Vetting Criteria for "M" Mark Applications

Events seeking "M" Mark status and funding support (if applicable) must meet the mandatory requirements stipulated in the Hong Kong "M" Mark Events Application Guidelines before they are being considered and assessed. For an exhibition match or tournament, the application has to meet the extra mandatory requirement on number of paid admissions[1].
In addition to meeting the mandatory requirements, applications must attain a passing mark of 80 based on the following vetting criterion to be granted with the "M" Mark status and funding support (if applicable).

Major Sports Event / Sustainable Major Sports Event			**Exhibition Match or Tournament [Major Sports Event and Sustainable Major Sports Event may choose to apply as Exhibition Match or Tournament]**		
Criterion	**Brief description**	**Marks**	**Criterion**	**Brief description**	**Marks**
1. Status and significance of the event	The level of event (including the international significance of the event; participation of world-top athletes / teams; participation of provinces/ regions/ units; and / or the opportunity to elevate world rankings)	25	1. Player Line-up / Team Strength	Participation of top ranked / world-renowned / national athletes / teams with excellent achievement	25
2. Financial viability	Financial viability of the event (including the overall budget, the funding support requested, and the sponsorship amount to be raised) as well as the ability of the applicant in bearing potential deficits arising from holding the event	15	2. Financial viability	Financial viability of the event (including the overall budget, the funding support requested, and the sponsorship amount to be raised) as well as the ability of the applicant in bearing potential deficits arising from holding the event	15

[1] 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".

Major Sports Event / Sustainable Major Sports Event			Exhibition Match or Tournament [Major Sports Event and Sustainable Major Sports Event may choose to apply as Exhibition Match or Tournament]		
Criterion	**Brief description**	**Marks**	**Criterion**	**Brief description**	**Marks**
3. Economic and Tourism impact	Value-add to local economy (including job creation, local business revenue, local procurement and hiring, etc.) generated and brought by the event; impact on tourism (number of visitors and their total amount of spending); as well as contribution to the development of sports industry	15	3. Economic and Tourism impact	Value-add to local economy (including tax, job creation, local business revenue, local procurement and hiring, etc.) generated and brought by the event; impact on tourism (number of visitors and their spending in terms of the total amount and per capita); as well as contribution to the development of sports industry	25
4. Media coverage, marketing plan and publicity impact	Expected coverage by local / overseas media and supported by a comprehensive and detailed marketing and promotion plan to reach a wide spectrum of the public (both local and overseas) to promote the event, the "M" Mark System and Hong Kong.	15	4. Media coverage, marketing plan and publicity impact	Expected coverage by local / overseas media and supported by a comprehensive and detailed marketing and promotion plan to reach a wide spectrum of the public (both local and overseas) to promote the event, the "M" Mark System and Hong Kong.	15
5. Community appeal and social benefits	Attract high spectator attendance; fringe or engagement activities organised for participation by general public to arouse public interest in the sport as well as opportunity to showcase Hong Kong's unique culture to the world	15	5. Community appeal and social benefits	Attract high spectator attendance; fringe or engagement activities organised for participation by general public to arouse public interest in the sport as well as opportunity to showcase Hong Kong's unique culture to the world	15

Major Sports Event / Sustainable Major Sports Event			Exhibition Match or Tournament [Major Sports Event and Sustainable Major Sports Event may choose to apply as Exhibition Match or Tournament]		
Criterion	**Brief description**	**Marks**	**Criterion**	**Brief description**	**Marks**
6. Sports development impact	The extent to which the event can promote the particular sport and encourage wider participation; training opportunities offered to both technical personnel and local athletes; opportunities for local athletes to secure world rankings and raise their competitiveness; as well as the organiser's commitment and dedication in the development of that particular sport.	20	6. Sports development impact	The extent to which the event can promote the particular sport and encourage wider participation; training opportunities offered to both technical and local athletes; as well as opportunities for local athletes to take part in the event.	10
7. Technical and administrative quality of the organiser	Track record and experience in organising large-scale events; technical knowledge and expertise possessed; administrative ability in successful delivery of the event as well as capability in handling and managing crisis according to the contingency plans in place.	15	7. Technical and administrative quality of the organiser	Track record and experience in organising large-scale events; technical knowledge and expertise possessed; administrative ability in successful delivery of the event as well as capability in handling and managing crisis according to the contingency plans in place.	15
	Total：	**120**		**Total：**	**120**

Different funding ceilings will be applied to the applications based on the vetting results:

Total Score[2]	Funding Ceiling
80 - 85	$6 million
86 - 90	$8 million
91 - 95	$10 million
96 - 100	$11 million
101 - 105	$12 million
106 - 110	$13 million
111 - 115	$14 million
116 - 120	$15 million

Mechanism of Adjusting the Approved Funding Support

(1) In the event that after the application has been approved, there are discrepancies / changes in the key parameters / deliverables of the events as compared with the proposals endorsed by the Government and Major Sports Events Committee (MSEC), such as players line-up / teams strength (including marquee players), attendance, impact on tourism, contribution to local economy, publicity impact, etc, that necessitate a reduction of score, the approved grants will be correspondingly adjusted based on the applicable funding ceiling of the final score.

(2) In cases where the final score falls below the passing marks of 80, the Government and the MSEC Secretariat reserves the right to revoke the "M" Mark status and funding support of the Event.

[2] Any fractional score will be rounded down to the nearest whole number for the purpose of determining the applicable funding ceiling (e.g. a score of 85.5 falls within the 80–85 bracket).

Additional Key Performance Indicators for Exhibition Match or Tournament Evaluation

(1) Two Key Performance Indicators will be used to evaluate and assess the final amount of funding to be released:

(i) the actual number of ticket sale; and

(ii) the eventual participation of players / teams

(2) For (i), if the ticket sale does not meet the minimum requirement, the total final grant by the Government will be deducted in accordance to the following:

Ticket Sale[3]	**Total FINAL Cash Grant[4] to be provided under M Mark System**
Meet the minimum requirement	100%
>81% but short of minimum requirement	80% of total grant
Between 61% to 80% of minimum requirement	70% of total grant
Between 40% to 60% of minimum requirement	50% of total grant

(3) If the players line-up / teams strength deviates from the list endorsed by the Government and there are no replacement fulfilling the vetting criteria, the Government may determine the adjustment of the amount of the grants.

[3] Based on the actual number of paid admissions submitted by the Grantee.

[4] Includes matching fund and venue hiring grant for venue subsidy (if any).