

Event Information

Event Name: _____

Date of Event: _____

(Please provide the following information)

Items	Details
<p>1 Status of the event</p> <p><i>a. History of the event;</i></p> <p><i>b. Standard of the event (i.e. World / Intercontinental /Asian / All China);</i></p> <p><i>c. How many countries / regions / athletes / teams competing;</i></p> <p><i>d. International sports federation's bidding and staging regulations; and</i></p> <p><i>e. Other relevant information</i></p>	
<p>2 Significance of the event</p> <p><i>The significance and stage of the event in relation to the international calendar of the sport(s) and world ranking of participants, etc.</i></p>	
<p>3 Financial viability</p> <p><i>a. Sponsorship secured or estimated;</i></p> <p><i>b. Income from gate receipt;</i></p> <p><i>c. Income from other sources;</i></p> <p><i>d. Ability to bear the potential deficits arising from holding the event;</i></p> <p><i>e. Track records of the successful holding of similar event in particular with a surplus or balanced statement of account; and</i></p> <p><i>f. Strategy to sustain the staging of the event</i></p>	

Items	Details
<p>4 Economic impact</p> <p><i>Please elaborate on impact on related trades and services, tourist earning, job creation and tax revenue, etc. Please provide estimated numbers of overseas athletes, team officials and visitors.</i></p>	
<p>5 Media coverage</p> <p><i>Please provide information on expected coverage by local and overseas media, TV broadcast, etc.</i></p>	
<p>6 Popularity / Community appeal</p> <p><i>Please provide a detailed publicity plan covering the following information –</i></p> <ul style="list-style-type: none"> a. <i>• Expected no. of spectator attendance in both semi-finals and finals rounds of the event.</i> b. <i>• Events to be organized for visitors of the competition events or measures to maintain a satisfaction level of visitors of the competition events.</i> c. <i>• No. of fringe programmes will be organized during the event period</i> d. <i>• No. of “sports clinic”-type programmes to be organized for schools, community sports clubs (CSCs) and youth groups prior to the event.</i> e. <i>• No. of promotional and engagement programmes to be organised for schools, CSCs and youth groups prior to and during the event and the expected number of people participation.</i> f. <i>• Measures to maintain a satisfactory</i> 	

Items	Details
<p><i>awareness of the “M” Mark event among students and young people.</i></p>	
<p>7 Sports development impact <i>Please provide a detailed sports development plan covering the following information—</i></p> <p><i>a. Opportunities for local athletes to secure a higher position in the world or regional ranking of the sport or participation in the qualifying matches of the event; Training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications, before, during and/or after the event;</i></p> <p><i>c. Sports development programmes, such as sports demonstrations, workshops, clinics for local athletes, coaches and referees, etc.; and</i></p>	
<p>8 Technical and administration quality of the organiser</p> <p><i>a. Organisation structure; Track record in organising large-scale</i></p> <p><i>b. events;</i></p> <p><i>c. Manpower planning; and</i></p> <p><i>d. Marketing and promotion strategies</i></p>	
<p>9 Social & cultural benefits <i>Please provide a detailed social benefits covering the following information—</i> <i>volunteer / youth services / students</i></p> <p><i>a. services;</i></p>	

Items	Details
<p><i>charity / fund raising activities (estimated</i></p> <p><i>b. no. of free tickets to underprivileged groups / students);</i></p> <p><i>accessibility and affordability for</i></p> <p><i>c. partaking by all walks of life;</i></p> <p><i>promotion of education in physical fitness</i></p> <p><i>d. and wellness;</i></p> <p><i>'feel-good' factor in the community; and</i></p> <p><i>e.</i></p> <p><i>activities to promote / showcase</i></p> <p><i>f. Hong Kong's unique culture or heritage.</i></p>	
<p>10 Please state any prominent representation and participation of Hong Kong and / or Mainland China athletes / teams</p>	