

香港「M」品牌活動申請指引

Hong Kong「M」Mark Events Application Guidelines

Culture, Sports and Tourism Bureau
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A. Major Sports Events Committee

1. The Sports Commission (SC) advises the Government on the formulation of policy to develop sports in Hong Kong. The Major Sports Events Committee (MSEC), one of the three committees under the SC, advises the Government on the hosting policy and resource allocation for major sports events in Hong Kong. The MSEC provides a decision-making framework for determining the Government's funding priorities and involvement in hosting major sports events in the city. It provides a mechanism for assessing proposals against established criteria as well as monitors the events to ensure that the public funding provided is used properly and effectively.

B. Objectives of “M” Mark System

2. The objectives are —

- to attract and support the staging of premier international sports events in Hong Kong, thereby enhancing their appeal to local audience and tourists as well as strengthening Hong Kong's position as a centre for major international sports events;
- to explore long-term partnership with individual events with proven excellent track record with a view to bringing significant economic benefits to Hong Kong;
- to help and support National Sports Associations (NSAs)¹, private or non-government organisations develop sustainable major sports events that are considered beneficial to the community through encouraging greater participation and support from the commercial sector as well as the community at large;
- to instil a sustainable sporting culture, foster a sense of pride and social cohesion in the community; and
- to provide opportunities for local athletes to compete on home ground and the general public to watch high-level competitions.

C. Support for “M” Mark Events

3. A package of tailor-made support measures will be provided to meet the needs of individual “M” Mark events to help them evolve into regular, market-oriented and “profitable” events. The support for “M” Mark events may include —

¹ NSAs refer to the local sports governing bodies recognised by the Sports Federation and Olympic Committee of Hong Kong, China and affiliated to either (i) the respective International Federations; or (ii) the respective Asian Federations.

- advice from the MSEC concerning the organisation, sponsorship, marketing and promotion strategies for events;
- coordinated logistic support from relevant government departments to support the planning and organising of the events;
- enhanced local and overseas publicity opportunities for “M” Mark events;
- funding support: comprising matching fund and/or direct grants;
- additional one-off \$1 million direct grant for marketing and publicity purposes for new “M” Mark events (except Exhibition Matches or Tournaments);
- notional venue charges (NVC) for events using Leisure and Cultural Services Department (LCSD) venues; and
- venue hiring grant of up to \$3 million on a pilot basis for using Hong Kong Stadium and non-LCSD venues.

D. Applying for “M” Mark status and funding support

What kind of events are eligible?

4. Applications must meet the mandatory requirements before they will be considered and assessed. In general, applicants must be proposing events involving sports that are, at the time of application, promoted by the respective NSAs in Hong Kong. The MSEC Secretariat may consult the respective NSAs on the applications with regard to their technical, financial and operational feasibility as necessary.

(I) Major sports events:

Mandatory Requirements²

- Events or competitions which are of world-level, namely World Championships, World Cup, one stop of the World Class series or World Tour, intercontinental championships or equivalent events, instead of Asia level;
- Events that are sanctioned or endorsed by the respective International Federations (IFs)³ and are listed on the IF’s event calendar (if applicable); and
- Events that are open for participation of world-top teams or top-ranked athletes for all ages, instead of age group-specific events.

For a series of championships / tournaments organised, only one event per year will be awarded the “M” Mark status with associated funding support. Other

² Applications that do not meet the mandatory requirements will not be considered and assessed.

³ IFs recognised by the International Olympic Committee

events of lower levels in the same series may be granted with “M” Mark status (if appropriate) but without funding support.

Other Essential Requirements⁴ :

- Events that are of international significance to the sport(s) concerned and/or are preferably being featured prominently at the final stage of their international calendar;
- Events of which athletes are able to gain points to elevate their world rankings (unless not applicable to particular sports events);
- Events that involve competitions among teams and/or individuals outside Hong Kong, preferably representing a number of countries / regions;
- Events that are able to attract significant public interest, both locally and overseas, through spectator attendance and/or media coverage;
- Events that are able to demonstrate their contribution to the development of sports; and
- Events that are able to bring economic and tourism benefits to Hong Kong.

(II) Exhibition matches or tournaments:

Mandatory Requirements –

- Events that involve world-class athletes / teams or high-profile serving athletes / teams, subject to their fulfilment of a set of objective criteria, including its ability to attract large number of paid audience; and
- Events that attract paid admission of at least 15 000 or 40% of the maximum capacity of the venue, whichever is higher, per match day held at football stadium⁵; or 8 000 accumulated paid admission per event for an event held at other venues.

Other Essential Requirements⁶:

- Events that involve strong players line-up / team strength with outstanding media and marketing plan.
- Events that are able to attract significant interest of the public, both locally and overseas, through spectator attendance and/or media coverage;

⁴ Applications that meet the essential requirements will be awarded with higher marks during the assessment.

⁵ Paid admission means monetary payment for the tickets of the match(es). Complimentary tickets either as part of the sponsorship agreement or otherwise are not counted as “paid admission”.

⁶ Applications that meet the essential requirements will be awarded with higher marks during the assessment.

- Events that are able to demonstrate their contribution to the development of sporting culture; and
- Events that are able to bring significant economic and tourism benefits to Hong Kong.

Who can apply?

5. Applications should be submitted by recognised NSAs, private or non-government organisations.

6. For private or non-government organisations, the applicants must be the organisers of the events and be –

- companies incorporated under the Companies Ordinance (Cap. 622) or the predecessor ordinance of the Companies Ordinance (Cap. 622), i.e. the former Companies Ordinance (Cap. 32); or
- non-Hong Kong companies registered under the Companies Ordinance (Cap. 622); or
- bodies incorporated under the Registered Trustees Incorporation Ordinance (Cap. 306); or
- statutory bodies established by Hong Kong legislation; or
- approved charitable institutions or trust of public characters which are exempted from tax under section 88 of the Inland Revenue Ordinance (Cap. 112).

Such legal status must have been acquired by the applicants before the time of application. The MSEC Secretariat may also request for necessary documentary proof from applicants to demonstrate their financial capability and past track record, etc., to ensure the events can be held successfully.

When to submit an application?

7. **“M” Mark events involving funding support and/or subvention on LCSD venue charges** — should apply **at least 6 months** before the event date, with all the application documents and relevant supporting documents available at the time of application.

8. **“M” Mark events without funding support and apply for subvention on LCSD venue charges only** — should apply **at least 5 months** before the event date, with all the application documents and relevant supporting documents available at the time of application.

9. Application cycle for Exhibition Matches or Tournaments are listed as follows-

Application Cycle for Exhibition Match or Tournaments	Deadline for Submission
Event to be organised in the first half of every year. (i.e. 1 January to 30 June)	On or Before 30 June of the previous year
Event to be organised in the second half of every year. (i.e. 1 July to 31 December)	On or Before 31 December of the previous year

Note: Applicants are encouraged to submit applications even earlier should the application documents and relevant supporting documents are available.

10. Late applications will only be considered on a very exceptional basis with full justifications provided. Should the applications be approved eventually, there will be a proportional reduction in the funding support to be provided taking into account the reduced exposure of “M” Mark in the event-related promotion.

How to apply?

11. Applicants wishing to apply for “M” Mark status with or without funding support and/or subvention on LCSD venue charges may first contact the MSEC Secretariat (Email: msec@csb.gov.hk). The completed application form (Appendix I), together with the event information (Appendix II), the event budget in excel format (Appendix III) and relevant supporting documents/information shall reach the MSEC Secretariat by the deadline as set out in paragraph 7 to 9 above.

12. Applicants must submit all information and documents required as specified in the application form and this Guideline, including but not limited to the following:

- (i) Completed application form (Appendix I);
- (ii) Completed event information (Appendix II);
- (iii) Event budget in excel format (Appendix III);
- (iv) Proof of legal status of the applicants (for private or non-government organisations only);
- (v) Documentary proof on the sanctioning of the events by the respective IFs;
- (vi) Financial proof and cash flow statement; and
- (vii) Support letter issued by relevant NSA (if any).

13. Applicants may be required to provide additional documents or information from time to time in respect of the “M” Mark applications submitted. Applications that fail

to provide documents and information as requested by the specified time frame will not be considered and processed further. Please assume MSEC holds no prior knowledge of your organisation, event, or previous event delivery experience.

Financial arrangement and funding support for recognised “M” Mark events

14. Funding support for all types of “M” Mark events is subject to availability of funds. The amount of matching fund or direct grant must be justified by robust and realistic business plans and financially viable budget. The outcome of the events and the performance of the organisers will be evaluated by the MSEC. The MSEC reserves the right to revoke the “M” Mark status and funding support of the event. The evaluation will also form the basis for determining the appropriate level and type of support to the same event and/or applicant in subsequent years.

15. For applications involving funding support and/or subvention on LCSD venue charges, audited accounts of previous event(s) (if applicable) should be submitted to the MSEC Secretariat for assessment.

(I) For major sports events

16. Applicants may apply for:

- matching fund and/or direct grant;
- subvention on LCSD venue charges (NVC) or venue hiring grant for venue subsidy for Hong Kong Stadium or non-LCSD venues; and/or
- direct grant for marketing (only applicable to major sports events which are staged for the first time in Hong Kong).

Details of the financial support are as follows —

(a) Matching fund —

Matching fund is on a dollar-to-dollar basis, with funding ceiling up to \$15 million based on the quality of the proposals as assessed. There is no guarantee that approved events will receive matching fund of \$15 million. Depending on assessment outcome, some may receive a lower amount, say \$6 million. Factors such as status and significance of events, sports development impact, economic and tourism impact, media coverage, marketing plan and publicity impact, community appeal and social benefits, capability of organisers (financial viability, as well as technical and administrative quality), etc. will be considered. The purpose of the matching fund is to encourage applicants to solicit as much cash sponsorship as possible from the business and private sectors. It is

essential to submit documents and certifications on the secured cash sponsorship for assessment.

Major sports events are allowed to apply as exhibition matches or tournaments if they have more edges if being assessed under the criteria of exhibition matches or tournaments.

(b) Direct grant for new events (Not applicable to exhibition matches or tournaments)

- For new “M” Mark events, applicants may also apply for a direct grant in addition to matching fund, subject to the combined funding ceiling per event as assessed. Applicants may apply for direct grant with a maximum amount to be \$6 million (for the first year), \$5 million (for the second year) and \$4 million (for the third year), or 85% of eligible expenditure (whichever is less) per event. A list of the eligible and ineligible items for direct grant is at Appendix IV.
- Applicants may apply for a direct grant in the first three years of the event, provided that the event is held consecutively each year and that the audited accounts of the previous event has a surplus not exceeding 25% of its overall expenditure inclusive of LCSD venue charges.
- There is no guarantee that total amount of matching fund and direct grant of approved projects must be \$15 million. Depending on assessment outcome, some may receive a lower amount, say \$6 million.

(c) Subvention on LCSD venue charges —

Applicants may also apply for subvention on LCSD’s NVC if the events are held in LCSD venues.

(d) Venue hiring grant for venue subsidy —

For “M” Mark events which are using Hong Kong Stadium or non-LCSD venues and hence are not receiving LCSD’s NVC, applicants may apply venue hiring grant to cover 100% of the venue hiring expenditure, subject to a ceiling of \$3 million per event in addition to the combined funding ceiling per event. Applicants applying venue hiring grant beyond \$1 million have to provide full justifications for consideration.

(e) Direct grant for marketing —

Applicants may apply for an additional one-off \$1 million direct grant for marketing and publicity for new major sports events in the first year only. Events of the same series will not be considered as new events. For example,

one of the stops in a World Tour and the Final competition of the same series **will not** be considered as two different events.

(II) For exhibition matches or tournaments

17. Applicants may apply for:

- matching fund; and/or
- LCSD's NVC or venue hiring grant for venue subsidy.

Details of the financial support are as follows –

(a) Matching fund –

Matching fund is on a dollar-to-dollar basis, with funding ceiling up to \$15 million for different events based on the quality of the proposals as assessed. There is no guarantee that approved events will receive matching fund of \$15 million. Depending on assessment outcome, some may receive a lower amount, say \$6 million. Factors such as player line-up / team strength, economic and tourism impact, media coverage, marketing plan and publicity impact, community appeal and social benefits, sports development impact, capability of organisers (financial viability, as well as technical and administrative quality), etc. will be considered. It is essential to submit documents and certifications on the secured cash sponsorship for assessment.

(b) Subvention on LCSD venue charges –

Applicants may apply for LCSD's NVC or venue hiring grant for venue subsidy (paragraph 16 (c) and (d) refers).

18. Please refer to the summary on funding support under the "M" Mark System at Appendix V, the application assessment criteria for "M" Mark events at Appendix VI and a flow-chart showing the application process to become an "M" Mark event at Appendix VII.

Disbursement of Grants

19. A maximum of 50% of the eligible matching fund will be disbursed before the events, subject to the applicants' provision of documents demonstrating the amount of cash sponsorship secured and the availability of sufficient cash flow for the delivery of the events. The final disbursement amount will be subject to the fulfilment of all the Terms and Conditions, as well as the results of evaluation reports and exit survey reports, amongst others. All application for reimbursement of grants should be

submitted within 5 months after the events, together with evaluation reports and exit survey reports so as to ensure the timely preparation and submission of the audited statement of account within 6 months after the events.

How are applications assessed?

20. The MSEC will set up a Vetting Panel (VP) to oversee the vetting of applications. Recommendations from the VP on applications will then be presented to MSEC and SC, as appropriate, for consideration.

21. Applicants may be required to provide additional documents or information from time to time in respect of the “M” Mark applications submitted. Applications that fail to provide the additional document and information as requested by the specified time frame will not be considered and processed further.

22. While assessment of the applications for major sports events takes place throughout the year, exhibition matches or tournaments will be assessed and selected in regular cycles (say 6 months) to enable competitive assessment and facilitate top-notch events to be held at different times throughout the year. A maximum of three exhibition matches or tournaments within each regular cycle will be selected. There is no obligation to fill the quota of three Exhibition Matches or Tournaments for each regular cycle and quality of applications should prevail.

23. For applications for exhibition matches / tournaments which make significant changes (such as change of participating teams / athletes) after submission, applicants are required to submit their applications afresh for consideration provided that they have not been rejected earlier and are submitted before the respective submission deadlines (please see paragraphs 7 to 10 above).

How long will it take?

24. Depending on the complexity of the events, quality and competence of the applications, the vetting procedures for applications for “M” Mark status with and without funding support and/or LCSD’s NVC will take around 4 months to complete under normal circumstances.

What document(s) should be submitted after the event?

25. An evaluation report and an exit survey report to keep track of the number of participants, gauge their feedback and spending in Hong Kong (for overseas tourists)

to be conducted by a third party professional agent on the “M” Mark event held should be submitted to the MSEC Secretariat within **5 months** after the completion of an event and an audited statement of account (if funding and/or subvention on LCSD’s NVC is/are involved) should be submitted within **6 months** after the completion of an event. Late submission may result in deduction of grant and affect the subsequent applications of the same event and/or applicant.

E. Contact the MSEC Secretariat

26. For further information, please contact MSEC Secretariat at —

Address:

Secretariat of Major Sports Events Committee
Culture, Sports and Tourism Bureau
13/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong

Fax no.: 2519 7404

Email: msecs@cstb.gov.hk

Website: <https://www.mevents.org.hk>

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