

MAJOR SPORTS EVENTS COMMITTEE

Progress Report on the Enhancement Plan for the Core Sponsor Group

PURPOSE

This paper invites Members to note the progress of work on the enhancement plan for the Core Sponsor Group (CSG).

BACKGROUND

2. At the 32nd Major Sports Events Committee (MSEC) meeting on 7 March 2017, Members endorsed vide Paper No. MSEC 2/2017 the enhancement plan for the CSG with a view to soliciting wider commercial support to sustain current “M” Mark events and to encourage the staging of new major sports events in Hong Kong.

WORK PROGRESS

3. The following steps have been taken in accordance with the enhancement plan –

(a) Expansion of the CSG list

- (i) Making reference to and collating the sponsors lists from “M” Mark event organisers, “national sports associations” (NSAs) and the Leisure and Cultural Services Department, the Secretariat had issued letters to 1 169 commercial organisations to invite them to join the CSG and complete a questionnaire in July 2017.
- (ii) As at November 2017, 65 replies were received with 32 new corporations showing interest to join the CSG, making a total of 104 members in the CSG. Among the member corporations, 16 of them are current sponsors of “M” Mark events and 15

corporations are active sponsors of other sports events organised by the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) and NSAs.

(b) Tapping Views on CSG members' preferences in sponsoring major sports events

- (i) Questionnaire on tapping the preferences of sponsors were sent out together with the invitation letters in July 2017, regardless whether they are current CSG members or not. A total of 41 replies were received, in which they indicated their preferences on types of event interested to sponsor, ways and levels of contribution and expected returns from sponsorship, etc.
- (ii) Most replies from corporations indicated no preferences on types of sports when considering sponsorship. For those who have indicated their interests, popular sports like basketball, football, tennis, swimming and running events are more preferred.
- (iii) In addition, around 70% of the corporations inclined to provide in-kind sponsorship. In considering cash sponsorship, the level of contribution was less than HK\$100,000.

(c) Conducting CSG Workshop

To provide an opportunity for the “M” Mark event organisers, corporate members of CSG and NSAs to exchange views and share experience on, inter alia, brand building, community engagement and benefits for sponsors, a workshop will be organised. Having sought the views of the Chairman of MSEC and Convener of Advisory Panel, we propose to hold the workshop at the Volvo Ocean Race (VOR) – Hong Kong Stopover on 20 January 2018 (Saturday) from 10:30 a.m. to 12:30 p.m. The proposed arrangements for the workshop are set out as follows for Members' consideration –

- (i) Objectives of the Workshop
 - To provide a networking opportunity for “M” Mark event organisers, NSAs and CSG members; and
 - To share their experiences on the benefits of sponsoring major sports events.

(ii) Speakers to be invited

- Representative from current “M” Mark event sponsor, who is one of the awardees of the “M” Mark Sports Events Awards in 2015;
- Representative from “M” Mark event organiser to share his experience of organising a major sports event;
- Representative from Volvo, the title sponsor of VOR, a global mega sports event; and
- Representative from Mayo and Calder, the delivery partner of VOR Hong Kong, Melbourne and Auckland stopovers.

(iii) Venue and target participants

- The Workshop will be held at the VIP Hospitality Area at the Race Village of the VOR – Hong Kong Stopover at Kai Tak Runway Park. Capacity of the hospitality area is about 150 persons and invitation will be extended to “M” Mark event organisers and sponsors, SF&OC, Hong Kong Sports Institute, NSAs representatives and CSG members, etc.

(iv) Format

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

(d) Setting up promotion booth in the Sports Fair in order to attract more sponsorship for the sports community

At the MSEC meeting on 7 March 2017, Members suggested that running an exhibition may help promote the branding of “M” Mark and attract more sponsorship for the sports community. Instead of organising a separate exhibition, we propose to set up a booth at the next Hong Kong Sports and Leisure Expo 2018 to be held in July 2018 at the Hong Kong Convention and Exhibition Centre in order to increase community engagement. As the Expo will be staged prior to the 2018 Jakarta Palembang Asian Games, we may take the opportunity to promote our participation in the Asian Games and enhance public support for Hong Kong athletes.

ADVICE SOUGHT

4. Members are invited to note the progress of the implementation of the enhancement plan for the CSG and comment on the proposed arrangements for the Workshop.

**Major Sports Events Committee Secretariat
November 2017**