

Event Information for Exhibition Match or Tournament

(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>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; and</i></p> <p><i>(e) Track records of the successful holding of similar event(s) with a surplus or balanced statement of account.</i></p>	

Item	Details <i>(please use separate sheet, if required)</i>
<p>3. Media coverage and marketing plan</p> <p><i>PR Plan with estimated budget, expected coverage by local and overseas media, TV broadcast, etc.</i></p>	
<p>4. Community appeal and social benefits</p> <p>(a) <i>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>(b) <i>No. of volunteers service during the event period;</i></p> <p>(c) <i>No. of charity / fund raising activities will be organised; and</i></p> <p>(d) <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>5. Sports development impact</p> <p>(a) <i>Opportunities for local athletes to take part in 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>6. Technical and administration quality of the organiser</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>	