



DISCOVER

cape town & western cape

Event Sponsorship

Wesgro is the official tourism, trade and investment promotion agency for the Western Cape.

Our role is to attract visitors, both international and domestic to visit the Western Cape.

Our event partnership provides various levels of support to leisure events where opportunities exist to promote the Western Cape as an attractive destination.

We work with event organisers, regional and local tourism offices, government and industry and media partners to maximise the marketing of the event where possible and within our available resources.

Partnership objectives:

Wesgro aims to increase the profile of the destination through the leveraging of events that:

- Position the destination as international and domestic events destination.
- Attract international and domestic visitors.
- Help increase geographic spread
- Enhance and align with strategic niche activities as defined in Project Khulisa (cycling, wine & food, culture & heritage)

Wesgro will consider sponsoring events and festivals that meet the following criteria:

1. Combat seasonality – the event must take place between April – September
2. Job creation – event must have a potential to contribute towards job creation
3. Audited financials – event organiser must be willing to submit audited financials.
4. Event marketing plan – vision/mission, target markets, marketing and pr budget information.
5. Media plans – expected print, radio, online and TV coverage, secured media partnerships
6. Endorsement letter – must have a letter from the regional or local tourism organisation

Applications and enquiries e-mail: linda@wesgro.co.za

**CAPE TOWN
& WESTERN CAPE**
marketed by **WESGRO**



DISCOVER

cape town & western cape

Event Application Form

Please complete one form per event

Name of event: _____

Date of event: _____ Venue/Town: _____

Contact person: _____

Contact details: _____ email: _____

Event online details:

Website: _____

Facebook page: _____

Twitter: _____

Regional tourism office: _____

Description of the event:

Amount requested for the intervention/activity (incl vat): _____

Can tickets be purchased to attend the event and where? _____

How many people are anticipated to attend the event? _____

What makes this event unique to your Western Cape? _____

Please attach a detailed proposal

Applications and enquiries e-mail: linda@wesgro.co.za

**CAPE TOWN
& WESTERN CAPE**
marketed by **WESGRO**