

# 大型體育活動申請指引

## Major Sports Events Application Guidelines



## CONTENT

- A. Staging major sports events in Hong Kong**
- B. Why a major sports events policy?**
- C. Policy scope**
- D. Applying for “M” Mark status and funding support**
- E. Contact the MSEC Secretariat**

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### Appendix

- I. Application form*
- II. Event information sheet*
- III. Budget template*
- IV. Eligible expenditure items and ineligible costs*
- V. Summary of funding support*
- VI. Vetting criteria for “M” Mark Application*
- VII. Flow-chart for applying to become an “M” Mark event*
- VIII. Guidelines for Use of Event Surplus / Reserve Fund*

## **A. Staging major sports events in Hong Kong**

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. The policy sets out the Government's role in hosting events and provides a mechanism for assessing proposals against established criteria. It also provides for the monitoring of events to ensure that the public funding provided is used properly and cost-effectively.

## **B. Why a major sports events policy?**

2. The objectives are —

- To instil a sustainable sporting culture, foster a sense of pride and social cohesion, and to bring tangible economic benefits to our community. Major sports events should also help enhance Hong Kong's image as Asia's sports events capital.
- To help "national sports associations" (NSAs) develop sustainable major sports events through greater participation and support from the commercial sector as well as the community at large.
- To support NSAs in securing and hosting one-off mega international sports events considered beneficial to the community.
- To provide opportunities for local athletes to compete on home ground and the

general public to watch high-level competitions.

## **C. Policy scope**

3. In order to help nurture more major sports events in Hong Kong, the MSEC will develop a Major Sports Events Calendar ("the Calendar") and award the "M" Mark status to all recognised events on the Calendar. 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 —

- Advice from the MSEC Advisory Panel concerning the organisation, sponsorship, marketing and promotion strategies for events;
- Coordinated logistic support from relevant government departments to support the planning and organising of "M" Mark events;
- Enhanced local and overseas publicity opportunities for "M" Mark events;
- Funding support for "M" Mark events comprises interest-free loans, matching fund and/or direct grants;
- An additional one-off \$1 million direct grant for marketing and publicity purposes for world championships / new "M" Mark event (Major Sports Events only);
- A combined funding support of matching fund and/or direct grant for World Championships, grand finals of world series and new events (e.g. World cup

and tournament of world series); Subsidised notional venue charges (NVC) for all “M” Mark events using Leisure and Cultural Services Department (LCSD) venues;

- An event not receiving LCSD NVC (due to unavailability of venue or any other reasons) may apply for venue hiring grant to cover 100% of the venue hiring expenditure, subject to a ceiling of \$1 million per event.

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

##### ***What kind of event is eligible?***

**(I) Major sports events:** World championships, world class level (such as world cup, one stop of the world class series or world tour), intercontinental championships or equivalent events)

4. Applications for events seeking “M” Mark status only or with funding support should —

- Be sanctioned or endorsed by the respective International Federation (IF) and/or listed on the IF’s event calendar;
- Be of international significance to the sport(s) concerned and/or preferably featuring prominently at the final stage of their international calendar;
- Involve the participation of world-top teams or athletes;
- Athlete is able to gain points to elevate their world ranking (unless it is not applicable to particular sports events);

- Involve competition among teams and/or individuals outside Hong Kong, preferably representing a number of countries / regions;
- Attract significant public interest, both locally and overseas, through spectator attendance and/or media coverage; and
- Be able to contribute to the development of sporting culture and economy in the community.

**(II) Exhibition matches or tournaments:** Involve world-class athletes or teams that can attract huge audience

5. Applications for events seeking “M” Mark status with funding support has first to meet the mandatory requirements before it is considered and assessed —

- **Mandatory requirements:** Attracts at least 15 000 paid admission<sup>1</sup> per match day for an event held at a football stadium; or 8 000 accumulated paid admission per event for an event held at other venues;
- Assessment emphasis on player line-up / team strength and the media and marketing plan.

##### ***Who can apply?***

6. Applications should be submitted by recognised NSAs. (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

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<sup>1</sup> Paid admission means tickets in monetary payment. Complimentary tickets either as part of the sponsorship agreement or otherwise are not counted as “paid admission”.

respective IFs; or (ii) the respective Asian federations)

7. The NSA must play a key and active role in the event organisation structure. Particularly, the NSA has to be fully responsible and in control of the financial arrangements of the event.

***When to submit an application?***

8. **“M” Mark events involving funding support and/or subvention on LCSD venue charges** — should apply at least 6 months prior to the start of the quarter in which the event will take place or the event is announced (such as press conference held), whenever the earlier.

Event Date	Application Deadline
(1 <sup>st</sup> quarter) January to March	30 June of the previous year
(2 <sup>nd</sup> quarter) April to June	30 September of the previous year
(3 <sup>rd</sup> quarter) July to September	31 December of the previous year
(4 <sup>th</sup> quarter) October to December	31 March of the same year

9. **“M” Mark events without funding support and subvention on LCSD venue charges only** — should apply at least 5 months prior to the start of the quarter in which the event will take place or the event is announced, whenever the earlier.

Event Date	Application Deadline
(1 <sup>st</sup> quarter) January to March	31 July of the previous year
(2 <sup>nd</sup> quarter) April to June	31 October of the previous year
(3 <sup>rd</sup> quarter) July to September	31 January of the same year

(4 <sup>th</sup> quarter) October to December	30 April of the same year
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10. **Existing “self-financed” Major Sports Events having received the “M” Mark for the past five consecutive years (with or without funding support); and the application does not require funding support (excluding LCSD’s notional venue support)** — should apply at least three months prior to the start of the quarter in which the event will take place or the event is announced, whenever the earlier.

Event Date	Application Deadline
(1 <sup>st</sup> quarter) January to March	30 September of the previous year
(2 <sup>nd</sup> quarter) April to June	31 December of the previous year
(3 <sup>rd</sup> quarter) July to September	31 March of the same year
(4 <sup>th</sup> quarter) October to December	30 June of the same year

11. Prospective applicants who wish to have an event included in the Calendar are encouraged to inform MSEC Secretariat of their intentions at the earliest opportunity, even if MSEC’s funding support and/or subvention on LCSD venue charges is not required.

***How to apply?***

12. Applicants wishing to apply for “M” Mark status with funding support and/or subvention on LCSD venue charges may first contact the MSEC Secretariat. They should return the completed application form (*Appendix I*), together with the event information sheet

(*Appendix II*), the budget template (*Appendix III*) and relevant supporting information to the MSEC Secretariat by the deadline as set out in paragraph 8.

13. Applicants wishing to apply for “M” Mark status only without funding support are required to return the completed application form (*Appendix I and on selected items*) and the event information sheet (*Appendix II*) to the MSEC Secretariat by the deadline as set out in paragraph 9.

14. If an application is considered ineligible for inclusion on the Calendar, the applicant may consider making a separate application to the Sports Funding Office of the LCSD for funding support under Major Local International Events (MLIE).

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

15. Funding support for all types of “M” Mark events is subject to availability of funds. The applicant should maintain separate accounts for “M” Mark event (including the one-off direct grant for marketing and venue hiring grant for venue subsidy, if available).

16. The amount of matching fund or direct grant must be justified by a robust and realistic business plan and budget that can demonstrate the sound financial viability of the project. The outcome of the event and the performance of the organiser will be evaluated by the MSEC, which will form the basis for determining the appropriate level and type of support to the same event and/or applicant in subsequent years.

17. For applications involving funding support and/or subvention on LCSD venue charges, the

estimated income and expenditure accounts of the events and audited accounts of previous event(s) should be submitted to the MSEC Secretariat for assessment.

**(I) For major sports events**

18. Applicants may apply for interest-free loan or matching fund and/or direct grant (for world championships/new event), subvention on LCSD venue charges or venue hiring grant for venue subsidy, and/or direct grant for marketing. Details of the financial support are as follows —

**(a) Interest-free loan —**

This primarily assists NSAs in relieving the common problem of cash flow deficiency during the planning stage of an event. The request for interest-free loan must be justified by a realistic business plan and budget that can demonstrate a good chance of success for the project and repayment of the loan. As a general rule, the loan must be repaid in full within 6 months upon completion of an event.

**(b) Matching fund —**

This is a dollar-to-dollar matching grant, which is up to a maximum amount of \$10 million per event. 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.

**(c) Direct grant for world championships / new major sports events<sup>2</sup> —**

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<sup>2</sup> Under the special support measures for “M” Mark

An applicant may also apply for a direct grant in addition to matching fund, subject to a combined funding ceiling of \$10 million per event. The applicant may apply for direct grant of 85% of the total expenditure of eligible items and subject to a ceiling of \$6 million and \$2 million for world championships as well as grand finals of world series and a new event respectively. A list of the eligible and ineligible items for direct grant is at Appendix IV.

**(d) Subvention on LCSD venue charges —**

“M” Mark events with or without funding support, an applicant may also apply for subvention on LCSD venue charges if the event is held in LCSD venues.

**(e) Venue hiring grant for venue subsidy —**

“M” Mark event which is not receiving LCSD notional venue subvention (due to unavailability of venue or any other reasons) may apply venue hiring grant to cover 100% of the venue hiring expenditure, subject to a ceiling of \$1 million per event in addition to the ceiling subvention of \$10 million per event.

**(f) Direct grant for marketing —**

An applicant may apply for any additional one-off \$1 million direct grant for marketing and publicity for new major sports events.

**(II) For exhibition matches or tournaments<sup>3</sup>**

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events, new events awarded with “M” Mark status in 2020 and 2021 may apply for a direct grant of up to \$6 million or 85% of the total expenditure on eligible items, subject to the combined ceiling of \$10 million.

<sup>3</sup> Under the special support measures for “M” Mark events, exhibition matches or tournament awarded with “M” Mark status in 2020 and 2021 may also apply for a direct grant of up to \$6 million or 85% of the total expenditure on eligible items, subject to

19. Applicant may apply for matching fund, LCSD venue charges or venue hiring grant for venue subsidy. Details of the financial support are as follows –

**(a) Matching fund –**

This is a dollar-to-dollar matching grant which is up to a maximum amount of \$10 million per event. It is essential to submit documents and certifications on the secured cash sponsorship for assessment.

**(b) Subvention on LCSD venue charges –**

Applicant may apply for subvention on LCSD venue charges or venue hiring grant for venue subsidy (paragraph 18 (d) & (e) refers).

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

***How the event surplus be used?***

20. If a surplus is recorded upon completion of the event, the event organiser (i.e. the respective NSA) shall retain 25% of the total cash funding<sup>4</sup> as reserve fund for organising future “M” Mark events. The reserve fund shall be maintained in a separate account.

21. Any surplus that exceeds 25% requirement may be deployed by the

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the combined ceiling of \$10 million.

<sup>4</sup> “M” Mark cash funding includes matching fund and direct grant, but excludes LCSD NVC, marketing and venue subvention.

respective NSA for sports development projects subject to the approval of MSEC Secretariat (i.e. the Culture, Sports and Tourism Bureau). The NSA must submit a proposal to set out how to make use of the surplus. Please refer to Appendix VIII for the Guidelines for Use of Event Surplus / Reserve Fund.

22. Alternatively, NSAs may also save all the surplus to the reserve fund. All reserve fund, with interest generated from that surplus, must be returned to the Government if the respective NSA does not organise any “M” Mark event in four consecutive years.

***Is there any quota of “M” Mark event(s) for each National Sports Association per year?***

23. To support a good variety of sports, each NSA can only be granted no more than two “M” Mark events each year.

***How are applications assessed?***

24. Assessment of the applications takes place throughout the year according to the application cycle (paragraph 8 to 9 refers). The MSEC will set up a Vetting Panel (VP) to oversee the vetting of applications. The recommendations from the VP on applications will then be presented to MSEC and SC, as appropriate, for consideration.

***How long will it take?***

25. Depending on the complexity of the events, and upon submission of required information / documents relating to the applications, the vetting procedures for applications of new “M”

Mark events for “M” Mark status without funding support and those that require funding support and/or subvention on LCSD venue charges will take 5 months and 6 months to complete respectively, under normal circumstances.

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

26. An evaluation report and an audited statement of account(s) (if funding and/or subvention on LCSD venue charges is/are involved) on the “M” Mark event should be submitted to the MSEC Secretariat within **6 months** after the completion of an event.

**E. Contact the MSEC Secretariat**

27. 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](mailto:msecs@cstb.gov.hk)

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

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