

Event Information for Major Sports Event

Event Name: _____

Date of Event: _____

Please provide details of the following items

Items	Details
<p>1 Status and significance of the event</p> <p><i>a. History of the event;</i></p> <p><i>b. Standard of the event (such as World Championships/ World Cup/World Class Series / Intercontinental Championships / World tour or equivalent, Asian Championships, etc.);</i></p> <p><i>c. How many countries / regions / world-top athletes / teams will take part;</i></p> <p><i>d. Whether the athletes is able to gain points to elevate their world ranking (please provide documentary proof for world ranking of player(s) or participating teams);</i></p> <p><i>e. Sanctioned or endorsed by the respective International Federation (IF) and/or listed on the IF's event calendar (please provide documentary proof such as</i></p> <p><i>f. hosting agreement, sanction proof, etc);</i></p> <p style="padding-left: 20px;"><i>and</i></p> <p><i>Other relevant information</i></p>	
<p>2 Financial viability</p> <p><i>a. Sponsorship secured or estimated;</i></p> <p><i>b. Income from gate receipt;</i></p> <p><i>c. Whether a balanced or even surplus budget;</i></p> <p><i>d. Ability to bear the potential deficits arising from holding the event;</i></p>	

Items	Details
<p>e. <i>Track records of the successful holding of similar event(s) with a surplus or balanced statement of account; and</i></p>	
<p>3 Economic impact</p> <p>a. <i>Job creation by the event</i></p> <p>b. <i>Addition economic activities generated by the event</i></p> <p>c. <i>Spending by overseas visitors induced by the event, including spectators, players, supporting staff, officials, etc.</i></p>	
<p>4 Media coverage and marketing plan</p> <p><i>Please provide information on PR plan, expected coverage by local and overseas media, TV broadcast, etc.</i></p>	
<p>5 Community appeal and social benefits</p> <p>a. <i>Expected no. of spectator attendance in both semi-finals and finals rounds of the event.</i></p> <p>b. <i>No. of fringe programmes will be organized during the event period for the general public, schools, Community Sports Clubs, less privileged or youth groups.</i></p> <p>c. <i>No. of volunteer services during the event period.</i></p> <p>d. <i>No. of charity/fund raising activities will be organised.</i></p> <p>e. <i>No. of activities to promote / showcase Hong Kong's unique culture or heritage.</i></p>	

Items	Details
<p>6 Sports development impact</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;</i></p> <p><i>b. Training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications; and</i></p> <p><i>c. Sports development opportunities for local athletes, such as demonstrations, workshops, clinics, etc.</i></p>	
<p>7 Technical and administration quality of the organiser</p> <p><i>a. Track record in organising large-scale events;</i></p> <p><i>b. Manpower plan, including out-sourced and/or in-house expertise in event organising, marketing and PR, commercial rights management, ticketing, etc.; and</i></p> <p><i>c. Any other factors or value-adding to demonstrate your Association's ability in successful delivery of the event.</i></p>	