



SSC-MDA SPORTS MEDIA FUND

APPLICATION GUIDELINES & PROCEDURES

NOVEMBER 2008

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APPLICATION GUIDELINES & PROCEDURES

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1 INTRODUCTION

- 1.1 In recent years, Singapore has attained excellent visibility in the world of sports with the development of the Sports Hub, the motor-racing track at Changi, the hosting of the inaugural Youth Olympic Games and a vibrant sporting calendar consisting of international events such as the F1 Singapore Grand Prix and Singapore Standard Chartered Marathon.
- 1.2 Building on the momentum, Singapore Sports Council (SSC) and Media Development Authority of Singapore (MDA) had signed a Memorandum of Understanding (MOU) in April 2008 to develop the sports media sector that is a highly value-added and vital component to grow the sports industry in Singapore.
- 1.3 The creation of quality sport content for broadcast has been identified as one of the key drivers. To stimulate vibrancy in the local sports entertainment landscape, more collaborative efforts and joint initiatives amongst media industry players are encouraged. Hence, this Sports Media Fund (SMF).
- 1.4 With this SMF, Singapore Sports Council (SSC) and Media Development Authority of Singapore (MDA) aim to incentivise companies to use sports as a content genre for growth. We believe this initiative will enhance the industry's abilities to ride on the opportunities that the sporting landscape has to offer.
- 1.5 The Singapore Sports Council (SSC) and Media Development Authority of Singapore (MDA) jointly support this initiative with the long-term view of developing a sustainable Sports Media eco-system.

2 OBJECTIVES

- 2.1 The Sports Media Fund (SMF) is set up by SSC and MDA to identify quality local sports content for local and international consumption by:
 - Providing seed funding to private sector initiatives to drive the growth of the Sports Media eco-system.
 - Developing sports media related capabilities and competencies to support the growth of this eco-system.
- 2.2 The private sector companies ("Participants") applying to this SMF should minimally include the following:

- Creation of innovative and quality sporting content for a variety of broadcast platforms and outlets
- Development of media products/offerings with a commercially sustainable business model
- Development of media products/offerings with regional and/or international distribution potential
- Development of functional capability and competency of media professionals in the areas of sports (e.g. Sports Producer, Commentators, Videography, Sports Editing, Scripting etc)
- Strong contribution to the local Sports Media eco-system

3 SCOPE

- 3.1 The SMF is targeted at innovative content, programmes and services that generate positive spin-offs for the local Sports Media eco-system. Some examples of areas of interest include;
 - 3.1.1 Event specific programme
 - *e.g. Production of sport competitions programme(s) for a variety of media platforms*
 - 3.1.2 Non-Event specific programme
 - *e.g. Made-for-TV sports content*
 - 3.1.3 Sportscasting on Digital Media platform
 - *e.g. Live production of sport competitions*
 - *e.g. Innovative sports content targeting youth*
- 3.2 We will accept individual and joint project submission for innovative content programmes and services with good track record.

4 PROJECT EVALUATION

- 4.1 An evaluation committee comprising of members from SSC and MDA will evaluate all applications submitted for the SMF and projects will be evaluated based on the following criteria:
 - 4.1.1 Market Potential
 - Market size of proposed content / programmes

- Target Market segments
- Range of broadcast platforms and outlets
- Potential contribution to Sports Media ecosystem e.g. *economic spin-offs, skills transfer and/or direct investment*

4.1.2 Business Plan

- Proven commercial viability; success of content / programmes / services with projected customer base
- Competitive advantage
- Business and marketing plan
- Secured / Potential regional or international distribution
- Participant's capabilities and experience to execute project

4.1.3 Financial Standing

- Projected investments, revenue and total business spending in Singapore

5 PROJECT AWARD AND FUNDING QUANTUM

5.1 The following are broad guidelines for funding support:

- Not to exceed 50% of the total qualifying project cost and capped at SGD100,000 per project. (See Project Proposal Template for details on qualifying cost)
- For possible areas that qualify for funding, please refer to proposal template for details.

5.2 SSC-MDA Sports Media Secretariat maintains absolute discretion over the evaluation process. No questions on the evaluation process or final funding quantum will be entertained.

5.3 Any intellectual property developed pursuant to the Project shall be co-owned by the participant on one part and SSC and MDA on the other part, in proportions to the percentages of co-funding. The terms for the joint commercial exploitation of intellectual property will be set out in subsequent agreement between the parties.

5.3 SSC-MDA Sports Media Secretariat will not limit the number of application for the SMF. In addition, SSC-MDA Sports Media Secretariat reserves the right not to

award any or multiple projects under this SMF. SSC-MDA Sports Media Secretariat will notify selected Participants.

6 GENERAL REQUIREMENTS

- 6.1 This SMF is for industry proposals for Sports Media projects. All applications will be managed and funded through the SSC-MDA MOU seed funding initiative.
- 6.2 The applicants must be registered as a legal entity and incorporated in Singapore with at least 30% ownership by Singaporeans / Singapore Permanent Residents and central management and control in Singapore, and with IP generated from the project(s) owned in Singapore.
- 6.3 SSC / MDA welcomes submissions from individual commercial companies or industry consortia.
- 6.4 For the purposes of industry consortia:
- Each participating consortium must include at least one Singapore-based member organization and the project must be conducted in Singapore.
 - Each participating consortium is to appoint a lead partner to manage the proposed project. The roles and responsibilities of every participant must be clearly defined in the submission.
- 6.5 Projects **must not** have commenced at the time of application.

7 APPLICATION PROCESS AND TIMELINE

- 7.1 The SMF is open for submissions bi-monthly. The first round of submission is open from 3 November to 28 November 2008.
- 7.2 The SMF timeline, which may be amended where necessary at any time and at SSC-MDA Sports Media Secretariat's discretion, is in Figure 1.0

Figure 1.0 SMF Timeline

S/N	Key Milestones	Date
1	Announcement of SMF Initiative	3 Nov 08
2	SMF Application Guideline and Procedure & Project Proposal Template release	3 Nov 08
3	Application Submission Deadline	28 Nov 08
4	Shortlisted Participants to make presentation to Evaluation Panel	+ 2 weeks
5	Awarding of projects	+ 2 weeks

- 7.3 Details of the SMF are published on both SSC's and MDA's websites at <http://www.ssc.gov.sg> and <http://www.mda.gov.sg> respectively.
- 7.4 The Participant undertakes not to divulge or communicate to any third party any confidential information howsoever acquired in relation to or arising from the project and / or the SMF without first obtaining the written consent of SSC and MDA
- 7.5 For the purpose of this SMF, all information furnished by SSC-MDA Sports Media Secretariat shall be deemed confidential unless otherwise indicated.
- 7.6 SSC-MDA Sports Media Secretariat shall have the absolute discretion to accept or reject any submission made without being liable to give any reason thereof. SSC-MDA Sports Media Secretariat reserves the right to retain the proposals submitted.

8 SUBMISSIONS

- 8.1 Details on the format and information to be included in the submission can be found in the Project Proposal Template available for download at: <http://www.ssc.gov.sg> or <http://www.mda.gov.sg>
- 8.2 Project submissions must prescribe closely to the Project Proposal Template. Failure to do so may result in disqualification of application.
- 8.3 Four (4) hard copies of the proposal must reach SSC no later than 1200hr at the stipulated deadline in *Figure 1.0*. All proposals shall be clearly marked as **SSC-MDA Sports Media Fund** and sent to:

Singapore Sports Council

230 Stadium Boulevard

Singapore 397799

Attention: Lim Su Ling, Senior Manager (Sports Industry Development)

- 8.4 One (1) soft copy must be emailed to **lim_su_ling@ssc.gov.sg**
- 8.5 No late submissions will be entertained.
- 8.6 For questions regarding the scope and focus of the SMF, please contact:

Ms Lim Su Ling, Senior Manager, Sports Industry Development, SSC

DID: 6500 5182

Email: lim_su_ling@ssc.gov.sg

No questions regarding this SMF will be entertained after the closing deadline of this SMF.

9 UPDATES TO SMF

- 9.1 This document is available for download at the SSC's and MDA's websites at <http://www.ssc.gov.sg> and <http://www.mda.gov.sg> respectively.
- 9.2 SSC-MDA Sports Media Secretariat reserves the right to make changes and clarifications to the scope and requirements outlined in this document as and when such changes are deemed necessary and appropriate, and applicants of the SMF should also check the SSC-MDA Sports Media Secretariat websites at <http://www.ssc.gov.sg> and <http://www.mda.gov.sg> respectively for future updates to this document prior to proposal submission.
- 9.3 Updates will be made available for download as addendums to the initial document.