

## Event Information for Major Sports Event

*(This form must be completed and returned together with the application form)*

**Name of Event** : \_\_\_\_\_

**Date of Event** : \_\_\_\_\_

Please provide details of the following items. Applications require robust data and supporting information to assist the assessment process. Please assume Major Sports Events Committee holds no prior knowledge of your organisation, event, or previous event delivery experience.

Item	Details <i>(please use separate sheet, if required)</i>
<p><b>1. Status and significance of the event</b></p> <p>(a) <i>History of the event;</i></p> <p>(b) <i>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>(c) <i>How many countries / regions / world-top athletes / teams will take part;</i></p> <p>(d) <i>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>(e) <i>Sanctioned or endorsed by the respective International Federation (IF) and/or listed on the IF's event calendar (please provide documentary proof such as hosting agreement, sanction proof, etc); and</i></p> <p>(f) <i>Other relevant information.</i></p>	

Item	Details <i>(please use separate sheet, if required)</i>
<p><b>2. Financial viability</b></p> <p>(a) <i>Sponsorship secured or estimated;</i></p> <p>(b) <i>Income from gate receipt;</i></p> <p>(c) <i>Whether a balanced or even surplus budget;</i></p> <p>(d) <i>Ability to bear the potential deficits arising from holding the event; and</i></p> <p>(e) <i>Track records of the successful holding of similar event(s) with a surplus or balanced statement of account.</i></p>	
<p><b>3. Economic impact</b></p> <p>(a) <i>Job creation by the event;</i></p> <p>(b) <i>Addition economic activities generated by the event; and</i></p> <p>(c) <i>Spending by overseas visitors induced by the event, including spectators, players, supporting staff, officials, etc.</i></p>	

Item	Details <i>(please use separate sheet, if required)</i>
<p><b>4. Media coverage and marketing plan</b></p> <p><i>The PR plan, expected coverage by local and overseas media, TV broadcast, etc.</i></p>	
<p><b>5. Community appeal and social benefits</b></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 organised during the event period for the general public, schools, Community Sports Clubs, less privileged or youth groups;</i></p> <p>(c) <i>No. of volunteers service during the event period;</i></p> <p>(d) <i>No. of charity / fund raising activities will be organized; and</i></p> <p>(e) <i>No. of activities to promote / showcase Hong Kong's unique culture or heritage.</i></p>	

Item	Details <i>(please use separate sheet, if required)</i>
<p><b>6. Sports development impact</b></p> <p>(a) <i>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>(b) <i>Training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications; and</i></p> <p>(c) <i>Sports development opportunities for local athletes, such as demonstrations, workshops, clinics, etc.</i></p>	
<p><b>7. Technical and administration quality of the organiser</b></p> <p>(a) <i>Track record in organising large-scale events;</i></p> <p>(b) <i>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>(c) <i>Any other factors or value-adding to demonstrate your Association's ability in successful delivery of the event.</i></p>	