

GEORGE MUNICIPALITY

EVENT SUPPORT APPLICATION FORM 2023/24

George Municipality is considering collaborating with and providing financial and service support to events and festivals within the George Municipal boundaries, planned, and scheduled to take place from 1 July 2023 to 30 June 2024.

Events are required to strategically align with the niche economic and tourism activities such as adventure, sport, food and beverages, culture, and heritage, while stimulating the economy from an employment and spend point of view. Events should also be able to show a social benefit to the community of George.

Event:

Name of event	
Date of event	
Venue	
Suburb	
Town	

Description of event:

Organiser:

Event organiser	
Contact person	
Email	
Telephone	Mobile
	Landline

Event online details:

Website		
Facebook page		
Instagram		

POPIA declaration:

Herewith I, the organiser, grant permission for George Municipality to publish the details of this event on all online platforms and in the annual events calendar, for distribution. *Tick the applicable box.*

YES		NO	
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Target Market:

Number of people expected to attend.

Type	Number
Participants	
Spectators	
Staff and volunteers	
Vehicles	

Areas from where the (participants and spectators) will be drawn. *Tick The appropriate boxes.*

National Audience (Entire Country)	<input type="checkbox"/>	International Audience	<input type="checkbox"/>
Western Cape	<input type="checkbox"/>	Eastern Cape	<input type="checkbox"/>
Gauteng	<input type="checkbox"/>	Northern Cape	<input type="checkbox"/>
KwaZulu Natal	<input type="checkbox"/>	Northwest	<input type="checkbox"/>
Mpumalanga	<input type="checkbox"/>	Limpopo	<input type="checkbox"/>

Budget & Funding:

Total Budget for Event	
Amount Requested in Cash (If applicable)	
Marketing Budget (included in total)	

Municipal Services Requested – *see relevant associated tariffs:*

Service	Number	Location	Specify
Municipal Venue			
Traffic Officers			
Law Enforcement			
Electrical Connections			
Cleansing Services			
Poster and Banner Service			
Other Services:			

Kindly note:

*All permit costs require payment and cannot be waived under any circumstances.
Costs of services will be added to the sponsorship value to determine the full extent of the sponsorship.*

Other Opportunities:

Type	Number
Food Stalls	
Other stalls	

Where will the participants primarily stay during their visit - *Tick all applicable categories*

Hotels		Guest Houses & B&B's	
Self-Catering establishments		Camp & Caravan	
Hostels		Other	

Other Economic and Social opportunities for the Community and destination?

What makes this event unique? _____

Please attach the following documents:

1. Download the application form at <https://www.george.gov.za/event-applications/>
2. Complete the application form and submit, along with the following documentation:
 - A detailed event proposal (including all sponsorships, profile, promotional plans, track record of previous events (including statistics) and a sustainability plan).
 - Portfolio of evidence of previous successful events organised, with photos or images of the previous event in JPEG format, if applicable, along with social media and website details.
 - For new events, provide a detailed business plan with financial projections.
 - A set of the Event Organisers latest Annual Financial Statements, signed by the COO and CFO.
 - An endorsement letter from the relevant governing body or association (Sports association, Tourism Office, Ratepayers and Residents Association, etc.) if applicable.
 - Land use permission for the venue plus a letter of approval for the use thereof from the owner of the property.
3. Sign and date the application and e-mail to ccarelse@george.go.za.
4. For more information call Claudine Carelse on 044-8019295 or Joan Shaw on 044-8019103.

I declare that the above information is correct and have attached the required documentation.

Failure to provide all of the above information may result in disqualification.

Signature: _____ **Date:** _____