

SPORTS COMMISSION

Progress Report of the Major Sports Events Committee

INTRODUCTION

This paper reports on the work of the Major Sports Events Committee (MSEC) since September 2017.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. Since the last update, the MSEC has endorsed the granting of “M” Mark status without funding support for -

- Hong Kong Open Badminton Championships 2017;
- Hong Kong Open (Golf) 2017;
- Hong Kong Marathon 2018;
- Volvo Ocean Race – Hong Kong Stopover 2018;
- Masters of Hong Kong 2018 (Equestrian); and
- Hong Kong Sevens 2018.

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 128 events, 54 of which received total funding support of **\$113.48 million**.

Sponsorship for people from less privileged backgrounds

4. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For the recent “M” Mark events, we received sponsorship for **2 460 tickets** for Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2017, Prudential Hong Kong Tennis Open 2017, YONEX-SUNRISE Hong Kong Open Badminton Championships 2017 (part of the MetLife BWF World Superseries) and UBS Hong Kong Open (Golf) 2017.

5. Working with the Home Affairs Department and event organisers, we distributed the tickets to 55 non-governmental organisations.

Promotion of “M” Mark events

6. The following measures were taken to promote the “M” Mark and “M” Mark events -

- (a) to stage the “M” Mark roving exhibitions at local tertiary institutions as well as competition venues of “M” Mark events from October 2017 to March 2018;
- (b) to produce 2018 “M” Mark Events calendar poster, calendar card, red packets, 4-coloured pens as well as travel toiletry bags for promotional purpose; and
- (c) sport information kits for harbour race, tennis, badminton, canoe, golf, squash and Volvo Ocean Race were produced to enhance spectators’ understanding of and interest in individual “M” Mark events;
- (d) advertisements on Kowloon Motor Bus, Citybus, New World First Bus and tram body were placed in two phases, i.e. from October to November 2017 and from January to February 2018;
- (e) interviews with local athletes as well as advertorials for “M” Mark events were published on Sportsroad website in order to show support to the “M” Mark events;
- (f) “M” Mark branding banners were erected at the outer wall of Wing Tai Road Garden, Princess Alexandra Community Centre, Sha Tin Public Library, Hong Kong Squash Centre, Kowloon Park mini soccer pitch, Sha Tsui Road Playground and LCSD venues in 18 districts; and
- (g) Workshop on “Engagement in Sponsorship for Major Sports Events” was successfully held on 20 January 2018 at the Race Village, Volvo Ocean Race-HK Stopover, Kai Tak Runway Park with 36 and 76 participants from commercial sectors and sports community.

ADVICE SOUGHT

7. Members are invited to note the progress update.

**Sports Commission Secretariat
March 2018**