



# *Special Support Measures for "M" Mark Events*

# **(I) For “M” Mark Events Affected by Social Situation**

In view of the social situation in the second half of 2019, some “M” Mark events were cancelled or postponed. To alleviate the financial burden on the NSAs of the affected “M” Mark events, the Government has rolled out special support measures, including—

- a) For each “M” Mark event cancelled/ postponed, to provide a special direct grant of a maximum of \$2 million or 85% of eligible expenditure items (subject to deduction of the amount received from sponsors, whichever is the less) that had been reasonably incurred or committed for each event, such as publicity and venue charges, etc.; and
- b) For “M” Mark events carried out in the second half of 2019, to provide a special direct grant of a maximum of \$2 million or 85% of eligible expenditure items (subject to deduction of an amount received from sponsors, whichever is the less) that had been reasonably incurred or committed for each event, such as security and transportation expense, etc.

## **(II) For “M” Mark Events Affected by the COVID-19 Pandemic**

Due to the impact of COVID-19 pandemic, all “M” Mark events under planning were cancelled or postponed. The Government has rolled out special support measures to help alleviate the financial burden of the relevant NSAs —

- To provide a special direct grant of a maximum of \$2 million or 85% of eligible expenditure items (subject to deduction of the receipt from sponsors, whichever is the less) that had been reasonably incurred or committed for each event, such as publicity and venue charges, etc.

## **(III) For New “M” Mark Events**

In view that the current economic situation has adversely affected the contribution of commercial sponsors, the Government has increased the amount of direct grant for new events awarded with “M” Mark status between 2022 and the first half of 2023 (i.e up to 30 June 2023), including —

- a) The cap on direct grant for a new event be increased from \$2 million to \$6 million or 85% of eligible expenditure items (whichever is the less), subject to the same combined ceiling of direct grant and matching fund of \$10 million; and
- a) For exhibition matches/tournaments, to provide a direct grant of up to \$6 million or 85% of eligible expenditure items (whichever is the less), subject to the combined ceiling of direct grant and matching fund of \$10 million.

Enquiries:

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