



Growing Events



Events Incubation Conference

Events Pitching Competition: WIN R50 000 TOWARDS YOUR EVENT

To qualify, entrants must reside in the Western Cape and have:

- The event/event organiser should not have received any financial support from the Western Cape Department of the Premier for the previous and current financial years (WCG financial year runs from 1 April to 31 March of the following year).
- A valid ID document if the entrant is a South African citizen.
- (non-SA citizens should supply) proof of permanent residence and proof that you are permitted to run a business/work in South Africa required.
- A valid business/NPO registration number.
- A valid tax clearance certificate.
- Up to date financial statements, management accounts and a business bank account.
- A sound financial performance over the last year.
- Leadership and management processes in place.
- The event has to take place within the Western Cape.
- The event should be at least one (1) year old and had taken place previously.
- Complete and submit the consent form with the proposal.

Note: *Only the finalists will be requested to submit proof of these documents. These documents are **NOT** required to be submitted with your proposal (entry).*

Judging Criteria:

Successful Proposals will be scored in line with the following:

- A business/event marketing strategy is present.
- Weighting for events within the City of Cape Town Metro will receive fewer points than events outside of the Metro, but will be accepted as part of the Events Pitching Competition.
- The event's goals and objectives should align with the Integrated Events Strategy. Click [here](#) to download the Integrated Events Strategy.
- The event shows positive socio-economic and environmental impacts within the host town.
- The event addresses seasonality and diversity on the provincial events calendar.
- Unique event.
- Opportunities for local economic development.

Process:

The competition has three phases.

- 1. Call for Proposals:** this phase will run from **October to November**. You can enter by submitting your proposal to events@westerncape.gov.za or hand deliver to 15 Wale Street Cape Town. Please complete and attach the consent form to your entry.
- 2. Selection of Finalists:** a panel of event experts will select the finalists. If you are selected as a finalist, you will be informed via e-mail and telephonically. There is a possibility that finalists will be matched up with mentors to prepare for the Pitching session.
- 3. Pitching Opportunity:** Finalists will be invited to attend the annual Events Incubation Conference¹, where they will be required to pitch their event proposal in person to a panel of adjudicators. The winner will be announced at the end of the conference.

¹ Conference attendance is complimentary. All other expenses such as travel, transport, subsistence, etc. will be for the finalist's own account.

Rules:

These are the rules, terms and conditions for entrants. Please ensure you read them carefully as they include permission to use photographs of entrants as well as important requirements which, if not met, may result in your entry being removed from consideration. Please complete the consent form and submit it with your proposal. By signing the consent form, you agree to the competition rules, terms and conditions set out below. The Western Cape Government looks forward to your participation!

E-mail enquiries to events@westerncape.gov.za, or phone Ms. Aeysha Augustus on +2721 483 4618.

By entering the competition, you accept and agree to abide by these rules.

COMPETITION RULES, TERMS AND CONDITIONS

GENERAL CONDITIONS

1. By entering the **WIN R50 000 TOWARDS YOUR EVENT** competition ("the competition"), the entrant agrees to be bound by these terms and conditions.
2. Any entry which is found to be partially or fully incomplete, non-compliant with the competition criteria, illegible or otherwise substantially deficient or ill-prepared; or which is submitted after the closing date and time, may be withdrawn from consideration, without notice and at the sole discretion of the organisers.
3. The entrant confirms that all information provided is true and accurate. Any entry containing false or misleading information may be withdrawn from consideration, without notice and at the sole discretion of the organisers.
4. The decision of the adjudicators and organisers with regard to eligibility, scoring and the allocation of the prize shall be final.
5. Entrants are required to co-operate as far as reasonably possible with the organisers in respect of the provision and verification of information and site visits, and any failure to provide all reasonable co-operation may result in withdrawal from consideration.
6. The entrant grants permission to the organisers of the competition to have their photograph taken and/or be filmed, without prior notice, during site visits and attendance at any programme meeting or event; and for any such photograph or film to be used without payment of any consideration in printed, on-line

(internet), video or other promotional or programme-related communication, press release or article, without prior notice.

7. Where applicable, the winning event organiser will have to register on the Western Cape Suppliers Database and the Central Suppliers Database and grant the Western Cape Government marketing rights for the winning event, at no cost.
8. Cash prizes awarded shall only be paid into the primary bank account of the business/event entity which is being entered and only after the winning entity has entered into a Sponsorship Agreement with the Western Cape Government's Department of the Premier. No cash prizes shall be paid into any individual's bank account save where the business/event is a sole proprietorship and the proprietor and business/event share a bank account. The organisers reserve the right to require and request proof that the bank account is that of the entered entity, and the consent of all directors to payment being made into such account.
9. The organisers reserve the right to change, without prior or any notice other than on the programme website, the dates, requirements, adjudication process, criteria and any other competition feature and process, in the interests of fairness, transparency, or where operational circumstances require such change.
10. Business/event ideas or existing businesses/events in the tobacco, firearms (excepting sporting use), alcohol, adult (sex) and gambling / wagering industries will not be considered for the competition.
11. An event organiser which operates in the Western Cape, but is a branch, franchise or subsidiary of a company whose primary operations are outside the Western Cape is not eligible to enter.
12. All information shall be handled with the necessary confidentiality and care, subject to the Western Cape Government's right to publish information about the winning entrants as set out hereinbefore.
13. The entrant confirms that any and all intellectual property which forms part of his/her/its business/event and his/her/its entry, is the property of the entering business/event organiser and/or its owners and directors, or that any third-party intellectual property used in the business/event or entry is used with the permission of the owners thereof, and in this regard, indemnifies the organisers and the Western Cape Government against any claim from any third party in relation to the unauthorised use of any intellectual property.

14. The event/event organiser should not have received any financial support from the Western Cape Department of the Premier for the period 1 April 2016 – 31 March 2018 (previous and current financial years).

**Western Cape Government “WIN R50 000 TOWARDS YOUR EVENT”
Competition**

CONSENT FORM

Title	First Name	Middle Initial/s	Last Name

Telephone Number/s	E-mail Address

Name of Event:	
Date of Event:	
Event Location:	
Year event was first held:	
Event Website:	
Event Social Media Accounts:	

Agreement

I hereby agree to the following terms and conditions, in addition to the COMPETITION RULES, TERMS AND CONDITIONS as advertised:

- a. I/we understand and agree that the competition and its authorised adjudicators may provide me with certain comments and feedback on certain parts of my entry, and acknowledge and agree that:

- b. Such feedback and comments represent the views and opinions of the individual adjudicators, in their personal capacities, and not those of the organisers or the Western Cape Government or its agents;

c. The feedback and comments are provided in good faith only, and on the basis of the information provided, for the purpose of assisting me to improve, inter alia, my business/event concept, model, performance, processes and competitiveness;

d. The comments and feedback do not purport to be, and are not offered as, professional financial, legal or technical advice;

e. I/we should not under any circumstances make any decisions, or take any action, whether legal, financial, technical or of any other kind, without full and thorough consideration and without first obtaining appropriate financial, legal, technical or other professional advice;

f. In view of the fact that business/event models, plans, processes and performance are dynamic and subjective, no correspondence will be entered into with regard to the adjudicators' comments;

g. I warrant that I am authorised to represent the business/event or entity being entered. I understand, accept and agree to abide by the rules, terms and conditions of the WIN R50 000 TOWARDS YOUR EVENT competition, on behalf of myself and the business/event I represent.

Signature: _____

Date: _____