Esports Industry Facilitation Scheme
Part A – Competition and Event

Guides and Notes for the Applicants

You are required to:

- Read this Guides and Notes related to the Esports Industry Facilitation Scheme – Competition and Event before submitting your application.
- Contact Hong Kong Cyberport Management Company Limited ("HKCMCL") by email e-sports@cyberport.hk when you have any enquiries about the application.

Hotline: (852) 3166 3839 (9 a.m. – 5:30 p.m., Monday – Friday)
Email: e-sports@cyberport.hk

1 Introduction

The Esports Industry Facilitation Scheme – Competition and Event aims to facilitate the esports industry practitioners to join hands in flourishing the emerging esports industry by offering financial support on organising a great variety of industry activities, including esports competitions and events, training activities and educational programmes, as well as outbound exchanges and development activities. This Guides and Notes set out the arrangement of financial assistance and non-cash support to facilitate industry practitioners and other eligible parties to organise esports competitions and events.

2 Eligibility

2.1 Applicant must be an organisation either registered under the Companies Ordinance (Cap. 622) or the former Companies Ordinance (Cap. 32); or Societies Ordinance (Cap. 151); or non-governmental organisation exempt from tax under section 88 of the Inland Revenue Ordinance; or statutory corporations established under any Ordinances in Hong Kong, including:

a) Business enterprises; or
b) Industry/trade associations; or
c) Professional bodies; or
d) Non-governmental organisations receiving subvention from the Social Welfare Department (Reference link: http://www.swd.gov.hk/en/index/site_links/page_ngowebsite/); or
e) Public bodies under Section 2 of the Prevention of Bribery Ordinance (Cap. 201), except the Government Bureaux/Departments, the Executive Council and the Legislative Council (Schedule 1 to Cap. 201 is relevant)

2.2 Applicant must be a Cyberport Community Member[1].

2.3 Applicant shall fall into at least one or more of the following business natures:

i) Training and education institution, professional academy
ii) Industry association, trade association, chamber
iii) Game publisher/game licensor
iv) Gaming software development
v) Hardware/peripherals manufacturer
vi) On-spot/online gaming competition/tournament organisation
vii) Media platform/broadcaster of esports related content
viii) Gaming technologies application/research and development
ix) Gaming event production
x) Esports team/talent management

2.4 Competition and event must be rooted in esports related areas.

2.5 HKCMCL and/or the Vetting Team reserves the right, at their sole and absolute discretion, to define and decide on whether the application satisfies the requirement stated in this Guides and Notes.

3 Funding Scope

3.1 HKCMCL provides financial assistance to eligible applicant for organising esports related competitions and events ("Events") as follows:

3.1.1 Esports competitions collectively refer to gaming competitions in the form of tournaments, championships, leagues, qualifiers, invitational, etc.
(Reference: https://www.esportsearnings.com/leagues)

3.1.2 Esports events collectively refer to non-competition events such as conferences, ceremonies, celebrations, festivals, carnivals, etc.

3.1.3 In the event proposed by the applicant, HKCMCL must be named either an organiser, or a co-organiser, or any other prominent role (e.g. strategic/key partner), whichever is higher.

3.1.4 HKCMCL reserves the absolute right at all times to determine whether an application has met the conditions for the financial assistance.

4 Coverage of Financial Assistance

4.1 HKCMCL shall provide the financial assistance and non-cash support to an applicant according to the event category based on the **Estimated Impact Score** stated in

[1] Cyberport Community Members refer to office tenants, Smart-Space tenants (i.e. including Office Room, Workstation, and Flexi-Space), current incubatees and alumni of Cyberport Incubation Programme, and also current Cyberport Creative Micro Fund grantees and alumni. For any applicant of the Esports Industry Facilitation Scheme – Competition and Event, who is not a Cyberport Community Member at the time of application, it is required to become a Cyberport Community Member in any form as stated above upon obtaining approval of its application.

Paragraph 6:

Event Category	Cash Grant	Non-cash Support for HKCMCL On-site Event	Nature
Professional League or Tournament with Official License/Authorisation from Game Publishers;			
Diamond	Up to HK$500,000	Up to HK$300,000	Regional / Local professional esports league with top tier[2] game / tournament titles
			International one-off professional esports event with top tier[2] game /tournament titles
Platinum	Up to HK$375,000	Up to HK$200,000	Regional / Local professional esports league with lower tier[2] game / tournament titles
			Regional professional one-off esports event with top tier[2] game / tournament titles
Amateur or Community Level League or Tournament, or Event with Official License/Authorisation from Game Publishers;			
Gold	Up to HK$250,000	Up to HK$100,000	Large-scale amateur competition, grassroots event with standard production, specific participant engagement
Silver	Up to HK$125,000	Up to HK$100,000	Small-scale or household event, with casual event arrangement, limited industry practitioners

[2] The key indicators to observe the tiers of the esports game titles are: 1. Total and Monthly Active Players; 2. Distributed Winnings; 3. Esports Hours Watched; 4. Normal Hours Watched; 5. Concurrent Streams; 6. Number of Tournaments.

4.2 The financial assistance shall be used on event production and operating expenses **but NOT for awarding cash prizes** to esports contenders.

4.3 The Events must be held and finished within one year after the result announcement, unless special approval is given by the Vetting Team.

4.4 For any Events happening between two intakes of application for the Scheme, applicants may consider to submitting application for the concerned events which were started no more than 60 working days from the closing date of the current intake's application period. The Vetting Panel has the final decision on the approval of the Events.

4.5 Applicant shall adhere to the original event proposal as much as possible. In cases there are drastic changes on event proposal, postponement of the original event date or event withdrawal, Applicant shall submit the Withdrawal / Postponement / Modification Form (EYT.SF.200) with valid reasons and supporting proof.

4.6 Non-cash support covers expenses including any of the following items (i.e. refer to the latest version of rate card/quotation provided by HKCMCL):

4.6.1 Venue, facilities, equipment rental and manpower provided by HKCMCL

4.6.2 Services rendered by Facility Management Office (FMO) of HKCMCL

4.6.3 Hotel rooms at Le Méridien Hong Kong Cyberport

4.6.4 Food and beverage services provided by the existing operators at Cyberport [3]

4.6.5 Shuttle buses to and from Cyberport

4.7 Esports Events to be Organised at HKCMCL Venue

For any event to be hosted at the HKCMCL venue, an eligible applicant shall be entitled to both a financial assistance and non-cash support not exceeding the maximum amount for its corresponding event category.

4.8 Esports Events to be Organised outside HKCMCL

4.8.1 For any event to be hosted at a venue/location outside Cyberport, an eligible applicant shall only be entitled to a financial assistance not exceeding the maximum amount for its corresponding event category. Non-cash support shall not be included.

4.8.2 The applicant shall ensure that HKCMCL must perform certain functions or roles in connection to the concerned event, including but not limited to:

[3] maximum reimbursable amount shall be limited to HK$300/HK$600 per head per business meal/dinner respectively.

i. Co-host/co-organise significant matches of an esports Events;
ii. Streaming of esports Events at Cyberport venues/premises;
iii. Officiating guest of the event;
iv. Speaking/exhibition/other involvement (Cyberport or Cyberport community members).

4.9 Epidemic Special Arrangement

4.9.1 Due to acute epidemic of coronavirus, most events are unable to be held on-site including at the Cyberport's CyberArena.

4.9.2 Organiser shall be allowed to change the planned on-site event to online format without affecting the sponsorship amount, while maintaining the integrity and scale stated in the original proposal.

4.9.3 Event postponement shall be allowed if strong and concrete reasons are provided.

4.9.4 Organiser shall submit a Change Request Form provided by Cyberport to document the changes (i.e. event nature changing from on-site to online, postponement of event date). Vetting Team shall review and endorse the concerned Change Request Form.

4.9.5 Online events are only entitled to cash grant, but not non-cash support.

4.9.6 Vetting criteria shall remain unchanged.

4.9.7 This special arrangement shall be effective until further notice.

4.10 Maximum Number of Financial Assistance per Applicant

4.10.1 Each applicant, including its affiliated entities[4] can only submit up to **Three (3)** applications for financial assistance in each batch for organising Events. HKCMCL reserves the absolute right to adjust the allowable number according to actual business needs.

5 Application Process

5.1 An applicant must fill in and submit the Esports Applicant Eligibility Check Form (EYT.SF.010) with following company documents to HKCMCL before specific deadline of the concerned batch:
- Business Registration Certificate – BR
- Certificate of Incorporation – CI
- Incorporation Form – NNC1 and NAR1

[4] An affiliated entity is an organisation that directly or indirectly controls another entity, or is directly or indirectly controlled by another entity, or which is under common control alongside another entity, entities which share same shareholders will be considered as affiliated entity no matter how many shares he/she has owned. In other words, an affiliated entity could be a parent company or a subsidiary company, and the concept of control is considered to imply that one has the ability to alter the direction of management policies. For the avoidance of conflict of interest, affiliated entities shall include but not limited to companies, non-governmental organisations and non-profit organisations.

5.2 Upon the approval from HKCMCL, the applicant shall fill in and submit the following items to HKCMCL before specific deadline of the concerned batch:

i. Esports IFS Application Form - Competition and Event [EYT.SF.020]
ii. Event proposal, including but not limited to:
   A. Working Schedule
   B. Programme Rundown
   C. Prospective Guest List
   D. Expenses Breakdown
   E. Promotion Plan

5.3 Application should be completed by the principal applicant or the director or a shareholder of the applicant. Otherwise, it will not be processed.

5.4 HKCMCL shall screen all applications throughout the process to ensure that they meet the eligibility criteria as stated in this document.

5.5 HKCMCL shall assess every application through a vetting mechanism, including initial screening and validation of information, and determined by a Vetting Panel. Applicants may be requested to provide further information in writing or attend interview to facilitate reaching a decision.

5.6 Previous approval for an application for financial assistance in relation to a particular Activity does not guarantee that the same Activity will be eligible for financial assistance in future. HKCMCL will evaluate each activity and application having regard to the prevailing circumstances. HKCMCL reserves the absolute right at all times to review the eligibility of any activity.

6 Vetting Criteria

6.1 HKCMCL shall assess every application to deliberate the amount to be approved against the following criteria which measure the **Estimated Impact Score**. An event with higher total scores shall be classified as more impactful event category, hence obtaining higher amount of financial assistance and non-cash support.

Estimated Impact Score shall be rated against multiple dimensions, including:

i) Significance to Local Esports Industry
- Participation of key industry stakeholders
- Business opportunities and collaborations to be brought in
- Development of local talents

ii) International Recognition
- Level of Professionalism
- Geographical coverage
- Level of Qualification

iii) Public Exposure
- Target audience size and coverage
- Projected online and offline media coverage

- Acknowledgment level of Cyberport

iv) Event Sustainability
- Duration of event
- Recurrence of event
- Adaptable structure

6.2 Final funding decision and actual cash grant are subject to the Vetting Panel's evaluation based on the Estimated Impact Score, funding availability and the applicant's event proposal. No appeal or request for explanation of the decision will be considered.

7 Result Announcement

7.1 Successful applicants will be noticed by email from HKCMCL via email e-sports@cyberport.hk on the final vetting result, which is subject to the final reference check by the HKCMCL.

7.2 Successful applicants shall reply a written response by email to confirm the acceptance of offer within 14 working days of the date of the Result Announcement.

7.3 If HKCMCL does not receive any written response within the time frame stated above, HKCMCL shall assume that the applicants have withdrawn their applications and has the right to dismiss the subject application without further notice.

8 Approved Grant and Commitment

8.1 The approved grant for the project may be less than the proposed amount from the applicant if the HKCMCL and/or the Vetting Panel consider that any of the budgeted project cost is excessive, does not fall within the scope of funding or for other considerations.

8.2 Normally, the approved grant will be disbursed in two instalments in accordance with the following schedule:

Instalment	Amount	Schedule
1st instalment	50% of approved grant	Within 60 working days of written confirmation and acceptance received by HKCMCL, or 30 working days before the confirmed start date of the concerned Events, whichever is later
2nd instalment	50% of approved grant or the difference between total actual expenditure and the 1st installment, whichever is lower	Within 30 working days after the review and approval from HKCMCL on all post event materials stated in Paragraph 8.3.1.

8.3 Commitment

8.3.1 Applicant shall submit the following items within 30 working days after the completion

date of the event to e-sports@cyberport.hk:

i. an Esports IFS Reimbursement Form (EYT.SF.120)

ii. A post-event report including but not limited to event photos, rundown, video highlight, etc. The report shall consist of three major parts, covering the summary of the event information and achieved results, marketing/publicity results and financial breakdown.

iii. For the achieved results, subject to the nature of Events, a combination of the following Key Performance Indicators (KPI) are required to include in the post-event report while applicable:

   a. Actual number of on-site audiences
   b. Actual number of players
   c. Total content hours
   d. Hours watched (aka minutes watched)
   e. Total online views
   f. Average concurrent views (ACCV)
   g. Peak concurrent views
   h. Awards/prizes/recognitions rewarded
   i. Total sponsorship value (including cash and non-cash/in-kind parts)
   j. No. of reputed commercial sponsors
   k. No. of people trained
   l. No. of certificates conferred
   m. No. of jobs/Hours of work created

iv. For the marketing/publicity results, a combination of the following Key Performance Indicators (KPI) are required to include:

   a. No. of online and/or offline media articles and/or advertorials
   b. No. of post views, shares, and comments
   c. Reported/covered by influential/widely recognised media outlets (i.e. in terms of ranking, or number of circulations, or reputation)

v. For the financial breakdown, subject to the nature of Events, key expense items incurred with corresponding invoices and payment proof shall be reported and provided, including but not limited to the following:

   a. Equipment rental costs
   b. Event management fees
   c. Labour costs (unit and gross)

d. Venue rental costs

e. Marketing expenses

f. Other miscellaneous expenses

vi. An Expense Audit Report is necessary for Applicant who is approved grant in the Diamond and Platinum categories.

8.3.2 The Applicant shall always obtain necessary number of quotations from suppliers/service providers for corresponding financial claims as follows[5]:

Value of Goods/Services	Minimum No. of Quotation
≤HK$100,000	No restriction
Above HK$100,000	3 [6]

8.3.3 Normally, HKCMCL shall reimburse 50% of total approved grant as the second instalment. However, in case the total actual expenditure amounts is less than the approved grant, HKCMCL shall adjust the second instalment to the amount same as the difference between total actual expenditure and the first instalment.

8.3.4 HKCMCL shall withhold the reimbursement of 2nd instalment if the items stated in 8.3.1 are incomplete. Applicant is obliged to supplement extra information requested by HKCMCL.

8.3.5 HKCMCL shall evaluate the execution and effectiveness of each project. The second instalment of approved grant may be deducted, subject to the final decision of HKCMCL, if there are discrepancies between the event proposal and the actual outcome of the event. These discrepancies include but not limited to,

A. Actual live audience and online audience cannot meet with the expected number

B. Inadequate promotion compared with the original promotion plan

C. Absence of event contents that were originally stated in the proposal

D. Absence of VIPs or sponsors that were originally stated in the proposal

8.3.6 In case the non-cash support exceeds the maximum value of the classified event category, the applicant is required to cover the shortfall.

[5] In case the Applicant wishes to procure a good/service from a provider who is the only one supplier/vendor in the market of the required good/service, the Applicant should seek prior approval from HKCMCL by email for not fulfilling the quotation comparison requirement. In any event, HKCMCL shall always have its absolute discretion to accept or reject any expense claim submitted by the Applicant despite the prior approval of such request. The Applicant shall bear its own risk to absorb all the expenses incurred.

[6] The Applicant shall always select the lowest price offer during quotation comparison for acquiring a particular good/service. A second and third quotation should be obtained before the actual acquisition date of the concerned good/service. Failing which the corresponding claim item will be deemed not reimbursable.

8.3.7 In case the total actual expenditure amount exceeds the approved cash grant, the applicant is required to cover the shortfall.

8.3.8 The applicant shall ensure that all interest generated, and expense incurred from the event shall be reflected in the financial statements. HKCMCL reserves the right to request the submission of audited report or any other documents for further review.

8.3.9 The applicant is not entitled to charge any interest or claim any compensation or relief of whatsoever nature against the HKCMCL in the event of any late or withholding of payment of the approved grant for any reason whatsoever.

8.3.10 If applicants have received or will receive from any other direct publicly funded organisations/ programmes for any expenditure item(s) of the event/ activity, the same expenditure item would not be funded by the funding scheme under application.

8.3.11 HKCMCL reserves the absolute rights to make changes onto the programme requirements as set out in any published guides and notes, as well as document templates in relation to the application or reimbursement of the Esports Industry Facilitation Scheme.

9 Probity Policy for Applicants

To ensure openness, fairness and integrity of the Scheme, each applicant shall –

9.1 Observe the Prevention of Bribery Ordinance (Hong Kong Legislation – Cap. 201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its application/project (the "Personnel") that they shall observe the same and that they are not allowed to offer to or solicit or accept from any person any advantages as defined in the Prevention of Bribery Ordinance in relation to the application/project;

9.2 Not offer or give or agree to give any person employed by HKCMCL, the members of the Vetting Team or acting on its behalf, any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to the Scheme or for showing or forbearing to show favour or disfavour to any person in relation to the Scheme;

9.3 Promptly declare and notify HKCMCL in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interests" shall include (but are not limited to) any situation where the personal/financial interest of an applicant or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant or Personnel under the Programme;

9.4 Apply the funding prudently, efficiently and solely for the purpose of the project approved under the Scheme;

9.5 Abide by the principles of openness, fairness and competitiveness in the procurement of any goods/services in connection with the Scheme; and

9.6 Take all necessary measures (including by way of a code of conduct or contractual provisions) to ensure that its Personnel are aware of and comply with the requirements under this Policy.