

Evaluation Report on Exhibition Match

(To be completed by a designated official of the Applicant Organisation
within six months upon the completion of the event)

I. Particulars of the Event

1. Name of Applicant :
Organisation _____
2. Co-organiser(s) (if any) : _____
3. Name of Event : _____
4. Event Period : _____
5. Venue(s) : _____

II. Evaluation

| | Items | Details (provided in the Application Form) | Achievements |
|----------|--|--|---|
| 1 | Player line-up / Team strength | | |
| a. | How many players / teams (please provide the name of athletes / teams) will take part; | Designed: Total no. of players / teams (1a): _____ | Participated: Total no. of players / teams (1b): _____ Entries rate (i.e. (1b)/(1a)): _____ % |
| b. | Current world ranking and best achievements in the past of the players / teams; and | | Please list out the highest world-top ranking and/ or the best achievements of the players / teams participated. _____ _____ _____ |
| c. | Other relevant information | | _____ _____ _____ |
| 2 | Financial viability | | |
| a. | Event Expenditure | Estimated Amount: \$ _____ | Actual Amount: \$ _____ Please provide explanation for any variances over 25% between the estimated and actual amount of expenditure in the Annex (i.e. Statement of Expenditure and Income) |
| b. | Event Income | Estimated Amount: | Actual Amount: |
| | • Sponsorship (\$) secured; | \$ _____ (_____ % of the total expenditure) | \$ _____ (_____ % of the total expenditure) |
| | • Income (\$) from gate receipt; | \$ _____ (_____ % of the total expenditure) | \$ _____ (_____ % of the total expenditure) |
| | • Other income | \$ _____ | \$ _____ |
| | | Total Estimated Income: \$ _____ | Total Actual Income: \$ _____ |
| | | | Please provide explanation for any variances over 25% between the estimated and actual amount of income in the Annex (i.e. Statement of Expenditure and Income) |

| Items | Details (provided in the Application Form) | Achievements |
|--|---|--|
| <p>c. Whether a balanced or even surplus budget;</p> <p>d. Ability to bear the deficits arising from holding the event; and</p> <p>e. Actions taken to secure more sponsorship and sustain the staging of the event</p> | <p>Surplus : \$ _____</p> <p>Balance: \$ _____</p> <p>Deficits : \$ _____</p> | <p>Surplus : \$ _____</p> <p>Balance : \$ _____</p> <p>Deficits : \$ _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>3 Media coverage and marketing plan</p> <p>Please provide information on PR plan, coverage by local and overseas media, TV broadcast, etc.</p> <ul style="list-style-type: none"> Budget of PR plan; electronic media (e.g. live / delay local and overseas TV broadcast / online streaming); printed media (no. of local and overseas media involved); and Advertisement on social media, printed media and TV etc. | | <p>\$ _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>4 Community appeal and social benefits</p> <p>a. Please provide –</p> <ul style="list-style-type: none"> total no. of local spectators; total no. of overseas spectators; method on counting spectators; total capacity, if applicable; total no. of tickets sold to public; and spectator attendance rate, if applicable. | <p>Designed:</p> <p>Total no. of spectators (A): _____</p> <p>Total capacity (overall), if applicable (B): _____</p> <p>Spectator attendance rate (if applicable) (i.e. (A)/(B)): _____ %</p> | <p>Actual:</p> <p>Total no. of local spectators (C): _____</p> <p>Total no. of overseas spectators (D): _____</p> <p>For event held at a football stadium: Total no. of tickets sold to public per match day: _____</p> <p>For event held at other venue: Total no. of accumulated paid admission per event: _____</p> <p>Method on counting spectators: _____</p> |

| Items | Details (provided in the Application Form) | Achievements |
|---|---|---|
| <p>b. Please provide a list of fringe or promotion and engagement programmes for the general public, schools, community sports clubs, less privileged or youth groups.</p> <p>c. Please provide details of the following items -</p> <ul style="list-style-type: none"> ● No. of volunteer services during the event period; ● No. of charity/fund raising activities will be organised; and ● No. of activities to promote / showcase Hong Kong's unique culture or heritage. | | <hr/> <p>Spectator attendance rate (if applicable) $[(C)+(D)]/(B)$: Overall : _____ %</p> <p>If the event lasts for more than one day, please also provide the average spectator attendance rate for each day of the event: _____ %</p> <hr/> <hr/> <hr/> <p>No. of volunteer services during the event period :</p> <hr/> <p>No. of charity / fund raising activities will be organised :</p> <hr/> <p>No. of activities to promote / showcase Hong Kong's unique culture or heritage :</p> <hr/> |
| <p>5 Sports development impact</p> <p>Please provide a detailed actions done on sports development –</p> <p>a. opportunities for local athletes to take part in the event;</p> <p>b. training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications, before, during and/or after the event;and</p> <p>c. sports development programmes, such as sports demonstrations, workshops, clinics for local athletes.</p> | <p>Total no. of clinic / workshop / seminar / demonstration, etc to be organised for local coaches, referees and sports personnel :</p> <hr/> <hr/> <hr/> <p>Total no. of clinic / workshop / seminar / demonstration, etc to be organised for local athletes :</p> <hr/> <hr/> <hr/> | <hr/> <hr/> <hr/> <p>Total no. of clinic / workshop / seminar /demonstration, etc. conducted for local coaches, referees and sports personnel :</p> <hr/> <hr/> <hr/> <p>c. For local athletes: Total no. of clinic / workshop / seminar /demonstration, etc conducted for local athletes :</p> <hr/> <hr/> <hr/> |

| Items | Details (provided in the Application Form) | Achievements |
|--|---|---|
| <p>6 Technical and administration quality of the organiser</p> <p>a. Any co-organiser(s) / appointed agent(s), if applicable;</p> <p>b. manpower plan implemented; and marketing and promotion strategies adopted; and</p> <p>c. Any other factors or value-adding input that demonstrate your Association's ability in successful delivery of the event.</p> | | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |

Signature : _____

Name in Block Letter : _____

Position/Title : _____

Applicant's Official Chop

Date : _____

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1. Suggestions / General Remarks:

2. Overall Assessment:

Outstanding Above Average Average Below Average Poor

3. Recommendation on future application

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ← Recommend | | | Not Recommend → | |

Assessed by : _____

Signature : _____

Name / Post : _____

Date : _____