

Wesgro Leisure Tourism Request For Partnership

1. Introduction

Wesgro is the official Tourism, Trade and Investment Promotion agency for the Western Cape. Wesgro is a legislated Schedule 3C Provincial Public Entity, as provided for in the Western Cape Investment and Trade Promotion Agency Amendment Act, 2013.

A globally competitive regional economy through inclusive and sustainable economic growth in Cape Town and the Western Cape is our vision.

For the FY2025/, our Strategy will be to:

1. Differentiate the Western Cape as a leading regional economy.
2. Capture the Western Cape's share of global investment (G4J Target: R200bn by 2035).
3. Grow Western Cape exports of goods and services, incl. Tourism (G4J Target: Triple exports by 2035).
4. Grow the leisure and business tourism pie to support export target (G4J Target: Double tourism by 2035).
5. Be a sustainable and innovative Wesgro (Future-fit Wesgro)

The Joint Marketing Agreement (JMA) framework is premised on a co-creation framework wherein a Project Organiser (third party JMA partner) commits to co-create value with Wesgro relating to the entity's mandate, vision and mission. The Project Organiser will be required to contribute a significant amount (more than 25% of the total event marketing cost) towards the overall events marketing costs. The Tourism Unit within Wesgro has a duty to ensure that all funds related to events partnerships are spent in accordance with the Joint Marketing Agreement (JMA) framework. We are therefore required to resubmit our events partnership call to action with the inclusion of the JMA framework process. We apologise for any inconvenience caused but assure our partners that these processes are to ensure that we maintain the highest standard of good governance in line with our events partnerships.

2. Strategic Focus Areas of the Wesgro Leisure Tourism unit

Applications for Wesgro Leisure Tourism Event Partnerships will be open **from 17 February 2025 to 7 March 2025**. Event partnerships allow Wesgro's tourism team to collaborate with various niche and smaller leisure events around the province, creating an opportunity to promote the broader Western Cape tourism destination offering, and the variety of tourism experiences for young and old. Events are a catalyst for economic impact and job creation and can put smaller towns and dorps on the tourism map, combating seasonality whilst creating a sustainable events pipeline. Together we can position the Western Cape as a world class events destination, driving regional spread and creating jobs.

The Wesgro Leisure Tourism unit has the following strategic focus areas related to leisure events for the 2025/26 financial year:

- Culture and Heritage
- Active Adventure (Outdoor activities & sport)
- Sustainability (including community-based tourism)

- Gastronomy (Food and Wine)
- Halal

Preference will be given to events that take place within the communities and townships of the respective regions. Additionally, events scheduled outside of the high season for the specific region or district in which they take place will also be prioritised.

3. Request for proposal to partner with the Wesgro Leisure Tourism unit

Wesgro, through the application of its co-creation of economic value model is seeking proposals for partnership with the intention of entering in to a Joint Marketing Agreement (JMA). The proposal must be aligned to the strategic focus areas as outlined in section two (2) above.

All applications and submissions must be submitted and uploaded through the events online portal - [HERE](#) Any queries please contact – eventsdmo@wesgro.co.za .

Only applications received via this platform and before the closing date of 7 March 2025 at 17h00 will be considered.

4. Evaluation process

The partner must achieve the below mandatory requirements in order to proceed to be evaluated further. The partner must submit the required documentation as part of their proposal. Failure to submit the required documentation will result in the bid being disqualified.

All proposals received shall be subjected to the following evaluation process:

No	Evaluation phase	Description
3.1	Phase 1: Mandatory requirements evaluation	All proposals must comply with the mandatory requirements. Failure to comply with any of these requirements will immediately disqualify the proposal.
3.2	Phase 2: Functional requirements evaluation	Proposals are required to achieve a minimum score of 70% for functional criteria in order to be considered for partnership.
3.3.	Phase 3: Project organizer contribution and BBB-EE	The 80/20 income generating preference point system will be used to calculate points for Project organizer contribution and BBB-EE, where necessary.

Phase One: Mandatory requirements evaluation

The proposal must include the following mandatory documentation. Failure to submit the required documentation will result in the proposal being disqualified.

	Mandatory requirement	Reference to evidence submitted
1.	The entity must be registered on the National Treasury Central Supplier Database (CSD), and submit their most recent full CSD report.	
2.	The entity must complete and sign the standard bidding form four (4), attached to this request (WCBD4)	

Phase Two: Functional requirements evaluation

The proposal will be evaluated using the below pre-determined evaluation criteria. These criteria is designed to reflect the requirements of Wesgro in terms of identifying a suitable partner and to ensure that the selection process is transparent; and affords all prospective partners a fair opportunity for evaluation and selection.

The pre-determined criteria need to be clearly highlighted in the event application request for partnership, this document should be no longer than 3 pages clearly outlining the functionality requirements.

The submission criteria are scored out of 100 points, with the minimum qualifying score being 70 points:

Area	Description	Points
Value proposition	<ul style="list-style-type: none"> • Alignment to the mandate of Wesgro • Alignment to the strategic focus areas of Leisure Tourism unit • Number of non-resident attendees (domestic and/or international) • Media (online, out of home and print) promotion and coverage • Intended impact of the event • Longevity of the event (has the event previously taken place) 	45 points
Preference	<ul style="list-style-type: none"> • Job creation • Economic impact • Youth involvement • Woman empowerment • People with disability involvement 	30 points
Funding	<ul style="list-style-type: none"> • Value of project organiser contribution • Expected contribution by Wesgro 	25 points
Total		100 points

5. Project organiser contribution and BBB-EE evaluation

Please note that Wesgro reserves the right to determine the amount allocated per agreement, with due consideration given to the budget availability, number of applications received, and other factors.

The proposal will be evaluated on the 80/20 income generating points scoring principle as per the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, where necessary, being in instances where there is competitiveness and all responsive proposal scoring outcomes for the functionality criteria are the same.

Points scored will be up to a maximum of 80 points for price and up to 20 points for Specific Goals (BB-EEE contribution level).

$$Ps = 80 \left(1 + \frac{Pt - Pmax}{Pmax} \right)$$

Where

- Ps = Points scored for comparative price of bid under consideration
 Pt = Comparative price of bid under consideration
 Pmax = Comparative price of highest acceptable bid

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Proposals will not be disqualified from the JMA bidding partner process if the bidder did not submit a certificate substantiating the B-BBEE status level of contribution or is a non-compliant contributor. Such a partner will score zero (0) out of a maximum of 20 points respectively for Specific Goals (BBB-EE).

6. Closing date and time

Applications for Wesgro Leisure Tourism Event Partnerships will close on 7 March 2025 at 17h00.