

MAJOR SPORTS EVENTS COMMITTEE

Progress Report on the Enhancement Plan for the Core Sponsor Group

PURPOSE

This paper informs Members of the conclusion of the Core Sponsor Group (CSG) Workshop and invites Members to note the progress of work on the setting up of promotion booth at the Hong Kong Sports and Leisure Expo (HKSLE) 2018.

BACKGROUND

2. At the 33rd Major Sports Events Committee (MSEC) meeting on 5 December 2017, Members endorsed vide Paper No. MSEC 15/2017 the arrangement of conducting the CSG Workshop in order to provide a networking opportunity for “M” Mark event organisers, “national sports associations” (NSAs) and CSG members and to share their experiences on the benefits of sponsoring major sports events. Besides, Members also agreed to set up a booth at the HKSLE 2018 to increase community engagement and enhance public support for Hong Kong athletes’ participation in the 2018 Asian Games.

CSG WORKSHOP

3. The CSG Workshop titled “Engagement in Sponsorship for Major Sports Events” was held on 20 January 2018 at the Race Village of Volvo Ocean Race (VOR) – Hong Kong Stopover at Kai Tak Runway Park. Sharing sessions presented by “M” Mark event organisers, sponsors, mega sports events agent and a panel session were arranged.

4. A total of 112 participants joined the Workshop, of which 36 and 76 came from commercial sectors and sports sectors including Bank of China Hong Kong, New World Development, Beijing Enterprises Holdings Ltd, Shun Hing Group, Standard Chartered Bank, POAD Media, representatives

from various “national sports associations”, Hong Kong Sports Institute and Sports Federation and Olympic Committee of Hong Kong, China.

5. An advertorial and a video reporting the Workshop and introducing the 2018 “M” Mark events were produced by Sportsroad and publicised through its multi-media platforms including website, Facebook page and YouTube channel. Press releases were also issued by the government.

PROMOTION BOOTH AT THE HKSLE 2018

6. To build branding of “M” Mark, Members agreed to set up a promotion booth at HKSLE 2018 at the Hong Kong Convention & Exhibition Centre from 18 to 24 July 2018. The HKSLE was first organised by the Hong Kong Trade Development Council (HKTDC) in 2017 and attracted almost one million visitors and massive media attention. This year, the HKSLE will be held concurrently with the annual Hong Kong Book Fair. Visitors can enjoy both fairs with one admission ticket. With the combined drawing power of dual events, a high flow of visitors is expected and it should be able to increase community engagement and potential sponsorship for the sports community.

7. A Working Group (membership at **Annex I**) meeting was held on 2 March 2018, the proposed arrangements for the promotion booth are set out as follows for Members’ consideration -

(a) Objectives

To introduce the MSEC and promote the branding of “M” Mark and “M” Mark events to the general public and commercial sectors.

(b) Proposal for the promotion booth

(i) To accept the invitation from HKTDC to be one of the supporting organisations to the HKSLE;

(ii) To set up a 54m² self-decorated promotion booth comprising the following content:-

➤ *Exhibition gallery:* including an introduction of the MSEC, “M” Mark System and list of “M” Mark

events in 2018. A LED TV to broadcast the promotional videos of “M” Mark events and API and display the posters of past “M” Mark events;

- *Sports trial*: two ergometers, decorated like a dragon boat will be set up for public to experience rowing a “dragon boat” on the land;
 - *Mini matching game*: to enhance public’s awareness on “M” Mark events, a simple matching game for “M” Mark event) is designed for people of all ages to take part for fun; and
 - *Practical giveaway*: all visitors who take part in any activities of our booth will receive the “M” Mark practical giveaway such as frisbee fans, travel toiletry bags, 4-color pens etc.
- (iii) To set up a photo taking corner to appeal public to show support to their most favourite “M” Mark events and the local athletes who will take part in the 2018 Jakarta Palembang Asian Games held in August 2018. Foam board props featuring “Bollo Girl”, emoji and Instagram frame will be provided; and
- (iv) To engage Sportsoho, a multi-media platform that focuses on local sports news to share the photos onto their website and further promote this event through their online and offline advertorial and Facebook newsfeed.

ADVICE SOUGHT

8. Members are invited to note the report on CSG Workshop and comment on the proposed arrangements for the promotion booth to be set up at HKSLE 2018.

**Major Sports Events Committee Secretariat
June 2018**