



HESSEQUA

MUNISIPALITEIT/MUNICIPALITY/U MASIPALA

Development Planning Building
Cnr of President CP Swart & Heidelberg Road
Riversdale, 6670

Tel: 028 713 7953

Email: riaan@hessequa.gov.za

Website: www.explorersgardenroute.co.za

LOCAL ECONOMIC DEVELOPMENT & TOURISM DEPARTMENT

APPLICATION FOR EVENT SUPPORT

1. Please provide us with your company information

Company name: _____

Address: _____

Contact details: _____

Board members: _____

Profit / Not for Profit Company: _____

Beneficiaries: _____

Event organizer(s) name: _____

2. Name of event: _____

3. Event venue (full address): _____

4. Date of event: _____ Alternative dates: _____

5. Nature of municipal support requested:

Non-financial (e.g. letters of support, attendances at events, promotion)

Financial (including sponsoring / subsidising of Municipal Services)

6. Please specify the nature of the municipal support requested?

Note: Financial support must be in Rand value

7. Did you complete the event risk assessment? YES NO

8. Is this a new event or an existing event?
 NEW Existing if existing, for how long: _____

9. Please indicate the appropriate event segment: Sports Festival Cultural

10. Provide a brief description of the event:

10.1. Description and number of participants: _____

10.2. Description and number of supporters / spectators: _____

10.3. Where do the participants and supporters come from and how many are expected?
Mainly Hessequa, Nr: _____ Western Cape, Nr: _____
National, Nr: _____ International, Nr: _____

11. Does the event have any media partners? YES NO

11.1. If yes, please specify whether community, national or international media
Television: _____
Radio: _____
Print: _____
New Media: _____

11.2. Please provide details of your media plan (attach complete plan):

11.3. Tell us about the event financial model
Ticket/Entry value: _____
Sponsorship value: _____
Value in kind: _____
Hospitality value: _____
Merchandise sales value: _____
Other: _____
Event budget (Attach): _____

Tourism spend		
Tourism volume		
RESPONSIBLE TOURISM	YES	NO
Responsible tourism and sustainable living		
Income generating opportunities: ticket sales, trading		
Local employment creation opportunities		
Preference to local goods and services		
MARKETING AND MEDIA	YES	NO
Boost Municipality image, compatibility and positioning		
Media coverage of the destination (Hessequa region and hosting town)		
Media channels		
Marketing and promotional opportunities for Hessequa Tourism		
Submitted event to Hessequa Tourism website		
DEVELOPMENT OPPORTUNITIES	YES	NO
Sports, business or arts & culture development programs		
New growth opportunities		
Training opportunities		
INCLUSIVITY	YES	NO
Impact/disruptions on residents/business		
Special needs accessibility		
Event appeal and attractiveness		
Post-event benefits		
EVENT GREENING	YES	NO
Event greening plan		
Request environmental policy from accommodation and/or venue		
Waste minimization plan		
Water conservation strategy		
Energy efficiency strategy		
EVENTS CALENDAR		
Seasonality, Off-Peak (February - June) & Peak (September - January)	Peak season	Off-Peak season
Reasonable timing of event (e.g. end by 23:00)	Start time:	End time:

Geographical spread (e.g. also towns of Slangrivier, Melkhoutfontein)		
Length / duration of event (one, two, three or more days)		
Frequency (annual, once-off, etc.)		
POST EVENT FEEDBACK	YES	NO
Monitoring and evaluation		
PROVIDE FINANCIAL STATEMENTS OF REGISTERED, COMPANY		
Statements attached		

Please email your application to: riaan@hessequa.gov.za

Or submit application at our offices at the Cnr. Pres CR Swart St. & Heidelberg Road (Town Planning & Building Control Office)