

MAJOR SPORTS EVENTS COMMITTEE

Report on Measures taken to brand “M” Mark Events

PURPOSE

This paper reviews the measures implemented to date for branding “M” Mark events, and recommends further measures for consideration and implementation in 2010.

BACKGROUND

2. The “M” Mark System and Support Packages (“M” Mark System) was launched in November 2004 to help national sports associations (NSAs) develop more self-financed and sustainable major sports events, so as to enhance Hong Kong’s image as Asia’s sports events capital.

3. Since the launching of the “M” Mark System, up to April 2010, 39 events have been awarded the “M” Mark status, of which 18 events were given funding support. To publicise “M” Mark events, the Major Sports Events Committee (MSEC) has -

- (a) created web-pages on “M” Mark events on the websites of the Home Affairs Bureau (HAB) and the Leisure and Cultural Services Department (LCSD);
- (b) held award presentation ceremonies in 2006 and 2008 to recognise NSAs and their sponsoring partners for contributions to the hosting of “M” Mark events; and
- (c) commissioned Radio Television Hong Kong (RTHK) to

produce sports-themed TV series to promote sport in the community and to cover the “M” Mark events.

4. In order to enhance local and overseas awareness of “M” Mark events, at its meeting held on 14 March 2008, the MSEC agreed to adopt further measures to enhance the “M” Mark brand (vide MSEC Paper No. 3/2008).

5. The measures implemented to enhance the branding of the “M” Mark System are stipulated as follows-

“M” Mark Events Website

6. A dedicated “M” Mark events website (www.mevents.org.hk) was launched on 30 March 2009. With updated information and photos of current “M” Mark events as well as an annual event calendar, the website has attracted around 9 000 hit rates per month since its launch. The “M” Mark events website has been hyperlinked to the websites of Hong Kong Tourism Board (HKTB) and NSAs that have organised “M” Mark events to attract a wider audience.

“M” Mark Events Roving Exhibition

7. The “M” Mark events roving exhibition ran from June to November 2009 in 51 LCSD venues including indoor sports centres, swimming pools, and public squash courts. To maximise the publicity impact, exhibitions were held simultaneously on Hong Kong Island, and in Kowloon and the New Territories.

“M” Mark Events Publicity Materials

8. Publicity materials including “M” Mark events calendars and leaflets have been produced, and so far, 400 000 calendar cards, 40 000 desktop triangular calendars, and 6 000 poster-sized calendars have been distributed to the public through Core Sponsor Group member corporations, schools, NSAs, non-governmental organisations (NGOs), LCSD venues, District Offices, the Hong Kong Sports Institute and HKTB visitors’ centres. Also, 130 000 leaflets on “M” Mark events have been distributed to DOs, NSAs and LCSD venues.

Promotion at “M” Mark Events

9. “M” Mark event organisers have been requested to display the “M” Mark logo prominently at event venues in the form of A-boards, banners, backdrops and in souvenir programmes to give due exposure and proper acknowledgement to the support of the MSEC. Furthermore, 10 000 promotional leaflets were distributed at the Cathay Pacific/Credit Suisse Hong Kong Sevens, one of the “M” Mark events, held in March 2010.

WAY FORWARD

10. In addition to the initiatives described in paragraphs 6 to 9 above, we propose to explore the feasibility of further promoting the “M” Mark brand in 2010 through —

- (a) advertisements in government publications with wide circulation, such as LCSD Community Recreation & Sports Programme booklets and Community Sports Club bulletins;
- (b) including articles about the “M” Mark System in NSA newsletters or publications; and
- (c) allowing hyperlinks to be established between the “M” Mark events website and the websites of interested organisations, such as member corporations of the Core Sponsor Group, and the relevant NGOs.

ADVICE SOUGHT

11. Members are invited to note the actions taken to date and to comment on the proposed further measures for branding the “M” Mark.

**Major Sports Events Committee Secretariat
May 2010**