

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:

Item	Details
<p>1. Player line-up / Team strength</p> <p>(a) <i>How many players / teams (please provide the name of athletes / teams) will take part;</i></p> <p>(b) <i>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>(c) <i>Other relevant information.</i></p>	
<p>2. Financial viability</p> <p>(a) <i>Sponsorship secured or estimated;</i></p> <p>(b) <i>Income from gate receipt (please provide the ticket sales strategy plan);</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>	

Item	Details
<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
<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>	