

Event Information for Exhibition Match or Tournament

Event Name: _____

Date of Event: _____

Please provide details of the following items

Items	Details
<p>1 Player line-up / Team strength</p> <p><i>a. How many players / teams (please provide the name of athletes / teams) will take part;</i></p> <p><i>b. Current world ranking and best achievements in the past of the players / teams (please provide documentary proof for the current ranking of the players / teams); and</i></p> <p><i>c. 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 (please provide the ticket sales strategy plan);</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> <p><i>e. Track records of the successful holding of similar event(s) with a surplus or balanced statement of account; and</i></p>	
<p>3 Media coverage and marketing plan</p> <p><i>Please provide information with estimated budget of PR plan, expected coverage by local and overseas media,</i></p>	

Items	Details
<p><i>TV broadcast, etc.</i></p>	
<p>4 Community appeal and social benefits</p> <p><i>a. No. of fringe programmes or promotion and engagement to be organised during the event period for the general public, schools, Community Sports Clubs, less privileged or youth groups;</i></p> <p><i>b. No. of volunteers service during the event period;</i></p> <p><i>c. No. of charity/fund raising activities will be organized; and</i></p> <p><i>d. No. of activities to promote / showcase Hong Kong's unique culture or heritage.</i></p>	
<p>5 Sports development impact</p> <p><i>a. Opportunities for local athletes to take part in 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>6 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</i></p>	

Items	Details
<p><i>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>	