

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:

- Deliver tourism and economic benefit to the Western Cape
- Align with the Visitor Experience such as adventure, sports, wine, food, halal, arts and culture
- Generate media coverage
- Attract international and domestic visitors to the region

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

1. Visitor experience – must be aligned with adventure, sports, wine, food, halal, arts and culture
2. Job creation – event must have a potential to contribute towards job creation
3. Destination profiling – provide media opportunities and position the local town as events destination
4. Endorsement letter – must have a letter from the regional or local tourism organisation
5. Post event reports – receipt of post event reports (past and future sponsorships)

----- Type in details below
Please complete one form per event

Event Application Form

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|------------------|----------------------|-----------------|----------------------|
| Name of event: | <input type="text"/> | Date of event: | <input type="text"/> |
| Venue/Town: | <input type="text"/> | Contact person: | <input type="text"/> |
| Contact details: | <input type="text"/> | email: | <input type="text"/> |

Event online details:

| | |
|----------------|----------------------|
| Website: | <input type="text"/> |
| Facebook page: | <input type="text"/> |
| Twitter: | <input type="text"/> |

Local tourism office:

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|---------------------------|----------------------|
| Description of the event: | <input type="text"/> |
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| Amount requested for the intervention/activity (incl vat): | <input type="text"/> |
| Can tickets be purchased to attend the event and where? | <input type="text"/> |
| How many people are anticipated to attend the event? | <input type="text"/> |
| What makes this event unique to your Western Cape? | <input type="text"/> |

Please attach a detailed proposal

Applications open on 1 February and deadline to submit applications are on 28 February.
Applications and enquiries e-mail: carmen@wesgro.co.za

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