

## **Position Paper on Major Sports Events**

### **Purpose**

To brief Members on the present position on the promotion of major sports events in Hong Kong.

### **Scope of Major Sports Events**

2. In the context and for the purpose of this Committee, major sports events mentioned in this paper refer to sporting events which involve overseas sports teams/athletes that appeal to the community, and intend to attract large number of spectators and strong mass media interest.

### **Events organized by National Sports Associations (NSAs) without government funding**

3. There are at present three major sports events which are being organized annually by the respective NSAs with their own resources, commercial sponsorship and financial support from the community. They are-

- i. Hong Kong Rugby Sevens organized by the Hong Kong Rugby Union and sponsored by Credit Suisse.
- ii. The Carlsberg Cup 2003 organized by the Hong Kong Football Association and sponsored by Carlsberg.
- iii. The Standard Chartered Hong Kong Marathon organized by the Hong Kong Amateur Athletic Association and sponsored by the Standard Chartered Bank.

All three events are successfully held on a recurrent basis without the need of Government financial support.

### **Major Local International Events funded by the Sports Development Board (SDB)**

4. There are also Major Local International Sports Events (MLIE) organized by NSAs with funding support from the Sports Development Board

(SDB). In 2003/04, eight MLIEs will be held in Hong Kong. A list of the events is at **Annex I** for Members' reference. LCSD will support five of these MLIEs by providing venue support.

5. Due to funding constraints, not all MLIEs proposed by NSAs are supported by SDB. A scoring system with subvention criteria is used to assess the eligibility and priority for funding support. Assessment criteria adopted by SDB in assessing MLIE applications are set out at **Annex II**.

### **Commercial Sponsorship in Major Sports Events.**

6. Some local commercial organizations are active in supporting the hosting of major sports events in Hong Kong. Examples of this growing partnership between sports and business are illustrated by the involvement of companies like Hong Kong Bank, Cathay Pacific and Credit Suisse in Rugby, Carlsberg in football, Standard Chartered Bank in marathon, etc. Overseas experience clearly reveals that continuous effort in soliciting more commercial involvement is crucial in the successful and sustainable hosting of major sports events.

### **Relaunch Hong Kong Sports Programme**

7. To relaunch our economy after the containing of SARS, large-scale sports events have been organized/planned as part of the recovery programmes with an one-off Government funding support. Such events attract international media coverage, which help to promote tourism and sports and bring economic benefits and disseminate the message that Hong Kong is a safe place to visit. A list of these events is at **Annex III** for Members' reference. Nevertheless, it should be noted that the fund reserved for relaunch Hong Kong programme is an one-off grant.

### **Way Forward**

8. Members are invited to take note of the existing position on the promotion of major sports events in Hong Kong as presented in this paper.