

Event Information for the Proposed Hong Kong “M” Mark Event (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>
1. Player line-up / Team strength	
(a) <i>How many top ranked / world-renowned / national athletes / teams with excellent achievement (please provide the name of athletes / teams) will take part</i>	No. of athletes: _____ No. and name of teams (if applicable): _____ Name of the athletes: _____ _____ _____ _____ _____ _____
(b) <i>Current world ranking (if applicable) and best achievements in the past of the athletes / teams (please provide documentary proof for the current ranking of the athletes / teams);</i>	<i>(Please provide details in separate sheet)</i>
(c) <i>Other relevant information that show the appeal of the athletes/team to local audience / spectators and tourists.</i>	

Item	Details (please use separate sheet, if required)																								
2. Capability of the Organiser (Financial viability, Technical and administrative quality)																									
(a) Sponsorship secured or estimated; (excluding government funding)	<p>Sponsorship secured:</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>Sponsorship in discussion</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>Estimated amount of total cash sponsorship: \$ _____</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) Income from gate receipt, sales and other sources; (please provide breakdown and calculation)																									
(c) Whether a balanced or even surplus budget; (please provide calculation)																									
(d) 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;																									
(e) Track records of the successful holding of similar event(s) with a surplus or balanced statement of account. (please provide documentary proof)																									

Item	Details (please use separate sheet, if required)
(f) <i>Event proposal (including business plan, budget plan, manpower plan, staging plan, etc.)</i>	
(g) <i>Any contingency plans or proposals for handling crisis or emergency case (including PR, refund, incident, adverse weather arrangement, etc.)</i>	
(h) <i>Availability of technical officials / referees in Hong Kong as required in the respective level of event</i>	
(i) <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.</i>	
(j) <i>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.</i>	
3. Economic and Tourism impact	
(a) <i>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.</i>	
(b) <i>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.);</i>	

Item	Details (please use separate sheet, if required)														
(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="735 309 1369 555"> <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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Total															
(d) 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.	<p>Estimated total spending by overseas visitor by the event:</p> <p>\$ _____</p>														
(e) Expected spending of overseas visitor by the event per capita, including spectators, athletes, supporting staff, officials, etc.	<p>Estimated spending by overseas visitor by the event per capita:</p> <p>\$ _____</p>														
(f) Expected Hong Kong Profit Tax generated, if any															
4. Media coverage, marketing plan and publicity impact															
(a) Any overseas/local live or delayed TV broadcast or live streaming. (please provide details)	<p>Local TV broadcast:</p> <p>Free TV Channel: _____</p> <p><input type="checkbox"/> Live <input type="checkbox"/> Delayed Estimated views: _____</p> <p>Paid TV Channel: _____</p> <p><input type="checkbox"/> Live <input type="checkbox"/> Delayed Estimated views: _____</p> <p>Overseas TV broadcast:</p> <p>Name: _____</p> <p><input type="checkbox"/> Live <input type="checkbox"/> Delayed Estimated views: _____</p> <p>Live streaming on other media</p> <p>Name of the streaming channel: _____</p> <p>Estimated views: _____</p>														
(b) Any advertisement on social media, print, TV, etc. and covered by local and/or overseas media. (please provide details)	<p>Advertisement on:-</p> <p>Transportation:</p> <p><input type="checkbox"/> Bus/Tram Body Details:</p> <p><input type="checkbox"/> MTR Details:</p> <p>Other media:</p> <p><input type="checkbox"/> Print materials/</p> <p>News coverage Details:</p> <p><input type="checkbox"/> TV Details:</p> <p><input type="checkbox"/> Other (Pls specify): Details:</p>														

Item	Details <i>(please use separate sheet, if required)</i>
(c) <i>Expected Reach and Engagement</i>	<i>Expected total no. of Reach: _____</i> <i>Expected total no. of Engagement: _____</i>
(d) <i>Any other factor or value-adding input which demonstrates the ability in promoting the event (please provide details)</i>	
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: _____</i> <i>(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>

Item	Details <i>(please use separate sheet, if required)</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>
(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>

(Revised in August 2025)