



EVENTS SUPPORT PROGRAMME 2026/2027

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

PROTECTION OF PERSONAL INFORMATION ACT (POPI ACT)

Please note that all personal information will be treated confidentially by Hessequa Municipality. By completing this form, you give permission to the Hessequa Municipal Tourism Section (Hessequa Tourism) to share your information with other Hessequa Municipal Departments for application evaluation purposes in terms of the POPI Act.

1. ENTITY INFORMATION

ENTITY NAME:

ADDRESS:

CONTACT NUMBER:

E-MAIL ADDRESS:

BOARD MEMBERS:

PROFIT / NOT FOR PROFIT COMPANY REGISTRATION NUMBER:

EVENT ORGANIZER(S) NAME:

2. EVENT DETAIL

NAME OF EVENT:

EVENT VENUE / ADDRESS AND TOWN:

DATE OF EVENT:

SEASONALITY: OFF-PEAK (MARCH - OCTOBER) ☐ PEAK (NOVEMBER - FEBRUARY) ☐

HESSEQUA LOCAL MUNICIPALITY – TOURISM SECTION

EVENTS SUPPORT PROGRAMME 2026/2027



NATURE OF MUNICIPAL SUPPORT REQUESTED:

R-AMOUNT APPLYING FOR:

MUNICIPAL SERVICES:

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DID YOU COMPLETE THE MUNICIPAL EVENT APPLICATION? **YES**

NO

IS THIS AN EXISTING EVENT?

YES

NO

PROVIDE A BRIEF DESCRIPTION OF THE EVENT:

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NUMBER OF EXPECTED PARTICIPANTS:

NUMBER OF EXPECTED SUPPORTERS / SPECTATORS:

DO YOU EXPECT MOST PARTICIPANTS AND SPECTATORS TO RESIDE WITHIN HESSEQUA:

YES

NO

DO YOU EXPECT PARTICIPATION FROM INTERNATIONAL ATHLETES / PERFORMERS:

YES

NO



3. MARKETING PLAN FOR EVENT

LIST MEDIUMS AND PLATFORMS THROUGH WHICH YOU WILL PROMOTE THE EVENT:

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4. ECONOMIC IMPACT OF EVENT

TELL US ABOUT THE EVENTS FINANCIAL MODEL AND ECONOMIC IMPACT:

R-AMOUNT AVAILABLE TO HOST EVENT (OWN FUNDING)

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R-AMOUNT APPLYING FOR FROM HESSEQUA TOURISM SECTION

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WHAT EXPENSES WILL R-AMOUNT APPLIED FOR COVER

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LIST YOUR EVENT INCOME GENERATING OPPORTUNITIES

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DID YOUR EVENT APPLY FOR **WESGRO EVENTS SUPPORT** AND PROVIDE REASONS WHY OR WHY NOT

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DID YOUR EVENT APPLY FOR **WESTERN CAPE DEPARTMENT OF CULTURAL AFFAIRS AND SPORT EVENTS SUPPORT** AND PROVIDE REASONS WHY OR WHY NOT

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ARE PARTICIPANTS MORE LIKELY TO OVERNIGHT IN TOWN IN ORDER TO ATTEND / PARTICIPATE IN THE EVENT

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ARE PARTICIPANTS MORE LIKELY TO PURCHASE GOODS AND SERVICES WHILE VISITING THE AREA TO ATTEND / PARTICIPATE IN THE EVENT

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DOES THE EVENT REQUIRE THE APPOINTMENT OF TEMPORARY STAFF TO SUCCESSFULLY HOST THE EVENT. IF YES, PROVIDE TOTALS AND POSITIONS

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5. IMPACT ON MUNICIPAL SERVICES

DOES YOUR EVENT REQUIRE A NOISE EXEMPTION CERTIFICATE

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DOES YOUR EVENT REQUIRE THE PRESENCE OF THE HESSEQUA FIRE SERVICES

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DOES YOUR EVENT REQUIRE HESSEQUA TRAFFIC SERVICES

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DOES YOUR EVENT REQUIRE APPROVAL FROM ENVIRONMENTAL SERVICES

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DOES YOUR EVENT REQUIRE A PUBLIC NOTICE DUE TO THE NATURE OF THE EVENT

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WILL YOUR EVENT UTILISE DRONE SERVICES, WHICH REQUIRES PRE-APPROVAL

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DOES YOUR EVENT MAKE PROVISION FOR FOOD STALLS WHICH REQUIRES A CoA

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DOES YOUR EVENT REQUIRE THE ATTENDANCE OF THE HESSEQUA TOURISM SECTION

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DOES YOUR EVENT REQUIRE A LIQUOR LICENSE

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DOES YOUR EVENT REQUIRE A SAFETY AT SPORT AND RECREATIONAL EVENT ACT (SASREA)
CERTIFICATE AS ISSUED BY THE SOUTH AFRICAN POLICE

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CONFIRM YOUR EVENT CATEGORY

ART & CULTURE	SPORT	FESTIVAL	MUSIC	EXHIBITIONS
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**APPLICANT CONFIRMATION THAT THE INFORMATION PROVIDED IS, TO THE BEST OF THEIR
KNOWLEDGE, TRUTHFUL AND CORRECT.**

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SIGNATURE

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DATE

HESSEQUA LOCAL MUNICIPALITY – TOURISM SECTION

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MY COMPLIANCE CHECK-LIST

Please ensure that the following documentation is submitted along with this application form:

DOCUMENT	YES	NO
Certified Applicant Identity Document		
Certified Proof of Entity Physical Address		
Entity Registration Certificate / Document or Constitution (clubs)		
Entity Tax Clearance Certificate		
Business Bank Account Confirmation Letter		
Municipal Events Application Form		
Formal Event Proposal (including Budget) – Attachment A or Own		



ATTACHMENT A – EVENT PROPOSAL

EVENT NAME:

EXECUTIVE SUMMARY (A summary of events concept, market and themes which aligns with Hessequa Tourism's mandate to promote and stimulate tourism).

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TARGET AUDIENCE: (A profile of expected attendees, their demographic information and estimated number of attendance per day of event).

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EVENT DETAILS: (Dates, times, location, capacity, and technical requirements to host event).

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BUDGET (A detailed estimate of ALL costs and revenue sources e.g. tickets).

- EXPECTED INCOME**

Hessequa Tourism Sponsorship.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....

- EXPECTED EXPENSES**

Hessequa Municipal Event Application Admin Fee.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
.....	R.....
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MARKETING STRATEGY: (All associated marketing and promotional activities and plans e.g. paid social media, newspapers, SABC news)

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TEAM DETAILS: (Information on consultants, vendors, and key team members)

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COMPETITORS / EVENTS ON SAME DAY IN TOWN AND REGION

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VALUE / GAIN FOR SPONSORS

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