



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

Completed forms to be submitted via email to riaan@hessequa.gov.za or via postage to Hessequa Tourism, Development Planning Building, Cnr. of President CP Swart & Heidelberg Road, Riversdale, 6670

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 Sponsorship

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: Art & Culture Sport Festival Music

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 (list promotional platforms):

11.3. Tell us about the event financial model and economic impact:

Ticket/Entry value: _____

Sponsorship value: _____

Value in kind: _____

Accommodation bookings: _____

Merchandise sales value: _____

Temporary workers: _____

Other: _____

Event budget (Attach): _____

Tourism spend (value per visitor)		
Tourism volume (expected numbers)		
RESPONSIBLE TOURISM	YES	NO
Responsible tourism (related to venue and the environment)		
Income generating opportunities: ticket sales, trading, sponsorships		
Does the event require noise exemption		
Local employment creation opportunities		
Preference to local goods and services (explain)		
MARKETING AND MEDIA	YES	NO
Boost Municipality image, compatibility, and positioning		
Media coverage of the destination (Hessequa region and hosting town)		
Media channels (printed; social; and multi-media)		
Marketing and promotional opportunities for Hessequa Tourism		
(Please explain e.g. tourism banners at event; post event news article)		
Submit event to feature on tourism website		
DEVELOPMENT OPPORTUNITIES	YES	NO
Sports, business or arts & culture development programs (explain)		
New growth opportunities		
Training opportunities (explain)		
INCLUSIVITY	YES	NO
Impact/disruptions on residents/business		
Does this event promote social cohesion		

Event appeal and attractiveness to target audience		
Post-event benefits – please explain e.g. skills development (art)		
EVENT PLANNING	YES	NO
Waste plan – please supply detail e.g. refuse collection schedule		
Medical plan – please supply detail e.g. first aiders on site		
Electricity strategy (related to load-shedding) – please explain in detail		
Traffic management plan – please supply detail e.g. traffic assistance		
Local South African Police Office Risk Grading Certificate		
Will the event require a liquor licence		
Event venue capacity – please confirm event capacity		
Health plan - please supply detail e.g. toilet facility; certificate of acceptability		
EVENTS CALENDAR		
Seasonality, Off-Peak (March - October) & Peak (November - February)	Peak season	Off-Peak season
Reasonable timing of event (e.g. end by 22:00)	Start time:	End time:
Length / duration of event (one, two, three or more days)		
Frequency (annual, once-off, etc.)		
PROVIDED PROOF OF COMPANY REGISTRATION		