

## Application Form for Mega Arts and Cultural Events Fund (Mega ACE Fund)

To : Mega Arts and Cultural Events Committee Secretariat  
Culture, Sports and Tourism Bureau  
13/F, West Wing, Central Government Offices  
2 Tim Mei Avenue, Tamar, Hong Kong

(Official Use Only)
Date of Receipt : _____
Reference No. : _____

Name of Applicant	
Title of Proposal	

1. Please read carefully the Guide to Application available on the Mega ACE Fund website at <https://www.cstb.gov.hk/en/councils-boards-and-committees/mega-arts-and-cultural-events-committee.html> before completing this form.
2. The successful applicant must be a legal entity capable of entering into Funding Agreement with the Government. For companies/organisations newly established/to be established where documentary proof pertaining to the applicant's legal status as required and specified in paragraph 4.2.2 of the Guide to Application is not available at the time of application, such documentary proof must be provided to the Secretariat before signing the Funding Agreement.
3. If the proposed project will be co-organised by two or more parties, the principal applicant shall fill in this form and submit a joint application with the consent of each joint applicant. Please note the details in paragraph 4.2.3 of the Guide to Application.
4. Each applicant may submit one application only.
5. If the application form is to be submitted by hand, please submit the original copy of the completed application form in duplex printing without binding. The applicant may attach supplementary sheets if more space is required, but is reminded that some parts of the form have a word limit, and submission should be kept within the stated limits. The applicant may also submit the soft copy of the application form via email as specified in paragraph 5.3.3 of the Guide to Application.
6. **Mega ACE Fund will accept 3 rounds of applications every year with deadlines set on the last working day of April, August and December respectively.** The duly completed and signed application form, budget, cash flow projection and presentation deck together with the relevant supporting documents (Please refer to "Checklist for Submission of Application" on P. 27 of Application Form) shall be submitted to the Mega Arts and Cultural Events Committee Secretariat **at least six months prior to the event as required and specified in paragraphs 5.2 and 5.3 of the Guide to Application.**
7. Please provide all information required in this form and attach relevant supporting documents to facilitate assessment of the application. Mandatory fields are marked with an asterisk on the application form, and failure to provide the information required therein will nullify your application. The applicant should inform the Secretariat immediately if there are any subsequent changes to the information provided.
8. If the applicant fails to submit the required information or any relevant supporting documents set out in the Guide to Application and this application form, the application may not be considered. Please refer to the "Checklist for Submission of Application" appended to this application form for the required information.
9. No information (including but not limited to the application form, relevant supporting documents, publications, photos, video/audio recording, documentation, CDs, USBs) submitted by the applicant will be returned.

Please use the application form to set out your proposal. Should you wish to provide supplementary information, please indicate clearly to which section of the proposal your supplementary information corresponds. Should the supplementary information provided be in conflict with the information in the application form, the information in the application form shall prevail.

## **Section A – Particulars of the Applicant**

In the case of a joint application, the principal applicant shall fill in this form and provide all necessary information with the consent of each joint applicant.

### **1. Information of the Applicant**

Name* <sup>1</sup>			
Address*			
Tel. No.*		Fax No.	
Email Address*			
Website			

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<sup>1</sup> The name of the applicant refers to the name of the company/organisation. If the applicant has acquired or is acquiring the legal status as a company incorporated under the Companies Ordinance or as a charitable institution or trust of a public character under the Inland Revenue Ordinance, the name must be identical with the name registered under the relevant Ordinances.

For the requirements on Eligible Applicants, please refer to paragraph 4.2 of the Guide to Application.

## 2. Legal Status and Registration Information of the Applicant

The legal status that the applicant  has acquired /  will acquire:

(Please tick the applicable box(es))

- (a) a company 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)
- (b) a non-Hong Kong company registered under the Companies Ordinance (Cap. 622) or the predecessor ordinance of the Companies Ordinance (Cap. 622), i.e. the former Companies Ordinance (Cap. 32)
- (c) a body incorporated under the Registered Trustees Incorporation Ordinance (Cap. 306)
- (d) a statutory body established by Hong Kong legislation
- (e) an approved charitable institution or trust of a public character which is exempt from tax under Section 88 of the Inland Revenue Ordinance (Cap. 112)

Documents attached  Documents to be submitted

Please attach documentary proof of eligibility for the Matching Grant and/or Direct Grant, e.g. photocopies of the relevant registration certificate and the company's Memorandum and/or Articles of Association (whichever is applicable).

### **3. Background of the Applicant**

Brief Introduction, Core Activities and Services	
Existing Role and Position in the Arts, Culture and Creative Sectors	

**If this is a joint application, please fill in the following items 4 and 5 for each joint applicant. Use separate sheets for each joint applicant.**

#### **4. Information of the Joint Applicant**

Name* <sup>2</sup>			
Address*			
Tel. No.*		Fax No.	
Email Address*			
Website			
Experiences in Running Similar Activities			
Nature and Details of Collaboration with the Principal Applicant			

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<sup>2</sup> If the joint applicant is a/an company/organisation, its name must be identical to the name incorporated under the Companies Ordinance, used by a charitable institution or trust of a public character under the Inland Revenue Ordinance.

## 5. Legal Status and Registration Information of the Joint Applicant

The legal status that the joint applicant  has acquired /  will acquire:

(Please tick the applicable box(es))

- (a) a company 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)
- (b) a non-Hong Kong company registered under the Companies Ordinance (Cap. 622) or the predecessor ordinance of the Companies Ordinance (Cap. 622), i.e. the former Companies Ordinance (Cap. 32)
- (c) a body incorporated under the Registered Trustees Incorporation Ordinance (Cap. 306)
- (d) a statutory body established by Hong Kong legislation
- (e) an approved charitable institution or trust of a public character which is exempt from tax under Section 88 of the Inland Revenue Ordinance (Cap. 112)

<u>Documents attached</u>	<u>Documents to be submitted</u>
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Please attach documentary proof of eligibility for the Matching Grant and/or Direct Grant, e.g. photocopies of the relevant registration certificate and the company's Memorandum and/or Articles of Association (whichever is applicable).

**6. Name and Particulars of the Applicant's Representative/Contact Person**

Name*		
Title	<input type="checkbox"/> Mr	<input type="checkbox"/> Ms
Post Title		
Address*		
Tel. No.*		Fax No.
Email Address*		

**7. Has the applicant or any joint applicant(s) applied for the Mega ACE Fund before?** Yes

Year	Title of the Proposal	Application Result

 No

## Section B – The Proposal

### 1. Implementation Period

*(Note: The event date of the proposed project must fall at least six months after the submission date of the application.)*

From	(month) /	(year)	To	(month) /	(year)
(i.e. Date of last project deliverable)					
Total number of months:					

### 2. Funding Support Requested (may choose more than one for New or One-off Event; Matching Grant only for Established Event)

*[Note: For funding ceiling of the event, please refer to paragraph 3.1.4 of the Guide to Application.]*

Matching Grant: HK\$\_\_\_\_\_

Direct Grant: HK\$\_\_\_\_\_

### 3. Supporting Organisation(s) and/or Co-organiser(s)

Please provide the name and background of any supporting organisation(s) and/or co-organiser(s).

#### 4. Proposal Outline

**(A) Summary of the Proposal**

Please provide a summary of the proposal including its objectives and deliverables in **not more than 300 words**.

**(B) Has the applicant or any joint applicant(s) submitted the same proposal to apply for the Mega ACE Fund before?**

Yes (Please provide new information and documents which show that an in-depth review of the proposal has been made or indicate the parts where significant and substantial changes and/or enhancements have been made to the proposal.<sup>3)</sup>)

No

**(C) Has/will the applicant or any joint applicant(s) applied/apply for funding/support from other sources (including both in-kind and funding support<sup>4</sup>) for the same proposal or any of its deliverables?**

Yes (Please refer to paragraph 3.1.2 (b) of the Guide to Application and give details.)

No

**(D) Has any parts/elements of the proposal been held in Hong Kong before?**

Yes (Please give details.)

No

<sup>3</sup> The applicant may not re-submit an application for Mega ACE Fund to implement the same proposal. Please refer to paragraph 5.4 of the Guide to Application.

<sup>4</sup> Funding sources include both private and public funding sources. Public funding sources refer to funding provided by Government bureaux/departments or public organisations receiving recurrent funding from the Government. For examples, Culture, Sports and Tourism Bureau, Leisure and Cultural Services Department, Hong Kong Arts Development Council, West Kowloon Cultural District Authority, Education Bureau, Social Welfare Department and District Councils.

## 5. Staffing/Key Persons for Organising and Implementing the Proposal

### (A) Proposal/Operation Co-ordinator

Name		
Title	<input type="checkbox"/> Mr <input type="checkbox"/> Ms	
Post Title		
Organisation		
Address		
Tel. No.		
Fax No.		
Email Address		
Qualification/ Expertise/Experience		

### (B) Key Personnel of the Project Team<sup>5</sup>

(Please provide supporting documents, such as curriculum vitae (CV)<sup>#</sup>)

Name		Capacity/ Responsibility	Qualification/ Expertise/Experience	Supporting document (e.g. CV)
1.				<input type="checkbox"/> Attached
2.				<input type="checkbox"/> Attached
3.				<input type="checkbox"/> Attached
4.				<input type="checkbox"/> Attached

(Please add rows to this table or attach supplementary sheets as necessary)

<sup>5</sup> According to paragraph 6.1.5 of the Guide to Application, “Project Team” means the personnel deployed by the applicant to implement the proposal including but not limited to partners, experts, artists, arts practitioners and arts administrators.

## 6. Objectives and Goals

Please give a concise account of each objective/goal (**up to 300 words**) that the applicant aims to achieve with the proposal.

i.	Promotion of the development of Hong Kong as an East-meets-West Centre for international cultural exchanges
ii.	Attracting mass public interest in Hong Kong, Mainland and overseas, creating strong appeal to tourists and bringing significant economic values
iii.	Fostering Hong Kong's status as an international arts and cultural metropolis and a destination for tourists worldwide
iv.	Promotion of the development and industry-building of the arts, cultural and/or creative sectors in Hong Kong and enhancement of the ecosystem for these industries

*(Please attach supplementary sheets as necessary)*

## 7. Details of the Proposal

**(Note:** *No submission of a URL (e.g. of cloud storage and webpage) for details of the proposal will be accepted.)*

### (A) Background and Concept

Please provide the background information, concept, purposes, and relevant details of the proposal.

(B) Implementation Timeline

Please set out the milestones and deliverables to be completed in each phase (consistent with the implementation period stated in item 1 of Section B).

<b>Timeline</b> (Month/Year – Month/Year)	<b>Milestones</b> (e.g. recruitment of participants, formulating marketing strategy, confirmation of venues, launching promotion campaign) <b>Deliverables</b> (e.g. activities, exhibitions, performances, publications)

*(Please add rows to this table or attach supplementary sheets as necessary)*

(C) Project Deliverables

Please specify the implementation details and target beneficiaries of each deliverable.

<b>Project Deliverable (1):</b> (Consistent with the information provided in item 7(B) of Section B)	
<b>Date/Period:</b>	
<b>Venue:</b>	
<b>Detailed Descriptions:</b> (Content, format, etc.)	
<b>Target Beneficiaries:</b> (e.g. audiences, participants, artists)	
<b>No. of Beneficiaries and the Means of Recording the Figure:</b> (including number of activities / performances, number of participants in each activity / performance, total number of participants / audiences, visitor ratio, etc. Please also provide the evaluation methodology(ies) and mechanism(s) in item 11 of Section B)	

<b>Project Deliverable (2):</b> (Consistent with the information provided in item 7(B) of Section B)	
<b>Date/Period:</b>	
<b>Venue:</b>	
<b>Detailed Descriptions:</b> (Content, format, etc.)	

<b>Target Beneficiaries:</b> (e.g. audiences, participants, artists)	
<b>No. of Beneficiaries and the Means of Recording the Figure:</b> (including number of activities / performances, number of participants in each activity / performance, total number of participants / audiences, visitor ratio, etc. Please also provide the evaluation methodology(ies) and mechanism(s) in item 11 of Section B)	

<b>Project Deliverable (3):</b> (Consistent with the information provided in item 7(B) of Section B)	
<b>Date/Period:</b>	
<b>Venue:</b>	
<b>Detailed Descriptions:</b> (Content, format, etc.)	
<b>Target Beneficiaries:</b> (e.g. audiences, participants, artists)	
<b>No. of Beneficiaries and the Means of Recording the Figure:</b> (including number of activities / performances, number of participants in each activity / performance, total number of participants / audiences, visitor ratio, etc. Please also provide the evaluation methodology(ies) and mechanism(s) in item 11 of Section B)	

<b>Project Deliverable (4):</b> (Consistent with the information provided in item 7(B) of Section B)	
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<b>Date/Period:</b>	
<b>Venue:</b>	
<b>Detailed Descriptions:</b> (Content, format, etc.)	
<b>Target Beneficiaries:</b> (e.g. audiences, participants, artists)	
<b>No. of Beneficiaries and the Means of Recording the Figure:</b> (including number of activities / performances, number of participants in each activity / performance, total number of participants / audiences, visitor ratio, etc. Please also provide the evaluation methodology(ies) and mechanism(s) in item 11 of Section B )	

*(Please add rows to this table or attach supplementary sheets as necessary.)*

**8. Intellectual Property Rights**

Please indicate whether the proposal would generate or involve any intellectual property rights and give details, including the nature of the rights and the handling method.

**9. Evaluation of Feasibility**

Please justify the feasibility of the proposal which may include (i) the demand of the community; (ii) the availability of venues, talent, expertise and resources required; and (iii) manpower and resource deployment.

**10. Marketing and Promotion Strategy**

Please provide a detailed media and marketing plan overview, including channels/means of marketing and promotion, marketing and promotion to audience, members of the public, tourists, sponsors/donors and expected benefits to be achieved.

## 11. Key Performance Indicators (KPIs), the Evaluation Methodologies and Mechanisms

**(Note:** Please refer to paragraph 3.1.5 and Annex A of the Guide to Application for setting of KPIs. If the applicant considers the prescribed KPI(s) not applicable / insurmountable to achieve, please indicate in the proposal with valid reasons. Please also consider this item cohesively with item 7(B) "Implementation Timeline" and 7(C) "Project Deliverables" under the same Section.)

Applicants are required to set the target KPIs for the proposed deliverables. Assessment will be made based on the target KPIs committed below. Applicants shall also propose and justify the evaluation methodology(ies) and mechanism(s) against whether the proposed KPIs are met.

	Item	KPI	Evaluation methodology and mechanism (i.e. means of recording the information/figures) <i>(Examples: Data from exit survey by the third party, figures from ticketing platforms, data from social media platforms)</i>	Remarks
(a)	<b>Total attendance of the proposed project</b>			
(b)	<b>Visitor ratio with geographic breakdown</b> <i>(Example: Respective ratios of tourists from the Mainland and overseas)</i>			
(c)	<b>(i) Media Coverage and Advertisements</b> <i>(Successful Applicants are required to provide media report as supporting document)</i>			
	Expected no. of print coverage			
	Expected no. of online coverage			

	List of social media, print and out-of-home advertisements			
<b>(ii) Social Media Impact</b> <i>(Please specify the platforms in Remarks, examples include official social media accounts, or advertisements/ collaborations on other social media platforms)</i>				
Expected no. of reach				
	Expected no. of impression			
	Expected no. of engagement			
(d)	<b>Engagement with Local Arts, Culture and Creative Industries</b>			
	(i) Providing opportunities for local artists			
	(ii) Collaboration with local arts, cultural, education institutions and/or NGOs			
	(iii) Other arts and cultural activities induced by the proposed project			
(e)	<b>Economic impact</b> <i>(detailed explanation of the methodologies used to derive the KPIs is required)</i>			
	(i) Job creation by the proposed project			
	(ii) Additional economic activities generated by the proposed project			

	(iii) No. of tourist visitors specially come for the proposed project			
	(iv) Duration of the visit for tourist visitors (day(s))			
	(v) Average spending of tourist visitors during their visit			
	(vi) Average spending of tourist visitors at the proposed project			
	(vii) Total economic value generated by the proposed project			

**12. Risk Assessment**

Please list the risks the proposal is most likely to encounter and state possible solutions and risk control/contingency measures against them.

Risk	Solution/Risk Control/Contingency Measure

**13. Supplementary Information (if any)**

The applicant may provide any other relevant information in support of the application.

## Section C – Capacity in Financial Planning and Management

### 1. Budget

#### (A) Budget

The applicant is required to submit a proposed budget, together with justifications and calculation, for implementing the proposal in the form of the standardised Excel table downloadable from the Mega ACE Fund website at <https://www.cstb.gov.hk/en/councils-boards-and-committees/mega-arts-and-cultural-events-committee.html>, showing all expenses and sources of funds and income (including but not limited to government/non-government funding, sponsorships and/or donations of the event). There are two standardised Excel tables: (i) Budget (expenditure and income of the project) and (ii) Cash Flow Projection. The completed Excel tables must be submitted together with the application form. The applicant should refer to paragraph 5 of Annex C of the Guide to Application when completing this Section.

#### (B) Funds and Other Income

Estimated total income from (1) and (2) below (HK\$): \_\_\_\_\_

##### (1) Funding/Sponsorship/Donation

The applicant must submit documentary proof/certifications (e.g. letter of intent, sponsorship letter) of government/non-government funding/sponsorships/donations secured or to be secured for processing the application. Please refer to paragraph 3.2 of the Guide to Application for details.

Amount of Funding/Sponsorship/Donation (HK\$) <i>(Please itemise)</i>	Name of Fund/Sponsor/Donor	Has been / To be secured	Documentary Proof/Certification
		<input type="checkbox"/> Has been / <input type="checkbox"/> To be secured	<input type="checkbox"/> Attached
		<input type="checkbox"/> Has been / <input type="checkbox"/> To be secured	<input type="checkbox"/> Attached
		<input type="checkbox"/> Has been / <input type="checkbox"/> To be secured	<input type="checkbox"/> Attached

(2) Other Income

Amount of Estimated Income (HK\$) <i>(Please itemise)</i>	Sources of Income
	<input type="checkbox"/> Ticket sales <input type="checkbox"/> Merchandise sales <input type="checkbox"/> Exhibitor fees <input type="checkbox"/> Others (please specify: _____)
	<input type="checkbox"/> Ticket sales <input type="checkbox"/> Merchandise sales <input type="checkbox"/> Exhibitor fees <input type="checkbox"/> Others (please specify: _____)
	<input type="checkbox"/> Ticket sales <input type="checkbox"/> Merchandise sales <input type="checkbox"/> Exhibitor fees <input type="checkbox"/> Others (please specify: _____)

(C) Cash Flow Projection<sup>6</sup>

The applicant **is required** to prepare a cash flow projection using the standardised Excel table mentioned in Part (A) of Section C and submit it together with the application form.

**2. Financial Control**

Please list cost/budget control measures for implementing the proposal.

<sup>6</sup> Please state the cash flow projection on the assumption that the total amount of funds applied for is approved. Please refer to paragraph 3.3 of the Guide to Application regarding the arrangements for instalments.

**3. Arrangements for Deficit**

In case of a deficit resulted from the implementation of the proposal, please propose a plan to cover any shortfall necessary for implementing the proposal. Please refer to paragraph 3.4 of the Guide to Application for details.



## **Section D – Personal Data**

1. The personal data collected in the application form will be used by the Government and the Mega Arts and Cultural Events Committee (Mega ACE Committee) for the following purposes:
  - (a) processing and assessing applications for Mega ACE Fund;
  - (b) conducting research;
  - (c) recording and preparing statistics;
  - (d) arranging public announcements and publicity;
  - (e) monitoring and evaluating the funded proposal; and
  - (f) taking any remedial or follow-up action on the funded proposal.

For the purpose of (a), the application form and the personal data therein may be passed to public organisations including, but not limited to, Leisure and Cultural Services Department for the recipient to conduct cross-checking against the recipient's records of the applicant or other individuals to whom the personal data belongs.

2. An individual to whom the personal data belongs and a person authorised by him/her in writing has the right of access and correction with respect to the individual's personal data as provided in sections 18 and 22 of and Principle 6 of Schedule 1 to the Personal Data (Privacy) Ordinance (Cap. 486). An individual or such person wishing to exercise these rights should complete and return the prescribed Personal Data Access Form to the Mega ACE Committee Secretariat.

## **Section E – Declaration by the Applicant and the Joint Applicant (if applicable)**

1. We certify that all information provided in this application form and the accompanying information is true and accurate. We understand that giving any false or inaccurate information or withholding any material information will render the application null and void.
2. We declare that if the application is approved, utmost dedication and determination will be given to complete and monitor the proposal according to the proposal stated in this application form.
3. We certify that the implementation of the proposal by us, and the use or possession by the Government and its authorised users, assigns and successors in title of any materials provided by us do not and will not infringe any Intellectual Property Rights of any parties.
4. We agree that the information provided in this application form may be used by the Government to process this application and for related purposes. We authorise the Secretariat to handle the personal data/information provided in this application form for these purposes.

5. We agree that the information contained in this application form and any subsequent submissions (including all its appendices, attachments, supplements and revisions) may be used or disclosed by the Government and the Mega ACE Committee for public announcements and publicity.
6. We agree to grant and procure the relevant third party Intellectual Property Rights owners to grant the licence to the Government, its authorised users, assigns and successors-in-title to copy, access and circulate any information and materials in the application form and the accompanying documents for the purpose of vetting and assessment of applications. The term “authorised users” includes members of the Mega ACE Committee.
7. We have read and understood the content of the Guide to Application and agree to be bound by its terms and conditions. We also agree and undertake to enter into the Funding Agreement on terms prepared and approved by the Government. We acknowledge that no binding agreement will be made between the Government and a successful applicant as to the Matching Grant and/or Direct Grant unless and until the Funding Agreement is executed by the Government and the successful applicant.

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Signature of the Authorised Signatory  
with Organisation Chop, if any  
(For and on behalf of  
the Applicant)

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Name of the Authorised Signatory

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Name of the Applicant

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/ / Post Title  
(Date)

**In case of a joint application, each of the parties constituting the applicant must sign separately as follows:**

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Signature of the Authorised Signatory  
with Organisation Chop (if any)  
(For and on behalf of  
the Joint Applicant)

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Name of the Authorised Signatory

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Name of the Joint Applicant

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/ / Post Title  
(Date)

## Checklist for Submission of Application

### Application form, budget, cash flow projection and presentation deck (mandatory)

1.	Application form (Section A to E) duly completed and signed by the applicant and the joint applicants (if applicable).	<input type="checkbox"/>
2.	The budget and cash flow projection in standardised Excel table as required under Section C.	<input type="checkbox"/>
3.	Presentation deck on the Proposal.	<input type="checkbox"/>

### Other supporting documents/information (if applicable)

4.	Documentary proof of the registration information of the applicant, e.g. relevant registration certificates and related documents, including the company's Memorandum and/or Articles of Association as applicable and the same of the joint applicants (if applicable).	<input type="checkbox"/>
5.	Documentary proof/certifications of government/non-government funding, sponsorships and/or donations secured/to be secured (if applicable).	<input type="checkbox"/>
6.	Documentary proof/certifications of other funding for the proposal (if applicable).	<input type="checkbox"/>
7.	Curriculum vitae (CV) <sup>#</sup> of each of the key personnel and supporting documents.	<input type="checkbox"/>

**For hard copy submission, please also prepare the following documents once the above is ready:**

1.	The original copy of the completed application form.	<input type="checkbox"/>
2.	Both hard copy and soft copy of all relevant information and documents (text information in Word format, proposed Budget and Cash Flow Projection in Excel format; stored in CD-ROM/USB) required by the application form and the Guide.	<input type="checkbox"/>

- END -

# Please do not include any personal data, such as Identity Card number or date of birth, in the CV to be submitted  
 Please put a tick in the appropriate box