

MAJOR SPORTS EVENTS COMMITTEE

Enhancement Plan for the Core Sponsor Group

PURPOSE

This paper sets out the proposed enhancement plan for the Core Sponsor Group (CSG) for Members' comments.

BACKGROUND

2. At the first meeting of the Sports Commission (SC) on 1 February 2005, the SC endorsed the strategic plan of Major Sports Events Committee (MSEC) to establish the CSG in order to solicit commercial and private sectors' contribution to and support for "M" Mark events.

3. Subsequently, a ceremony was held on 21 February 2006 to present awards to the national sports associations (NSAs) and corporate sponsors of existing "M" Mark events in recognition of their contribution to and support for sports development in Hong Kong. This ceremony also marked the launching of the CSG. Over these two years and up to the end of February 2007, 46 corporations have joined the CSG. Through the effort of the existing manpower resources, 12 members of the CSG had sponsored the approved "M" Mark events. This is not too encouraging. However, as the "M" Mark events are now receiving more publicity, and with more liaison work to be carried out with the CSG members, it is believed that the situation should improve over time.

PROPOSED ENHANCEMENT PLAN

4. A lot of time and effort have been spent since February 2006 to expand the CSG list. While members of the CSG have already indicated their preference in sponsoring what major sports events, it is considered necessary to enhance the role/involvement of the CSG and hence the CSG list would be a more useful database or platform to solicit commercial support to sports activities, including particularly the support to approved "M" Mark events.

5. Accordingly, it is suggested that other than to support “M” Mark events, the CSG members should be invited: -

- (a) to offer financial assistance and/or scholarships for retired elite athletes to pursue further studies;
- (b) to offer on-job training and/or job openings for retired elite athletes; and
- (c) to expand their support to other reputable organisations such as Sports Federation & Olympic Committee of Hong Kong, China to help promote sports development in Hong Kong on all fronts.

6. In collaboration with appropriate parties, the CSG list will be expanded.

7. The MSEC Secretariat will liaise with the CSG members and appropriate sports organisations to work out the details on the implementation of the above enhancement plan for the CSG. Members’ further views will be sought before implementation if necessary.

ADVICE SOUGHT

8. Members are invited to comment on the proposed enhancement plan stated from paragraphs 4 to 7.

Major Sports Events Committee Secretariat
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