

# 大型體育活動申請指引

## Major Sports Events Application Guidelines



大型體育活動  
Major Sports Events

體壇盛事  
由你開始

Let's support "M" Mark Events!

大型體育活動事務委員會  
Major Sports Events Committee

政府文化體育資助計劃  
Government Culture, Sports and Leisure Programme



[www.mevents.org.hk](http://www.mevents.org.hk)

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## **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 instil 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), private or non-government organisations develop sustainable major sports events through greater participation and support from the commercial sector as well as the community at large.

- To support NSAs, private or non-government organisations in securing and hosting one-off mega international sports events considered beneficial to the community.
- To provide opportunities for local athletes to compete on home ground and the general public to watch high-level competitions.

## **C. Policy scope**

3. In order to help nurture more major sports events in Hong Kong, the MSEC will develop a Major Sports Events Calendar ("the Calendar") and award the "M" Mark status 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 support for "M" Mark events may include —

- Advice from the MSEC 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 "M" Mark events comprises matching fund and/or direct grants;
- An additional one-off \$1 million direct grant for marketing and publicity purposes

for new “M” Mark event (except Exhibition Matches or Tournaments);

- Subsidised notional venue charges (NVC) for all “M” Mark events using Leisure and Cultural Services Department (LCSD) venues;
- An event not receiving LCSD NVC (due to unavailability of venue or any other reasons) may apply for venue hiring grant to cover 100% of the venue hiring expenditure, subject to a ceiling of \$1 million per event.

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

##### ***What kind of event is eligible?***

**(I) Major sports events:** World championships, world class level (such as world cup, one stop of the world class series or world tour), intercontinental championships or equivalent events

4. Applications for events seeking “M” Mark status only or with funding support should —

- Be sanctioned or endorsed by the respective International Federation (IF) and/or listed on the IF’s event calendar;
- Be of international significance to the sport(s) concerned and/or preferably featuring prominently at the final stage of their international calendar;
- Involve the participation of world-top teams or athletes;

- Athlete is able to gain points to elevate their world ranking (unless it is not applicable to particular sports events);
- 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; and
- Be able to contribute to the development of sporting culture and economy in the community.

##### **(II) Exhibition matches or tournaments:**

Involve world-class athletes or teams that can attract huge audience

5. Applications for events seeking “M” Mark status with funding support has first to meet the mandatory requirements before it is considered and assessed —

- **Mandatory requirements:** Attracts at least 15 000 paid admission<sup>1</sup> per match day for an event held at a football stadium; or 8 000 accumulated paid admission per event for an event held at other venues;
- Assessment emphasis on player line-up / team strength and the media and marketing plan.

##### ***Who can apply?***

6. Applications should be submitted by recognised NSAs, private or non-government

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<sup>1</sup> Paid admission means tickets in monetary payment. Complimentary tickets either as part of the sponsorship agreement or otherwise are not counted as “paid admission”.

organisations. NSAs refer to the local sports governing bodies recognised by the Sports Federation and Olympic Committee of Hong Kong, China and affiliated to either (i) the respective IFs; or (ii) the respective Asian federations.

7. For private or non-government organisations, the applicant must be the organiser of the event and –

- a company incorporated under the Companies Ordinance (Cap. 622) or the predecessor ordinance of the Companies Ordinance (Cap. 622), i.e. the former Companies Ordinance (Cap. 32); or
- a non-Hong Kong company registered under the Companies Ordinance (Cap. 622); or
- a body incorporated under the Registered Trustees Incorporation Ordinance (Cap. 306); or
- a statutory body established by Hong Kong legislation; or
- an approved charitable institution or trust of a public character which is exempt from tax under section 88 of the Inland Revenue Ordinance (Cap. 112).

Such legal status must have been acquired by the applicant before submitting its application. The applicant must be proposing an event involving a sport that is, at the time of application, promoted by the respective NSA in Hong Kong. The MSEC Secretariat may consult the respective NSA on the application with regard to its technical, financial and operational feasibility as necessary.

### ***When to submit an application?***

8. **“M” Mark events involving funding support and/or subvention on LCSD venue charges** — should apply at least 6 months prior to the start of the quarter in which the event will take place or the event is announced (such as press conference held), whenever the earlier.

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

9. **“M” Mark events without funding support and subvention on LCSD venue charges only** — should apply at least 5 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
(1st quarter) January to March	31 July of the previous year
(2nd quarter) April to June	31 October of the previous year
(3rd quarter) July to September	31 January of the same year
(4th 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 <sup>st</sup> quarter) January to March	30 September of the previous year
(2 <sup>nd</sup> quarter) April to June	31 December of the previous year
(3 <sup>rd</sup> quarter) July to September	31 March of the same year
(4 <sup>th</sup> quarter) October to December	30 June of the same year

11. Prospective applicants who wish to have an event included in 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.

**How to apply?**

12. Applicants wishing to apply for “M” Mark status with or without funding support and/or subvention on LCSD venue charges may first contact the MSEC Secretariat. They should return the completed application form (Appendix I), together with the event information (Appendix II), the event budget (Appendix III) and relevant supporting information to the MSEC Secretariat by the deadline as set out in paragraph 8 and 9 above. Applicants must submit all information and documents required to assist the assessment process. Please assume MSEC holds no prior knowledge of your organisation, event, or previous event delivery experience.

**Financial arrangement and funding support for recognised “M” Mark events**

13. Funding support for all types of “M” Mark events is subject to availability of funds. The amount of 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.

14. For applications involving funding support and/or subvention on LCSD venue charges, audited accounts of previous event(s) (if applicable) should be submitted to the MSEC Secretariat for assessment.

**(I) For major sports events**

15. Applicants may apply for matching fund and/or direct grant, subvention on LCSD venue charges or venue hiring grant for venue subsidy, and/or direct grant for marketing. Details of the financial support are as follows —

**(a) Matching fund —**

This is a dollar-to-dollar matching grant, which is up to a maximum amount of \$15 million per event. The purpose of the matching fund is to encourage applicants to solicit as much cash sponsorship as possible from the business and private sectors. It is essential to submit documents and certifications on the secured cash sponsorship for assessment.

**(b) Direct grant for new events —**

- For new “M” Mark events, applicants may also apply for a direct grant in addition to matching fund, subject to a combined funding ceiling of \$15 million. Applicants may apply for direct grant of 85% of the total expenditure of eligible items and subject to a ceiling of \$6 million per event. A list of the eligible and ineligible items for direct grant is at Appendix IV.
- Applicants may apply for direct grant in the first three years of the event, provided that the event is held consecutively each year and that the audited accounts of the previous event has a surplus not exceeding 25% of its overall expenditure inclusive of LCSD venue charges.

**(c) Subvention on LCSD venue charges —**

Applicants may also apply for subvention on LCSD venue charges if the event is held in LCSD venues.

**(d) Venue hiring grant for venue subsidy —**

For “M” Mark events which are not receiving LCSD notional venue subvention (due to unavailability of venue or any other reasons), applicants may apply venue hiring grant to cover 100% of the venue hiring expenditure, subject to a ceiling of \$1 million per event in addition to the ceiling subvention of \$15 million per event.

**(e) Direct grant for marketing —**

Applicants may apply for any additional one-off \$1 million direct grant for marketing and publicity for new “M” Mark events in the first year of the event.

**(II) For exhibition matches or tournaments**

16. Applicants may apply for matching fund, LCSD venue charges or venue hiring grant for venue subsidy. Details of the financial support are as follows –

**(a) Matching fund –**

This is a dollar-to-dollar matching grant, which is up to a maximum amount of \$15 million per event. It is essential to submit documents and certifications on the secured cash sponsorship for assessment.

**(b) Subvention on LCSD venue charges –**

Applicants may apply for subvention on LCSD venue charges or venue hiring grant for venue subsidy (paragraph 15 (c) and (d) refers).

17. Please refer to the summary on funding support under the “M” Mark System at Appendix V, the application assessment criteria for “M” Mark events at Appendix VI, a flow-chart showing the application process to become an “M” Mark event at Appendix VII, and the Terms and Conditions for “M” Mark events at Appendix VIII for details.

***How are applications assessed?***

18. Assessment of the applications takes place throughout the year according to the application cycle (paragraph 8 to 9 refers). 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?***

19. 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 5 months and 6 months to complete respectively, under normal circumstances.

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

20. An evaluation report (*Appendix IX*) and an audited statement of account (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 **6 months** after the completion of an event.

**E. Contact the MSEC Secretariat**

21. For further information, please contact MSEC Secretariat at —

*Address:*

Secretariat of Major Sports Events Committee  
Culture, Sports and Tourism Bureau  
13/F, West Wing, Central Government Offices,  
2 Tim Mei Avenue, Tamar, Hong Kong

*Fax no.* 2802 0252

*Email:* [msecs@cstb.gov.hk](mailto:msecs@cstb.gov.hk)

*Website:* <http://www.mevents.org.hk>

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