

## Vetting Criteria for “M” Mark Applications

Criterion	Brief description	Percentage
1. Status of the event	Whether the event is at World, Intercontinental, Asian, National or other level	15%
2. Significance of the event #	Significance of the event in relation to the international calendar of the sport(s) and world ranking of participants.	15%
3. Financial viability #	Financial viability of the event by evaluation of the amount of funding support requested, total revenues projected, sponsorship and expenditure.	15%
4. Economic impact	Expected economic impact on related trades and services, tourist earning, job creation and tax revenue.	12%
5. Media coverage #	Expected coverage by local and overseas media as presented in the marketing and PR plan	12%
6. Popularity/Community appeal #	Whether the event can promote sport, create significant public interest and attract large numbers of participants and spectators etc.	12%
7. Sports development impact	The extent to which the event will encourage wider participation in that particular sport and opportunities for local athletes to secure world rankings.	8%
8. Technical and administrative quality of the organiser #	Track record of the applicant in organising large-scale events, manpower planning, marketing and promotion strategies as presented in the business plan.	5%

<b>Criterion</b>	<b>Brief description</b>	<b>Percentage</b>
9. Social & cultural benefits	Possible social benefits, e.g., sponsoring people from less privileged groups to attend the events; providing scope for volunteer service and fund-raising; promoting Hong Kong's culture or heritage.	4%
10. Prominent representation and participation of Hong Kong and/or Mainland China athletes/teams		2%
<b>Total</b>		<b>100%</b>

Remarks-

- # i) Applicants need to attain full marks for three of these five vetting criteria, as well as one less than full marks for the remaining two criteria, to secure support for World Championships or one-off Championships or one-series Championships at equivalent level.
- ii) Starting from the seventh year of the sustainable "M" Mark event, applicants need to attain full marks for three of these five vetting criteria, as well as one less than full marks for the remaining two criteria, to be eligible for an extended provision of the matching fund.