

## 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:*

Item	Details
<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
<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>	
<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>	

Item	Details
<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>	
<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>	

Item	Details
<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>	

(October 2020)