

**Events C1 to C4 –**  
**Expenditure items falling within the scope of expenditure that may**  
**be covered by the Mega Events Fund (MEF)**

**Event C1**

<b>MEF-funded item</b>	<b>Actual Expenditure</b>
Show production	\$310,620
Advertising	\$490,270
Promotion	\$312,060
Make-up and costume	\$26,537
Uniform	\$34,100
Venue set up and souvenirs	\$34,884
<b>Total actual expenditure of the above items</b>	<b>\$1,208,471</b>
<b>Actual amount of the MEF funding granted</b>	<b>\$1,000,000</b>

**Event C2**

<b>MEF-funded item</b>	<b>Actual Expenditure</b>
Music and Stage (As being part of “Show production and venue set up”)	\$261,320
Advertising (including bus body advertisement, MTR billboard advertisement, in-flight magazine advertisement, travel magazine advertisement, internet promotion, newspaper notices and special television programme)	\$985,556
Promotion (including promotional items, i.e. flags, banners, posters, flyers, wish cards, etc.; souvenirs (baggage tags and hand drums) bearing the Brand Hong Kong Flying Dragon logo and costume for participants)	\$374,108
Production of “Golden Days Dragon” (As being part of “Show production and venue set up”)	\$240,000
<b>Total actual expenditure of the above items</b>	<b>\$1,860,984</b>
<b>Actual amount of the MEF funding granted</b>	<b>\$1,400,000</b>

**Event C3**

<b>MEF-funded item</b>	<b>Actual Expenditure</b>
Sound system and Stage (As being part of "Show production and venue set up")	\$226,050
Advertising (including bus body advertisement, in-flight magazine advertisement, travel magazine advertisement, internet promotion, newspaper notices, radio promotion, television advertisement and special programme)	\$850,356
Promotion (including publicity materials, i.e. flags, banners, posters, leaflets, etc.)	\$146,225
Uniforms for all performers and volunteers (As being part of "Promotion")	\$223,400
Souvenirs	\$35,000
<b>Total actual expenditure of the above items</b>	<b>\$1,481,031</b>
<b>Actual amount of the MEF funding granted</b>	<b>\$1,400,000</b>

**Event C4**

<b>MEF-funded item</b>	<b>Actual Expenditure</b>
Advertising (including bus body advertisement, in-flight magazine advertisement, travel magazine advertisement, internet promotion, newspaper notices, radio promotion, TV live broadcast or additional programme and advertisement, etc.)	\$832,556
Promotion (including promotional items, i.e. flags, banners, posters, leaflets, etc.)	\$181,097
Production of "Big Head Buddha" performance costume (As being part of "Promotion")	\$316,000
Costume for participants and guests (As being part of "Promotion")	\$216,200
<b>Total actual expenditure of the above items</b>	<b>\$1,545,853</b>
<b>Actual amount of the MEF funding granted</b>	<b>\$1,337,428.81</b> (7% financial sanction imposed)