



## 香港「M」品牌活動申請表 Application Form for Hong Kong “M” Mark Events

[ 適用於表演賽<sup>1</sup> Applicable to Exhibition Matches / Tournaments<sup>1</sup> ]

- (1) 請將已填妥的申請表格連同活動資料（附錄 II (b)）和 excel 格式的財政預算（附錄 III），以郵遞或電郵方式於截止申請期限前送交大型體育活動事務委員會秘書處（地址：香港添馬添美道 2 號 政府總部西翼 13 樓 文化體育及旅遊局；電郵地址：[msecs@cstb.gov.hk](mailto:msecs@cstb.gov.hk)），以便秘書處審核貴機構的活動是否符合資格申請香港「M」品牌認可，及／或釐定適合有關活動的資助額及支援方式。

Please return the completed application form, event information list (Appendix II (b)) and budget in excel format (Appendix III) before the application deadline to the Major Sports Events Committee Secretariat, Culture, Sports and Tourism Bureau, 13/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong by post or by e-mail to [msecs@cstb.gov.hk](mailto:msecs@cstb.gov.hk). This will enable the Secretariat to assess the eligibility of your event for the Hong Kong “M” Mark status, and/or the level and type of support appropriate for your event.

- (2) 申請者在本表格填報的資料只用作處理申請香港「M」品牌活動有關的事宜。申請者在本表格填報個人資料純屬自願。不過，申請者不提供充分的資料，有關申請或無從處理。

The data provided in this application form will only be used for the handling matters in relation to the application for Hong Kong “M” Mark events. The provision of personal data by the Applicant Organisation in this application form is voluntary. However, if the Applicant Organisation does not provide sufficient information, we may not be able to process his/her application.

### 1. 機構名稱<sup>2</sup> Name of Applicant Organisation<sup>2</sup>:

請提供申請機構及聯合申請機構（如適用）的註冊資料的證明文件（連同有關註冊證明書和相關文件，包括公司之組織章程大綱及章程細則，以適用者為準）。Please provide documentary proof of the registration information (with relevant registration certificates and related documents, including the Company Memorandum or Articles of Association, whichever is applicable) and that of the joint applicant(s), if applicable.

### 2. 聯絡人資料 Details of Contact Person:

姓名 Name: \_\_\_\_\_ 職位 Post: \_\_\_\_\_

地址 Address: \_\_\_\_\_

電話號碼 Phone number: \_\_\_\_\_ 電郵地址 E-mail address: \_\_\_\_\_

### 3. 活動名稱 Name of Event:

(中文 Chinese): \_\_\_\_\_

(英文 English): \_\_\_\_\_

<sup>1</sup> 有世界級運動員／團隊或知名現役運動員參與，並能吸引大量觀眾的賽事。

Event that involves World-class athletes/teams or high-profile serving athletes, and can attract huge audience.

<sup>2</sup> 允許聯合申請（即由兩個或多個私人或非政府組織聯合提出的申請），但必須確定委託人或牽頭組織並對申請負責。

A joint application (i.e. an application jointly made by two or more private or non-government organisations) is allowed, but the principal or lead organisation must be identified and be responsible for the application.

4. 活動日期 Date of event: \_\_\_\_\_

5. 建議舉辦場地 Proposed venue: \_\_\_\_\_

6. 要求提供的支援（可選多於一項，詳情請參閱申請指引）

**Support requested** (may choose more than one, details please refer to application guidelines):

☐ 香港「M」品牌認可  
Hong Kong "M" Mark status

☐ 配對撥款<sup>3</sup>  
Matching fund<sup>3</sup> 港幣  
HKD\$ \_\_\_\_\_

☐ 康樂及文化事務署場地費用資助  
Subvention on LCSD notional venue charges

☐ 場租直接補助金<sup>4</sup>  
Venue hiring grant for venue subsidy<sup>4</sup> 港幣  
HKD\$ \_\_\_\_\_

申請金額超過 100 萬元的充分理由(如適用):

Justifications for application more than \$1 million (If applicable):

申請機構只可選擇申請場租直接補助金／康樂及文化事務署場地費用資助的其中一項。  
Applicants can choose only one of the following: venue hiring grant for venue subsidy / subvention of LCSD NVC

## 7. 活動詳情 Event details

7.1 是否已確定活動日期？Is the date of event confirmed?

☐ 是 Yes ☐ 否 No

7.2 活動是否曾在香港舉行？如曾在香港舉行，請說明日期。  
Has the event been held in Hong Kong before? If yes, when?

☐ 是 Yes ☐ 否 No

曾在香港舉行活動的日期

Date of previous event held in Hong Kong: \_\_\_\_\_

7.3 有沒有記者招待會？如有，請列明日期及地點。

Will there be any tentative date of press conference? If yes, when and where?

☐ 有 Yes ☐ 沒有 No

所有記者招待會日期及地點

Date and Venue of all press conferences: \_\_\_\_\_

7.4 參與運動員資料（個人項目）Details of athletes (for individual event)

7.4.1 有多少個運動員參加？How many athletes will attend?

\_\_\_\_\_

<sup>3</sup> 為一對一的配對撥款，上限為港幣 1,500 萬。On a dollar-to-dollar matching grant basis and subject to a maximum funding ceiling HKD\$15 million.

<sup>4</sup> 只適用於使用香港大球場／非康文署場地的活動（即不獲康文署提供場地費用資助）。每個活動的補助上限為 300 萬元，若申請金額超過 100 萬元，申請人必須提供充分理由。Applicable only for event using Hong Kong Stadium or non-LCSD venues and hence not receiving LCSD's notional venue subvention. The subsidy ceiling is \$3 million per event. For application more than \$1 million, applicant has to provide full justifications.

7.4.2 請詳細列明參與運動員姓名及其世界排名。  
Please state the name and world ranking of the athletes in detail.

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7.4.3 如運動員沒有世界排名，請詳細列明最佳成績或過往在大型賽事取得的最佳成績，如奧運金牌等。  
If the athletes have no world ranking, please state their achievements in the past major events, such as Olympic Gold medal.

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7.5 參賽隊伍資料（隊際項目） Details of participating teams (for team event)

7.5.1 是國家代表隊還是體育會的賽事？ Is this a national team or club level competition?

☐

國家代表隊  
National team

☐

體育會  
Club

7.5.2 有沒有世界頂級運動員或隊伍參加？如有，請列明。  
Will there be any world-top ranking athlete(s) or team(s) participating in this event?  
If yes, please state:

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7.5.3 如隊伍沒有世界排名，請詳細列明最佳成績或過往在大型賽事取得的最佳成績，如奧運金牌等。  
If the teams have no world ranking, please state their achievements in the past major events, such as Olympic Gold medal.

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8. 預計付費購票觀眾人數<sup>5</sup> Estimated number of paid admission<sup>5</sup>:

總數 In total: \_\_\_\_\_  
平均每比賽日  
Avg. per match day: \_\_\_\_\_

9. 預算活動費用總額 Estimated total event cost: 港幣 HKD\$ \_\_\_\_\_

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<sup>5</sup> 如在大型足球場舉辦的活動(例如香港大球場或啟德主場館)，每場比賽日至少須有 15 000 名或場館最高座位數目百份之四十付費購票觀眾(以較高者為準)；如在其他場地舉辦的活動，則至少須有 8 000 名累計付費購票觀眾。付費購票是指以貨幣支付的票務收入。贊助或其他原因的贈票不會計算為“付費購票”。For an event held at a large football stadium (e.g. Hong Kong Stadium or Main Stadium of Kai Tak Sports Park), paid admission of at least 15 000 or 40% of the maximum capacity of the venue, whichever is higher) is required. For an event held at other venue, the accumulated paid admission is at least 8 000 per event. Paid admission means tickets in return of monetary payment. Complimentary tickets either as part of the sponsorship agreement or otherwise are not counted as “paid admission”

## 10. 預算活動現金收入總額<sup>6</sup> Estimated total event income<sup>6</sup>:

港幣 HKD\$ \_\_\_\_\_

- 10.1 是否有已確定或未確定的現金贊助？（政府資助除外）如有，請詳細列（秘書處或會於審批階段要求申請者提供相關贊助的證明，以確保申請者有足夠資金順利舉辦活動）  
Any confirmed or unconfirmed cash sponsorship? (excluding government funding) If yes, please list out at below (MSEC Secretariat may request for sponsorship evidences, to make sure the applicant has sufficient cash flow to organise the event successfully)

贊助來源: Sources of sponsorship:	贊助商名稱 Name of sponsor	贊助金額 Amount of cash sponsorship	是否已確定? confirmed or unconfirmed? (✓ / X)
	(i)	\$	
	(ii)	\$	
	(iii)	\$	
	(iv)	\$	
	(v)	\$	

預算現金贊助總額: 港幣  
Expected total cash sponsorship HKD\$  
amount: \_\_\_\_\_

- 10.2 除向本委員會申請撥款資助外，有沒有已確定或未確定的其他政府資助？如有，請詳細列出  
Any confirmed or unconfirmed other government subsidy? If yes, please list out at below

相關政策局/部門及資助計劃名稱: (i) \_\_\_\_\_

Name of the funding scheme and  
Bureau/Department (ii) \_\_\_\_\_

預算現金資助額(港幣) (i) \_\_\_\_\_

Expected cash sponsorship amount (HKD\$) (ii) \_\_\_\_\_

10.3

預算比賽門票收入: 港幣  
Expected gate receipt: HKD\$ \_\_\_\_\_

## 11. 備註 Remarks

- 11.1 申請者須於遞交申請前細閱“香港「M」品牌活動申請指引”內所載的要求。  
Applicants are reminded to observe the requirements stated in the “Hong Kong “M” Mark Events Application Guidelines” before submitting its application.
- 11.2 倘若涉及資助的香港「M」品牌認可申請不獲批准，該活動有可能只獲頒授不涉及撥款的香港「M」品牌認可。  
If application for Hong Kong “M” Mark status involving funding support is unsuccessful, the application may be awarded Hong Kong “M” Mark status without funding support.
- 11.3 如已經舉辦過有關活動，請提交最近一次的評估報告及經審計帳目；如有關活動屬首次舉辦，請提交活動的財政預算及類似活動的活動報告。  
Please provide evaluation report and audited accounts of the last event (for events which had been organised before) or estimated budget and report on project of similar nature (for brand new events).

<sup>6</sup> 收入包括但不限於門票收入，所有現金贊助及銷售收入。Income includes, but is not limited to, gate receipts, all cash sponsorships, and sales income.

11.4 秘書處或會於審批階段要求申請者提供額外的文件或資料作審核之用，如申請者未能提交相關文件或資料，該申請會被視為資料不全的申請而不獲考慮。

Applicants should be aware that the MSEC Secretariat may request for additional supporting documents or information during the vetting process. Applications that fail to provide the additional documents and information may be regarded as incomplete application, which would not be considered further.

\*請刪去不適用者。Please delete as appropriate.

\*申請機構負責人／獲授權人簽署

\*Signature of the responsible person /

authorized person of the applicant organization : \_\_\_\_\_



姓名

Name : \_\_\_\_\_

職位

Post : \_\_\_\_\_

日期

Date : \_\_\_\_\_

(2025 年 8 月修訂) (Revised in August 2025)