

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Setting up of the Core Sponsor Group**

#### Purpose

This paper sets out the strategies in setting up the Core Sponsor Group (CSG) for “M” mark events for Members’ comments.

#### Background

2. An ad hoc meeting was held by the Advisory Panel on 29 April 2005 to discuss the strategies in setting up the CSG. The gist of discussion is summarized below for easy reference –

- a) Members agreed that the main objective of the CSG should be to encourage and engage the commercial sectors to play a more active role in supporting and sponsoring the hosting of more major sports events in Hong Kong by local sports organizations. Therefore, the MSEC should help establish a platform in order to encourage more successful matching between potential corporate sponsors and approved “M” mark events by MSEC.
- b) Members agreed that in establishing the CSG, MSEC should act as a facilitator, a match-maker as well as an advisor rather than playing the role of a fund-raiser, since we should encourage the organizers of the “M” mark events to assume a more active role to make the “M” mark event sustainable and commercially viable in the long run. Thus, the MSEC should exercise due care to avoid the image of a new competitor against other local sport organizations for commercial sponsorship.

- c) It is essential for the government, the Sports Commission and MSEC to maintain contacts with the commercial sectors and make clear to them the benefits and value-for-money in promoting their corporate image as well as products through sponsoring the various sports events. Besides, it is crucial to disseminate the message that through sponsoring and supporting sports initiatives and events, the sponsors' identity as a good corporate citizen in the community could be demonstrated.
- d) To nurture more sustainable events, various types of contribution, support and sponsorship from the commercial sectors are needed. To encourage commercial sponsorship, it is essential to package the events in such a way that both large and small commercial companies may have a chance to make use of their marketing and PR budgets to sponsor a sports event that best meets their expectations and needs. A more pro-active approach would be adopted by the Advisory Panel to nurture potential "M" mark events.

### Proposed Initiatives and Strategies

3. In order to attract more corporate sponsors for "M" mark events, the Advisory Panel agreed that it would be crucial to liaise closely with the proponent sports organizations concerned to package the approved "M" mark events in such a way that prospective sponsors of different sizes and sectors may be able to lend their sponsorship and support to the events. Therefore, the following initiatives and strategies are proposed by the Advisory Panel –

- a) There should be no pre-determined trades or level of contribution from the potential sponsors in order to allow maximum flexibility and choice for the interested sponsors. In addition, no "admission fee" should be required for joining the CSG.

- b) It is anticipated that there might be difficulty in securing commercial sponsors for the events under the newly established “M” mark. If commercial sponsorship is required by the “M” mark event proponent, MSEC members should render their assistance in identifying potential corporate sponsors from the CSG to match with the proposed “M” mark event.
  
- c) To pay due recognition to corporate sponsors of the major sports events and to further publicize the formation of the CSG, an award presentation would be held to honour both the corporate sponsors and the sports organizations concerned. To signify the importance of the event, high-ranking government officials would be invited to officiate at the presentation ceremony.

#### Advice Sought

4. Members are invited to comment on the proposed initiatives and strategies in paragraph 3 above.

Secretariat, Major Sports Events Committee  
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