

## **SPORTS COMMISSION**

### **Progress Report of the Major Sports Events Committee**

#### **INTRODUCTION**

This paper reports on the work of the Major Sports Events Committee (MSEC) since March 2015.

#### **PROGRESS UPDATE**

##### **“M” Mark event applications and funding position**

2. Since the last update, the MSEC has endorsed the granting of “M” Mark status without funding support for -

- Hong Kong Tennis Open 2015<sup>1</sup>
- Hong Kong Open Badminton Championships 2015
- Hong Kong Open Golf Championship 2015<sup>1</sup>; and
- The New World Harbour Race 2015

3. The committee also endorsed the following applications for “M” Mark status with funding support -

- FIVB Volleyball World Grand Prix - Hong Kong 2015 (maximum grant of \$1.5 million);
- The 8th Hong Kong DanceSport Festival - WDSF GrandSlam Hong Kong 2015 (\$1 million); and
- Hong Kong Squash Open 2015 (\$1.5 million).

4. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 99 events, 45 of which received total funding support of about **\$88.2 million**.

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<sup>1</sup> These events will receive grants from the Mega Events Fund.

## **Sponsorship for people from less privileged backgrounds**

5. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For three recent “M” Mark events, we received sponsorship for **2 117 tickets** for the Longines Hong Kong Masters 2015, the Cathay Pacific / HSBC Hong Kong Sevens 2015 and the 8<sup>th</sup> Hong Kong DanceSport Festival – WDSF GrandSlam Hong Kong 2015. Working with the Social Welfare Department and event organisers we distributed the tickets to the 26 organisations (NGOs).

## **TV series “*Glamour of Sport*”**

6. The English version of the last episode of the 8<sup>th</sup> series of “Glamour of Sport”, titled “Strive for the Best at the Incheon Asian Games” (拚戰仁川亞運), was broadcasted on 7 May 2015 on TVB Pearl. DVDs of the TV series will be distributed to all primary and secondary schools.

## **Hong Kong “M” Mark Sports Event Awards**

7. The Presentation Ceremony for the Hong Kong “M” Mark Sports Event Awards was held on 19 March 2015 at the Central Government Offices, Tamar. Over 200 guests attended the ceremony, including  
\_\_\_\_\_ around 80 sponsors. The results of the awards are at **Annex**.

## **ADVICE SOUGHT**

8. Members are invited to note the progress update.

**Sports Commission Secretariat**  
**July 2015**