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| --- | --- |
|  | **Tourism, Events and economic development**  **Events** |
|  | **Yolande Quinton** |
|  | Events Support |
|  | **T**: 021 417 4928  **E**: events.applications@capetown.gov.za |

**APPLICATION FOR EVENTS SUPPORT**

*Please note that all fields with an asterix \* are compulsory*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. PLEASE PROVIDE US WITH YOUR COMPANY INFORMATION : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \*Company Name : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Address : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Contact Details : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Board Members : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Profit or Not for Profit Company : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Beneficiaries : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| \*Event Organisers Name : | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | |
| 1. \*NAME OF EVENT : | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. \*EVENT VENUE (full Address) : | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. \*DATE OF EVENT : | | | | | | |  | | | | | | | | | ALTERNATIVE DATES : | | | | | | | | |  | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. \*NATURE OF CITY SUPPORT REQUESTED : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | Non-Financial (e.g. Letters of support, Attendances at Events) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | Financial (including requests for sponsorship of City Services) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | Both Financial and Non - Financial | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. \*PLEASE SPECIFY THE NATURE OF THE CITY SUPPORT REQUESTED?   ***NB: Financial request must be in Rand Value.*** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1. \*HAVE YOU APPLIED FOR AN EVENT PERMIT AND A SAPS RISK RATING? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Yes | | | No | | | | | | If yes, provide date of application : | | | | | | | | | | | |  | | | | | | | | | | | | | | | |
| 1. IS THIS A NEW EVENT OR AN EXISTING EVENT? *(Please tick the box)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| New | | | Existing, If existing, how long? | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |
|  | | |  | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | |
| 1. \*PLEASE INDICATE THE APPROPRIATE EVENT SEGMENT/S : *(Please tick the box)* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sports | | | | | Cultural | | | | | | | | | | Business | | | | | | | Music | | | | | | |  | | | | | | | |
| 1. \*PROVIDE A BRIEF DESCRIPTION OF THE EVENT : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1. TELL US MORE ABOUT THE EVENT : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| * 1. \*Description & number of Participants : | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| * 1. \*Description and number of Supporters/Spectators : | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | |
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| * 1. \*Where do the participants and supporters come from and how many are expected? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cape Town | | | | | | National | | | | | | | | | | | Continental | | | | | | | International | | | | | | | | | | | | |
| No. | | | | | | No. | | | | | | | | | | | No. | | | | | | | No. | | | | | | | | | | | | |
|  | | | | | | | | | |  | | |  | | | | | | |  | | |  | | |  | | | | | |  | | |  | | | |  | |
| * 1. \*Does the Event have any media partners? Y/N | | | | | | | | | | | | | | | | | | | | |  | | | | | | |  | |  | | | | | |  |
| * 1. If yes, please specify whether community, national or international | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  |
| Television : | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |
| Radio : | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |
| Print : | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |
| New Media : | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | |
| * 1. \*Please provide details of your media plan? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| * 1. \*Tell us about the event financial model : | | | | | | | | | | | | | | | | | | | | | | |  | | |  | | | | | |  | | |  | | | |  | |
| Ticket/Entry value : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sponsorships value : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Value in Kind : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hospitality value : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Merchandise sales value : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Event Budget : | | | | | | | | | | |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| * 1. Please advise how the City of Cape Town can achieve its objectives by supporting your event : | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **1. ECONOMIC** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Tourism spend | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Tourism volume | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Responsible Tourism and Sustainable living | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Income generating opportunities: ticket sales, trading | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Employment creation opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Preference to local goods and services | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| **2. MARKETING AND MEDIA** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. City image compatibility and positioning | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Marketing and Promotional opportunities for the City of Cape Town | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Media coverage of event | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Media coverage of destination | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Media channels | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **DEVELOPMENT OPPORTUNITIES** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Sports, Business or Arts & Culture development programs | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. New event growth opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Training opportunities | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **INCLUSIVITY** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Impact for disruptions on residents, business (positive/negative) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Attendance accessibility (cost, distance, etc.) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Special needs accessibility | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Event appeal and attractiveness | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Post-event benefits | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **EVENT GREENING** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Event Greening plan | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Green team established with high level support | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Eco procurement principles implemented | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Request environmental policy from accommodation establishment and / or venue | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Waste avoidance during procurement | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Waste minimization plan | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Water conservation strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Energy efficiency strategy | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **EVENTS CALENDAR** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Seasonability (May – October) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Reasonable Timing of event ( e.g. ends by 23h00) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Geographical / spatial spread (beyond the City centre & Green point precinct) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Length / duration | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| * 1. Frequency (annual, once-off, etc.) | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **POST EVENT FEEDBACK** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | **NO** | | | | | | |
| * 1. Monitoring and Evaluation | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |
| 1. **PROVIDE FINANCIAL STATEMENTS OF YOUR REGISTERED COMPANY** | | | | | | | | | | | | | | | | | | | | | | | | | | | | **YES** | | | | | | NO | | | | | | |
| 8.1 Statement attached | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | |

* 1. Please submit supporting documentation for the items marked **YES** above.

Email your application to [**events.applications@capetown.gov.za**](mailto:events.applications@capetown.gov.za)

**For Office Use**

1. Does this proposal contribute to achieving City of Cape Town objectives?

Yes  No

1. Event Support Recommendation

Recommended  Not Recommended

Comments :

|  |
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