

Evaluation Report on “M” Mark Events

*(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 <i>(provided in the Application Form)</i>	Achievements
1 Status and significance of the event <i>a. Profile of athletes competed</i> <i>Please provide numbers of –</i> <ul style="list-style-type: none"> ● participants / teams ● countries / regions ● overseas athletes / teams <i>b. Sanctioned or endorsed by the respective International Federation (IF) and/or listed on the IF's event calendar</i> <i>c. Other relevant information</i>	<i>Designed:</i> <i>Total no. of participants / teams (1a):</i> <hr/> <i>No. of countries / regions:</i> <hr/> <hr/> <hr/>	<i>Participated:</i> <i>Total no. of participants / teams (1b):</i> <hr/> <i>Entries rate (i.e. (1b)/(1a)):</i> <hr style="text-align: right; width: 100px; margin-left: auto;"/> <i>%</i> <hr/> <i>No. of countries / regions:</i> <hr/> <i>No. of overseas athletes / teams:</i> <hr/> <i>No. of Mainland China athletes / teams:</i> <hr/> <i>No. of Hong Kong athletes / teams:</i> <hr/> <hr/> <hr/> <i>Please list out the highest world-top ranking of athletes / teams participated.</i> <hr/> <hr/> <hr/>

Items	Details <i>(provided in the Application Form)</i>	Achievements
<p>2 Financial viability</p> <p>a. <i>Event Expenditure</i></p> <p>b. <i>Event Income</i></p> <ul style="list-style-type: none"> ● <i>Sponsorship (\$) secured;</i> ● <i>Income (\$) from gate receipt;</i> ● <i>Other income</i> <p>c. <i>Whether a balanced or even surplus budget;</i></p> <p>d. <i>Ability to bear the deficits arising from holding the event; and</i></p> <p>e. <i>Actions taken to secure more sponsorship and sustain the staging of the event</i></p>	<p><i>Estimated Amount:</i></p> <p>\$ _____</p> <p><i>Estimated Amount:</i></p> <p>\$ _____</p> <p>(_____ % of the total expenditure)</p> <p>\$ _____</p> <p>(_____ % of the total expenditure)</p> <p>\$ _____</p> <p><i>Total Estimated Income:</i></p> <p>\$ _____</p> <p><i>Surplus : \$ _____</i></p> <p><i>Balance : \$ _____</i></p> <p><i>Deficits : \$ _____</i></p>	<p><i>Actual Amount:</i></p> <p>\$ _____</p> <p><i>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)</i></p> <p><i>Actual Amount:</i></p> <p>\$ _____</p> <p>(_____ % of the total expenditure)</p> <p>\$ _____</p> <p>(_____ % of the total expenditure)</p> <p>\$ _____</p> <p><i>Total Actual Income:</i></p> <p>\$ _____</p> <p><i>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)</i></p> <p><i>Surplus : \$ _____</i></p> <p><i>Balance : \$ _____</i></p> <p><i>Deficits : \$ _____</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>3 Economic impact</p> <p><i>Please elaborate on impact on-</i></p> <p>a. <i>Job creation by the event;</i></p> <p>b. <i>Additional economic activities generated by the event;</i></p> <p>c. <i>Spending by overseas visitors induced by the event, including players, spectators, supporting staff, officials, etc.; and</i></p>		<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Items	Details (provided in the Application Form)	Achievements
<p>d. Please provide the numbers of –</p> <ul style="list-style-type: none"> ● overseas team officials ● overseas visitors 		<p>No. of overseas team officials : _____</p> <p>No. of overseas visitors : _____</p>
<p>4 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"> ● electronic media (e.g. live / delay local and overseas TV broadcast / online streaming) ● printed media (no. of local and overseas media involved) ● Advertisement on social media, printed media and TV etc. 		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>5 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; ● total capacity, if applicable; ● method on counting spectators; ● total no. of tickets sold to public; and ● spectator attendance rate, if applicable. 	<p><i>Designed:</i></p> <p>Total no. of spectators (A): _____</p> <hr/> <p>Total capacity (overall), if applicable (B): _____</p> <hr/> <p>Spectator attendance rate (if applicable) (i.e. (A)/(B)): _____ %</p>	<p><i>Actual:</i></p> <p>Total no. of local spectators (C): _____</p> <hr/> <p>Total no. of overseas spectators (D): _____</p> <hr/> <p>Total no. of tickets sold to public: _____</p> <hr/> <p>Method on counting spectators: _____</p> <hr/> <p>Spectator attendance rate (if applicable) $([(C)+(D)]/(B))$: _____</p> <p>Overall : _____ %</p> <p>If the event lasts for more than one day, please also provide the average spectator attendance rate for the semi-finals and finals of the event : _____ %</p>

Items	Details (provided in the Application Form)	Achievements
<p>b. <i>Please provide a list of fringe or promotion and engagement programmes for the general public, schools, community sports clubs, less privileged or youth groups.</i></p> <p>c. <i>Please provide details of the following items –</i></p> <ul style="list-style-type: none"> ● <i>No. of volunteer services during the event period;</i> ● <i>No. of charity / fund raising activities will be organised; and</i> ● <i>No. of activities to promote / showcase Hong Kong's unique culture or heritage.</i> 		<hr/> <hr/> <hr/> <p><i>No. of volunteer services during the event period :</i></p> <hr/> <p><i>No. of charity / fund raising activities will be organised :</i></p> <hr/> <p><i>No. of activities to promote / showcase Hong Kong's unique culture or heritage :</i></p> <hr/>
<p>6 Sports development impact</p> <p><i>Please provide a detailed actions done on sports development –</i></p> <p>a. <i>opportunities for local athletes to secure a higher position in the world or regional ranking of the sport or participation in the qualifying rounds of the event;</i></p> <p>b. <i>training opportunities for local coaches, referees and sports personnel for advancement and betterment of qualifications, before, during and/or after the event;and</i></p> <p>c. <i>sports development programmes, such as sports demonstrations, workshops, clinics for local athletes.</i></p>	<p><i>Total no. of clinic / workshop / seminar / demonstration, etc. to be organised for local coaches, referees and sports personnel :</i></p> <hr/> <hr/> <hr/> <p><i>Total no. of clinic / workshop / seminar / demonstration, etc. to be organised for local athletes :</i></p> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <p><i>Total no. of clinic / workshop / seminar / demonstration, etc. conducted for local coaches, referees and sports personnel :</i></p> <hr/> <hr/> <hr/> <p><i>Total no. of clinic / workshop / seminar / demonstration, etc. conducted for local athletes :</i></p> <hr/> <hr/> <hr/>

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

(Revision October 2020)