

Event Information for the Proposed Hong Kong “M” Mark Event (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>
1. Status and significance of the event	
(a) <i>History of the event;</i>	
(b) <i>Status of the event (such as World Championships/ World Cup/World Class Series / Intercontinental Championships / World tour or equivalent, etc.);</i>	
(c) <i>Significance of the event (such as Final, one stop of tour, qualifying, etc.);</i>	
(d) <i>How many countries / regions and world-top athletes / teams will take part; (please provide ranking /best achievement in the past three years of the participating world-top athletes)</i>	
(e) <i>Whether the athletes are able to gain points to elevate their world ranking (please provide documentary proof for world ranking of athlete(s) or participating teams);</i>	
(f) <i>Sanctioned or endorsed by the respective International Federation (IF) and listed on the IF's event calendar? (please provide documentary proof such as hosting agreement, sanction proof, etc); and</i>	
(g) <i>Other relevant information.</i>	

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2. Capability of the Organiser (Financial viability, Technical and administrative quality)																									
(a) <i>Sponsorship secured or estimated; (excluding government funding)</i>	<p><i>Sponsorship secured:</i></p> <table border="1"> <thead> <tr> <th>Name of sponsor</th><th>Amount of cash sponsorship</th></tr> </thead> <tbody> <tr><td>(i)</td><td>\$</td></tr> <tr><td>(ii)</td><td>\$</td></tr> <tr><td>(iii)</td><td>\$</td></tr> <tr><td>(iv)</td><td>\$</td></tr> <tr><td>(v)</td><td>\$</td></tr> </tbody> </table> <p><i>Sponsorship in discussion</i></p> <table border="1"> <thead> <tr> <th>Name of sponsor</th><th>Amount of cash sponsorship</th></tr> </thead> <tbody> <tr><td>(i)</td><td>\$</td></tr> <tr><td>(ii)</td><td>\$</td></tr> <tr><td>(iii)</td><td>\$</td></tr> <tr><td>(iv)</td><td>\$</td></tr> <tr><td>(v)</td><td>\$</td></tr> </tbody> </table> <p><i>Estimated amount of total cash sponsorship: \$</i>_____</p>	Name of sponsor	Amount of cash sponsorship	(i)	\$	(ii)	\$	(iii)	\$	(iv)	\$	(v)	\$	Name of sponsor	Amount of cash sponsorship	(i)	\$	(ii)	\$	(iii)	\$	(iv)	\$	(v)	\$
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(b) <i>Income from gate receipt, sales and other sources of income; (please provide breakdown and calculation)</i>																									
(c) <i>Whether a balanced or even surplus budget; (please provide calculation)</i>																									
(d) <i>If a deficit budget is anticipated, please elaborate how your organisation / company can bear the potential deficits arising from holding the event with documentary proof such as audited report/statement of account;</i>																									
(e) <i>Track records of the successful holding of similar event(s) with a surplus or balanced statement of account. (please provide documentary proof)</i>																									
(f) <i>Event proposal (including business plan, budget plan, manpower plan, staging plan, etc.)</i>																									

Item	Details (please use separate sheet, if required)														
(g) Any contingency plans or proposals for handling crisis or emergency case (including PR, refund, incident, adverse weather arrangement, etc.)															
(h) Availability of technical officials / referees in Hong Kong as required in the respective level of event															
(i) Engagement of expertise, e.g. PR Firm, Design House, etc. (Documentary Proof for the said employment and engagement should be submitted after completion of event.															
(j) Any other factors or value-adding input that you think may warrant additional scores to demonstrate your Association / Organisation / Company's ability in successful delivery of the event.															
3. Economic and Tourism impact															
(a) Job creation direct by the event (e.g. full time /part-time event management staff, ushers, caterers, cleaners, etc.) with breakdown/details and total salary (with breakdown). Organiser might require to provide employment contract for audit purpose.															
(b) Estimated cost of local business revenue / local procurement and hiring / tax generated from the event (e.g. corporate hospitality, event merchandise, information technology, security and cleaning, etc.);															
(c) Expected no. of overseas visitor (including spectator, athletes, supporting staff, officials, etc.)	<p>Expected ratio of overseas visitors to total no. of attendees: _____%</p> <table border="1" data-bbox="730 1641 1366 1890"> <thead> <tr> <th>Type of overseas visitor</th><th>Expected no.</th></tr> </thead> <tbody> <tr> <td>(i) Spectators</td><td></td></tr> <tr> <td>(ii) Athletes</td><td></td></tr> <tr> <td>(iii) Supporting Staff</td><td></td></tr> <tr> <td>(iv) Officials</td><td></td></tr> <tr> <td>(v) Others (pls specify)</td><td></td></tr> <tr> <td>Total</td><td></td></tr> </tbody> </table>	Type of overseas visitor	Expected no.	(i) Spectators		(ii) Athletes		(iii) Supporting Staff		(iv) Officials		(v) Others (pls specify)		Total	
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Item	Details (please use separate sheet, if required)
(d) <i>Expected total spending (e.g. accommodation, food & beverages, transportation, ticket purchasing, etc.) of overseas visitor by the event, including spectators, athletes, supporting staff, officials, etc.</i>	<i>Estimated total spending by overseas visitor by the event:</i> \$ _____
(e) <i>Expected Hong Kong Profit Tax generated, if any</i>	
4. Media coverage, marketing plan and publicity impact	
(a) <i>Any overseas/local live or delayed TV broadcast or live streaming. (please provide details)</i>	<p><i>Local TV broadcast:</i> <i>Free TV Channel:</i> _____ <input type="checkbox"/> Live <input type="checkbox"/> Delayed <i>Estimated views:</i> _____ <i>Paid TV Channel:</i> _____ <input type="checkbox"/> Live <input type="checkbox"/> Delayed <i>Estimated views:</i> _____</p> <p><i>Overseas TV broadcast:</i> <i>Name:</i> _____ <input type="checkbox"/> Live <input type="checkbox"/> Delayed <i>Estimated views:</i> _____</p> <p><i>Live streaming on other media</i> <i>Name of the streaming channel:</i> _____ <i>Estimated views:</i> _____</p>
(b) <i>Any advertisement on social media, print, TV, etc. and covered by local and/or overseas media? (please provide details)</i>	<p><i>Advertisement on:-</i> <i>Transportation:</i> <input type="checkbox"/> Bus/Tram Body <i>Details:</i> <input type="checkbox"/> MTR <i>Details:</i> <i>Other media:</i> <input type="checkbox"/> Print materials/ <i>news coverage Details:</i> <input type="checkbox"/> TV <i>Details:</i> <input type="checkbox"/> Other (Pls specify): <i>Details:</i></p>
(c) <i>Expected Reach and Engagement</i>	<p><i>Expected total no. of Reach:</i> _____</p> <p><i>Expected total no. of Engagement:</i> _____</p>
(d) <i>Any other factor or value-adding input which demonstrates the ability in promoting the event (please provide details)</i>	

Item	Details (please use separate sheet, if required)
5. Community appeal and social benefits	
(a) <i>Expected no. of spectator attendance (i.e. spectator who watch the match)</i>	<i>Expected no. of spectator attendance: _____ (Excluding the participants of fringe activities)</i>
(b) <i>Any fringe / promotion / engagement programmes?</i>	<i>(please provide details of the programmes and estimated no., of participants)</i>
(c) <i>Any environmental friendly measures?</i>	<i>(please provide details of the measures)</i>
(d) <i>Any volunteer services?</i>	<i>(please provide details)</i>
(e) <i>Any charity / fund raising activity?</i>	<i>(please provide details)</i>
(f) <i>Any activity to promote / showcase Hong Kong's unique culture or heritage?</i>	<i>(please provide details)</i>
6. Sports development impact	
(a) <i>Training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications (excluding training/briefing session for the event);</i>	<i>(please provide details)</i>

Item	Details <i>(please use separate sheet, if required)</i>
(b) <i>Any demonstration, workshops, clinics, etc. and who can participate?</i>	<i>(please provide details)</i>
(c) <i>Opportunities for local athletes to take part in the event? (such as invitational match)</i>	<i>(please provide details)</i>
(d) <i>Any measures for local athletes to secure a higher position in the world or regional ranking of the sport or participation in the main draw of the event (please provide details)</i>	<i>(please provide details)</i>
(g) <i>Any commitment in sports development?</i>	<i>(If yes, please provide plan with details and budget for assessment)</i>

(Revised in August 2025)