

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Enhancement Plan for the Core Sponsor Group**

#### **PURPOSE**

This paper invites Members' views on proposals to enhance the involvement and effectiveness of the Core Sponsor Group (CSG) in supporting major sports events.

#### **BACKGROUND**

2. The CSG was launched in 2006, with the aims to establish a closer connection between the commercial sectors and the Hong Kong sports community and to provide a platform for commercial organisations to show their support to major sports events, particularly "M" Mark events, held in Hong Kong. Corporations that are interested in supporting "M" Mark events can join the CSG. Up to the end of February 2017, 72 corporations have joined the CSG. A list of member corporations of the CSG is at the **Annex**. Among the 72 member corporations, 16 of them are current sponsors of "M" Mark events and another 15 corporations are active sponsors of other sports events organised by the Sports Federation and Olympic Committee of Hong Kong, China and "national sports associations" (NSAs).

3. To nurture more sustainable events and enhance community involvement by means of sponsoring free tickets for people from less privileged backgrounds to attend major events, various types of contribution, support and sponsorship from the commercial sectors are needed. As the "M" Mark branding and "M" Mark events are now receiving more publicity and public attention, Members advised at the 31<sup>st</sup> Major Sports Events Committee (MSEC) meeting held on 17 November 2016 that measures to increase the effectiveness and engagement of CSG should be explored.

## **PROPOSAL**

4. The CSG membership list provides a useful database and platform to solicit wider commercial support to sustain current “M” Mark events and to encourage the staging of new major sports events in Hong Kong. We suggest the following measures to enhance the effectiveness of the CSG –

- (a) to expand the CSG list and proactively invite new members to join through collaboration with appropriate parties. In this regard, we will contact “M” Mark event organisers, NSAs and the Leisure and Cultural Services Department, etc. to obtain information on sponsors of their events so that we can invite them to join the CSG;
- (b) to collect views from CSG members on their preferences in sponsoring major sports events, including the scale and type of event, and the ways (e.g. in kind, in cash or volunteer support) and levels of contribution, etc.; and
- (c) to conduct a workshop with "M" Mark event organisers, NSAs, sports promotion agencies and corporate members of CSG to provide an opportunity for them to exchange views and share experience on, inter alia, promotion and publicity major sports events, community programmes and involvements and benefits for sponsors. This would facilitate better communication and help matching of potential sponsors with event organisers.

## **ADVICE SOUGHT**

5. Members are invited to comment on the proposals set out in paragraph 4 above. Other suggestions on enhancing the effectiveness of CSG are welcomed.

**Major Sports Events Committee Secretariat  
March 2017**