events is at Appendix V. A flow-chart showing the application process to become an “M” Mark event is at Appendix VI.

E. Contact the MSEC Secretariat

27. For further information, please contact the Secretariat of the Major Sports Events Committee at—

Address:
Secretariat
Major Sports Events Committee
Home Affairs Bureau
13/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong
Fax no.: 2519 7404
Email address: msecs@hab.gov.hk
Website: <http://www.mevents.org.hk>