

**APPLICATION FOR FINANCIAL ASSISTANCE FOR THE PRODUCTION AND DISTRIBUTION OF
INTERNATIONAL TOURISM MARKETING MATERIALS**

GUIDELINES

1. The application should be submitted TWO MONTHS prior to the production and/or distribution of the marketing material.
2. Only companies registered with the department will qualify for financial assistance in respect of the production and distribution of marketing material. They must furthermore have participated in the Tourism Indaba or any other international marketing exhibitions organised by South African Tourism, or have been formally approved by South African Tourism to participate in a future international marketing exhibition.
3. Only materials that are specifically produced for the purpose of marketing the tourism product in foreign countries will qualify for financial assistance.
4. The assistance is as follows:

| | EMERGING BUSINESS (Category A) | NON-EMERGING BUSINESS (Category B) |
|-------------------------|---|--|
| Production of materials | Available for three years: YEAR 1: R 15 000 YEAR 2: R 10 000 YEAR 3: R 5 000 | Available for two years: YEAR 1: R 8 000 YEAR 2: R 5 000 |

5. The allowances will also be available for the production of materials to be used in respect of exhibition participation. The assistance will only be provided to individual companies.
6. **The claim must be submitted to the Department within 1 month from the date of approval of the maximum amount.** The materials can also be distributed through a reputable overseas agent. Full particulars of the agent must be submitted.
7. **SUPPLY OF INCORRECT INFORMATION OR ABUSE OF THE SCHEME MAY LEAD TO THE DEREGISTRATION OF AN APPLICANT, THEREBY DISQUALIFYING SUCH AN APPLICANT FROM FURTHER ASSISTANCE UNDER ITMAS.**

8. Interested businesses must apply to the Department of Environmental Affairs and Tourism on the prescribed form to be registered as participants in the scheme. Applications for registration will be evaluated to ensure that they meet the criteria mentioned above and will be informed whether they were accepted or not. Application forms for registration can be obtained on request from the national department and provincial offices. Completed forms must be returned to the following address:

**The Senior Administration Officer: ITMAS
Department of Environmental Affairs and Tourism**

Postal Address:
Private Bag X447
PRETORIA
0001

Physical Address:
315 Pretorius Street
Fedsure Forum Building
South Tower
PRETORIA
0001

Tel: 012-310 3427
Fax: 012-320 4740

**PRODUCTION AND DISTRIBUTION OF INTERNATIONAL
TOURISM MARKETING MATERIAL**

A] DETAILS OF APPLICANT:

1. Name of company :
2. Trade name :
3. Type of entity (Pty) Ltd/Ltd/CC :
4. Company registration number / ID number:
5. Tax reference no. :
6. Postal address :
- Postal code :
- Province :
7. Telephone : Telefax :
- E-mail :
8. Registration no. (ITMAS) :
9. Contact person :
- 9.1. Responsible person (director):

B] PARTICULARS OF YOUR COMPANY:

Please tick (4) the relevant boxes:

1. Is the company independently owned and managed and not part of a larger enterprise?

| | |
|-----|----|
| Yes | No |
|-----|----|

2. Number of employees:
3. Turnover for the last financial year: R.....
4. Operational assets (excluding land and buildings): R.....
5. How many years is the company in travel and tourism business:
6. Are the owners of the business from previously disadvantaged communities?

| | |
|-----|----|
| Yes | No |
|-----|----|

7. For statistical purposes, please indicate whether owners are:

| | | | | | | | |
|-------|--|-------|--|----------|--|--------|--|
| Black | | White | | Coloured | | Indian | |
|-------|--|-------|--|----------|--|--------|--|

8. Indicate whether you are a tour operator, hotel group, holiday resort, or other:

.....
.....

9. Have you already participated in the Tourism Indaba and/or any other international marketing exhibition organised by South African Tourism, or have you been formally approved by South African Tourism to participate in a future international marketing exhibition?

| | |
|-----|----|
| Yes | No |
|-----|----|

Please provide particulars:

.....

.....

10. Are you a registered member of an official tourism trade organisation?

| | |
|-----|----|
| Yes | No |
|-----|----|

Please provide particulars:

.....

.....

C. MARKETING MATERIAL

Submit particulars of the marketing material for which you are now applying and in which countries it will be used:

| MARKETING MATERIAL (eg. brochures) | NO. OF COPIES | COUNTRIES | LANGUAGE OF MATERIAL |
|---------------------------------------|------------------|-----------|----------------------|
| | | | |
| | | | |
| | | | |

D. PREVIOUS ASSISTANCE

1. MARKETING MATERIALS:

| DATE | AMOUNT | COUNTRIES DISTRIBUTED |
|------|--------|-----------------------|
| | | |
| | | |
| | | |

2. Have you submitted your report on previous marketing material?

.....

Submission date:

3. Details of results of your overseas tourist activities during the past two years:

| NUMBER OF TOURISTS WHO VISITED SA | ESTIMATED RAND VALUE SPENT | COUNTRIES OF ORIGIN |
|--------------------------------------|-------------------------------|---------------------|
| | | |
| | | |
| | | |

D. COST OF PRODUCTION AND INTERNATIONAL DISTRIBUTION OF MARKETING MATERIAL

Production R

Distribution R

TOTAL R.....

Submit the following particulars of the overseas agent, if one is used, who will distribute the materials.
 Have you had previous dealings with them? If so, give details:

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| COMPANY & ADDRESS | ACTIVITIES | CONTACT PERSON | TELEPHONE/FAX NUMBERS |
|----------------------|------------|----------------|--------------------------|
| | | | |
| | | | |
| | | | |

I declare the foregoing particulars to be true and correct and undertake to abide by the condition laid down in this document.

SIGNATURE :

NAME :

DESIGNATION :

DATE :