

MAJOR SPORTS EVENTS COMMITTEE

Awards Presentation to Recognise “M” Mark Event Organisers and Sponsors

PURPOSE

This paper invites Members’ comments on the proposed arrangements for an Awards Presentation to recognise “M” Mark event organisers and sponsors.

BACKGROUND

2. The “M” Mark was launched in November 2004. To mark the 10th anniversary of the “M” Mark in 2014, the Major Sports Events Committee (MSEC) endorsed in its Work Plan 2013 that an Awards Presentation be organised to recognise the contributions of “M” Mark event organisers (i.e., “national sports associations” (NSAs)) and sponsors in bringing major sports events to Hong Kong.

THE PROPOSAL

3. At the MSEC meeting on 6 March 2013, a working group (membership at **Annex I**) was set up to advise on arrangements for an Awards Presentation and how the event could raise awareness of the “M” Mark scheme and of major sports events in Hong Kong.

4. The working group met on 21 June and 13 August to consider the objectives of the Awards Presentation and the proposed arrangements. It has initially proposed that eight categories of award be presented to event organisers and sponsors of “M” Mark events held between October 2013 and September 2014. The detailed proposal is as follows.

Name of the event

The official name of the event is: The Hong Kong “M” Mark Sports Event Awards (香港“M”品牌體育活動獎).

Objectives of the event

The objectives of the event are –

- To recognise organisers and sponsors of “M” Mark events;
- To recognise the best-in-class “M” Mark events;
- To encourage NSAs to organise high quality “M” Mark events;
- To attract more sponsors to support “M” Mark events;
- To arouse public awareness of the “M” Mark and enhance its image; and
- To provide a platform for NSAs and sponsors to share their experience of organising “M” Mark events.

Proposed categories of award and certificate

It is proposed that the following eight categories of award be presented to organisers and sponsors of “M” Mark events held between October 2013 and September 2014 (except for the 10th anniversary awards) -

- **Best of the Best - “M” Mark Event of the Year (全年最佳“M”品牌活動大獎)**

This award is for the best overall “M” Mark event of the year in terms of scale of the event, its marketing campaign, sponsor partnership initiatives, community engagement and entertainment programmes.

- **Best “M” Mark Event Marketing Award (“M”品牌活動最佳市場推廣獎)**

This award is for the event that has the best marketing and PR campaign. The number of media channels used, coverage generated, creativity and other items will be taken into account.

- **Best Sponsoring Partner Award (最佳贊助伙伴獎)**

This award is for the sponsor that shows the greatest initiative in organising and promoting the event. The resources provided by the sponsor in terms of manpower, advertising and promotion, venue & facilities and materials support will be taken into account.

- **Outstanding Progress Award (最佳進步獎)**

This award is for the event that has most clearly improved in terms of scale, in terms of the number of participants and spectators and other factors compared with the previous year.

- **Best Community Programme Award (最佳社區活動獎)**

This award is for the event that has the best community engagement activities, school promotional events, volunteer participation programmes and charity activities, including the provision of free tickets for people from less privileged backgrounds.

- **Best Event Entertainment Award (最佳娛樂環節獎)**

This award is for the “M” Mark event that provides the most entertaining sports presentation activities before, during and after the events, e.g., in ceremonial functions and the engagement of spectators.

- **The 10th Anniversary “M” Mark Title Sponsor Appreciation Award (“M”品牌十周年紀念系列 - 冠名贊助商嘉許獎)**

This award is for the title sponsor that has been most supportive over a number of years. It is proposed that an event organiser can nominate up to two title sponsors for this category of award.

- **The 10th Anniversary “M” Mark Secondary Sponsor Appreciation Award (“M”品牌十周年紀念系列 - 贊助商嘉許獎)**

This award is for the secondary sponsor (i.e., non-title sponsor) that has been the most supportive over a number of years. It is proposed that an event organiser can nominate up to three secondary sponsors for this category of award.

- **“M” Mark Certificates (“M”品牌感謝狀)**

It is proposed that Certificates be presented to all “M” Mark event organisers, title sponsors and secondary sponsors (three to five sponsors nominated by each NSA) as a token of appreciation.

Judging panel

We propose to form a Judging Panel of seven members to assess nominations for awards from event organisers. The Panel will be headed by Mr Kenneth Fok and will comprise MSEC members, representatives of the Sports Federation & Olympic Committee of Hong Kong China, the Hong Kong Sports Press Association, the Hong Kong Tourism Board, the Hong Kong Advertisers Association and the Hong Kong Schools Sports Federation. Representatives of the Home Affairs Bureau and the Leisure and Cultural Services Department will attend the panel meetings.

We will invite nominations for awards from all “M” Mark event organisers. It is suggested that Panel members attend all the “M” Mark events held between October 2013 and September 2014 and fill in a brief assessment form after their attendance at an event. The Panel may meet to review the events organised between October and December 2013 (about 4 events), January and April 2014 (about 4 events), and May to September 2014 (about 4 events) and to complete an overall assessment.

Date and format of the Awards Presentation Ceremony

It is proposed that the Awards Presentation Ceremony take the form of an evening cocktail reception in early December 2014. Depending on feedback from “M” Mark event organisers and sponsors, we could consider whether this should be an annual event.

Publicity arrangements

The Secretariat will invite all “M” Mark event organisers to submit nominations for the awards, and will promote the event through various channels including the “M” Mark website and e-newsletters.

ADVICE SOUGHT

5. Members are invited to comment on the proposed arrangements for the Awards Presentation.

**Major Sports Events Committee Secretariat
August 2013**