CALL FOR PROPOSALS

SPONSORSHIP TOWARDS ENTREPRENEURSHIP PROMOTION AND BUSINESS DEVELOPMENT SUPPORT EVENTS

1. INTRODUCTION

1.1. The entrepreneurship promotion initiative aims to inspire and cultivate an entrepreneurial spirit among citizens by engaging them in entrepreneurship-focused activities and education. The core components of this project will include entrepreneurship campaigns and events that raise awareness, celebrate entrepreneurial success, and encourage participation in entrepreneurial activities. Entrepreneurship campaigns and events are an important part of building and promoting the entrepreneurship culture.

1.2. The Western Cape Government's Growth for Jobs (G4J) strategy aims to foster a thriving, inclusive, and resilient economy in the Western Cape by 2035, targeting a R1-trillion economy growing at 5% annually. A key focus is on stimulating entrepreneurship and creating an enabling environment for Mico, Small and Medium Enterprises (MSMEs) by addressing systemic barriers and promoting business growth and job creation.

1.3. Entrepreneurship is central to G4J's Priority Focus Area 7, with the goal of increasing the entrepreneurial rate and the contribution of MSMEs to economic growth and job creation. The Department of Economic Development and Tourism supports this by facilitating entrepreneurship promotion, access to economic opportunities and enabling business development.

1.4. To promote a culture of entrepreneurship within the Western Cape, the Department would like to partner and invite proposals from organisations planning entrepreneurship promotion and business development support events during Women's (August 2025) and

Entrepreneurship Months (November 2025).

2. ABOUT THE SPONSORSHIP

The sponsorship will accommodate for the following:

2.1. Provides financial assistance to beneficiary organisations that implement entrepreneurship and business development support events aimed at developing MSMEs.

2.2. Will limit financial support to R80 000,00 per event. Applications will undergo a qualitative assessment and will be supported on merit and the ability to demonstrate value to the beneficiaries that are participating in the event or project.

2.3. Provides support to projects and programmes that only benefit Western Cape based businesses (pre-start-up and existing businesses).

2.4. Will only support projects and programmes that has commenced planning and ready to implement at the time of the application i.e., the planning for the event and support must have already commenced.

2.5. All funds allocated can only be used for the purposes of hosting the event.

2.6. Requires that interventions funded by the Department must be fully completed and implemented by 30 December 2025.

3. SPONSORSHIP REQUIREMENTS

To ensure alignment with the objectives of the event or project and maximize impact, all events supported by the Department must meet the following criteria:

3.1. Access for MSMEs

Complimentary entry must be provided to MSMEs to encourage inclusive participation.

3.2. Speaker Opportunity

At least one speaking slot must be allocated for a departmental representative to engage with attendees and communicate key messages.

3.3. **Guest list**

The department to be given an allocation of seats to invite partners and stakeholders within its ecosystem and networks.

4. MEDIA RECOGNITION

The Department must be acknowledged as a support partner in all media collateral, including press releases, social media, and promotional content.

5. ATTENDEES

As part of the support agreement, the Department must have access to the attendee database to obtain the following information:

5.1. Business name;

5.2. Business representative

5.3. Business representative contact details;

5.4. Spatial information, e.g. town and /or direct or participating business;

5.5. Business date of establishment or registration number;

5.6. Sector business operates in.

5.7. Representative or business ownership details in terms of being women (women-owned), youth (youth-owned), Person with Disability (PwD owned); and

5.8. Intervention/type of support provided.

6. ATTENDANCE RECORDS

The Department's logo must appear on the attendance register and a copy of the register must be submitted post-event for reporting and monitoring purpose.

7. CATEGORIES

The applications submitted must be structured towards one or both of the following categories:

- **Category 1: Women's Day event**
- **Category 2: Entrepreneurship Month event.**

The Department will partner with organisations informed by its priority support areas and the

nature of the events presented to the department. The event should ensure that it provides support to either pre-start-up and/or existing businesses.

8. QUALIFYING CRITERIA AND COMPULSORY SUPPORTING DOCUMENTS

The qualifying criteria listed below will be strictly applied and the required compulsory documents must be submitted as part of the application process. Should any of the criteria below not be met or any of the requested documentation not be submitted, the application will be immediately disqualified.

8.1. The organisation must be formally registered or incorporated. Company registration documents or documents of incorporation (e.g. NPO/NPC registration certificate, partnership agreements, memorandum of incorporation, sole proprietor tax certificate etc.) **clearly identifying the director(s)** of the company or organisation must be submitted.

8.2. The organisation must be tax compliant at the time of the application. Tax verification pin may be requested by the Department. Successful applicants must also be tax compliant at the time of signing an agreement with the Department.

8.3. The organisation applying for support must be in operation for a minimum of two financial years. Signed annual financial statements for the two most recent financial years must be submitted as part of the application process (the guidelines in the Companies Act will be applied). The financial statements will be assessed against the going concern principle and the opinion of the independent auditor or reviewer. Where AFS are audited or independently reviewed, the AFS must be unqualified.

8.4. The event that you are requesting support for must have occurred at least twice prior to this year's event.

8.5. The applicant is required to provide evidence that the event that they are seeking support for has occurred on at least two prior occasions. A report documenting previous events hosted and a **draft** programme for the event to be hosted is required to be uploaded as part of the application.

8.6. A detailed budget must be submitted via the online template, including descriptions of how the funds will be utilised in the execution of the event. A description of own funding utilisation must be provided.

8.7. The organisation must demonstrate an own funding (including third party funding if any).

8.8. Should the application be successful a formal agreement will be entered into between the applicant organisation and the Department.

9. APPLICATION PROCESS

Please follow the guidance and information provided below:

9.1. The application process is two-fold and entails (i) the completion of the required online information and (ii) the uploading of the required supporting documents.

9.2. Only applications submitted via the online platform will be considered. No emailed or hand delivered applications or supporting documents will be accepted or considered.

9.3. Thoroughly read the application guideline before completing the online application. **All sections** in the application form **are mandatory**. The application guideline can be downloaded from the Department's website.

9.4. All documents requested in section 3 of this Call for Proposals are compulsory and must be uploaded when submitting your application. Please ensure that all documents submitted are legible. Where uploaded documents are illegible, damaged, or corrupted, the application cannot be considered.

10. APPLICATION PERIOD

10.1. The period of application is from **8 July 2025 until 18 July 2025.**

10.2. Applications received will be evaluated against the evaluation criteria. All applicants will be informed of the outcome of their application.

10.3. Below please find a glossary of terms used in this Call for Proposals.

GLOSSARY

TERM	DEFINITION
Annual Financial Statements	An organisation's financial statement that has been prepared in accordance with generally accepted accounting principles and that has been audited and **signed off** by an independent certified public accountant in accordance with generally accepted auditing standards which includes notes to the financials.

Own Funding	The organisation requesting funding must demonstrate an own **financial** contribution towards the implementation of the project.
Criteria	A list of specifics used to assess eligibility and proposed impact of the projects.
Organisation	An incorporated company or registered organisation or established partnership that has legal rights and responsibilities, including tax filings. It is a business that can enter contracts either as a vendor or a supplier and can sue or be sued in a court of law.
MSME	Micro, Small and Medium Enterprises.