

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 December 2015.

PROGRESS UPDATE

2. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 103 events, 46 of which received total funding support of **\$92.99 million**.

Sponsorship for people from less privileged backgrounds

3. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For the recent “M” Mark events, we received sponsorship for **1 750 tickets** for the 2015-2016 UCI Track Cycling World Cup Hong Kong and the Longines Masters of Hong Kong 2016. Working with the Social Welfare Department and event organisers, we distributed the tickets to 40 non-governmental organisations.

Promotion of “M” Mark events

4. The following measures were taken to promote the “M” Mark and “M” Mark events in 2015-16 –

- (a) to stage the “M” Mark roving exhibition at local schools as well as competition venues of “M” Mark events from November 2015 to March 2016;
- (b) to produce an “M” Mark Events Calendar 2016 as well as a newly designed “M” Mark printed advertisement for

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promotional purpose; and

- (c) to revamp the “M” Mark website and mobile applications.

ADVICE SOUGHT

- 5. Members are invited to note the progress update.

**Sports Commission Secretariat
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