

MAJOR SPORTS EVENTS COMMITTEE

Proposed Workshop for National Sports Associations and Core Sponsor Group for Major Sports Events

PURPOSE

This paper invites Members' comments on the proposed arrangements for the Workshop for NSAs and Core Sponsor Group (CSG) members, which is scheduled to take place on 8 December 2010.

WORK PROGRESS

2. The MSEC advised at its 17th meeting on 14 May 2010 that a workshop should be organised for NSAs and sponsors to share views on the benefits of sponsoring major sports events and ways to deliver these events more effectively. A working group (membership at **Annex I**) was set up to advise on the preparation of the workshop.

3. The working group met on 16 July and 7 October 2010 to consider the proposed arrangements for the workshop, and has recommended the following —

(a) Objectives of the Workshop

- To promote the image of the “M” Mark System;
- To understand the benefits of sponsoring major sports events;
- To understand the needs and expectations of commercial sector partners and ways to align their interests and expectations; and
- To announce improvements to the “M” Mark System arising from a recent review.

(b) Speakers to be invited

- Representatives of two current “M” Mark event sponsors (one of which should have extensive experience in sponsoring sports events) to share their views on sponsoring major sports events including their expectations of the benefits that can be gained;
- One to two event organisers to share their experience of organising

- a major sports event; and
- One government official to announce the improvements to the “M” Mark System.

(c) Date and Venue

- Following the Guangzhou Asian Games and before the Asian Para Games, i.e., between 28 November and 11 December; and
- Venue with seating capacity of 100 accessible by public transport.

(d) Format

- Three to four speeches by keynote speakers;
- A symposium-type sharing session; and
- Exhibition panels for “M” Mark events at the venue.

4. Based on these recommendations, we propose the following arrangements for the workshop (details are at **Annex II**) -

Date: 8 December 2010 (Wednesday)

Time: 2:30 – 5:30 p.m.

Venue: Hong Kong Heritage Discovery Centre
Kowloon Park, Tsim Sha Tsui

Guest of Honour: Secretary for Home Affairs

Guest Speakers-

- Sponsors: AS Watson, Cathay Pacific
- Event organisers: Hong Kong Amateur Athletic Association (Hong Kong Marathon)

Moderator of the discussion session: Convenor of the Working Group

ADVICE SOUGHT

5. Members are invited to comment on the proposed arrangements for the workshop outlined at **Annex II**.

**Major Sports Events Committee Secretariat
October 2010**