

GEORGE MUNICIPALITY

EVENT SUPPORT APPLICATION FORM 2025/2026

George Municipality is considering collaborating with and providing financial and service support to events and festivals within the George Municipal boundaries, planned, and scheduled to take place from 1 July 2025 to 30 June 2026.

Events are required to strategically align with niche economic and tourism activities such as adventure, sport, business, food and beverages, culture, and heritage while stimulating the economy from an employment and spending point of view. Events should also be able to show a social benefit to the community of George.

1. EVENT DETAILS

EVENT NAME						
DATE OF EVENT						
TYPE OF EVENT (sport, cultural, conference, etc.)						
NEW OR EXISTING EVENT	NEW		EXISTING		How many years has the event been in existence?	
VENUE (S)						
VENUE RESERVED	YES		NO			
SUBURB, TOWN						
TICKET SALES	YES		NO			
TICKET FEES						

2. DESCRIPTION OF EVENT

3. EVENT ORGANISER DETAILS

NAME OF COMPANY/ORGANISATION	
BUSINESS REGISTRATION NUMBER	
PHYSICAL ADDRESS OF COMPANY/ORGANISATION	
PROFESSIONAL AFFILIATIONS	
NAME OF EVENT COORDINATOR/RACE DIRECTOR	
E-MAIL	
TELEPHONE	Mobile
	Landline
A DESCRIPTION OF THE TYPE OF ENTITY (E.G., COMPANY, INDIVIDUAL, SOLE PROPRIETOR, ORGANISATION) AND THE NATURE OF THE PRODUCTS	

OR SERVICES (E.G., PHYSICAL GOODS, SERVICES, EVENT PLANNING, ETC) THAT THE EVENTS ENTITY OFFERS.	

4. EVENT ONLINE INFORMATION

Please provide the links or addresses.

TICKET SALE PLATFORM(S)	
WEBSITE	
FACEBOOK PAGE	
INSTAGRAM PAGE	
YOUTUBE PAGE	
OTHER	

5. TARGET MARKETS

The number of people expected to attend this event.

Type	Number
Participants	
Spectators	
Staff and volunteers	
TOTAL	
Vehicles	

Areas from where the (participants and spectators) will be drawn.

Tick the appropriate boxes.

Location		Percentage
George based attendees		
Provincial	Free State	

	Western Cape	
	Gauteng	
	KwaZulu Natal	
	Mpumalanga	
	Eastern Cape	
	Northern Cape	
	Northwest	
	Limpopo	
International Audience		

Are there any celebrities or high-profile attendees expected to attend the event? If so, please elaborate:

6. BUDGET AND FUNDING

EVENT SUPPORT REQUEST					
6.1	Financial support	Yes		No	
6.2	In-kind support (non-financial support) Municipal Services	Yes		No	
6.3	Total budget required for the event	R			
6.4	Amount requested in cash (If applicable)	R			

6.5	Amount requested for in-kind (If applicable)	R			
6.6	Indicate if this event received previous financial event support from the George Municipality.	Yes		No	

Municipal Services Requested.

Service	Specify	Number	Location
Municipal Venue			
Traffic Officers			
Law Enforcement			
Electrical Connections			
Cleansing Services			
Poster and Banner Service			
Other Services			

Kindly note: Accurate budgeting for municipal services is crucial.

Note that all permit fees are mandatory and cannot be waived.

7. ECONOMIC IMPACT

Economic opportunities for George Residents:

Type	Number
Food Stalls	
Other Stalls	
Local Artists	

Staffing	Number
The number of temporary staff to be hired.	
Number of permanent staff hired	
Local Artists	

Where will the participants primarily stay during their visit - Tick all applicable categories.

Accommodation in George			
Hotels		Guest Houses & B&B's	
Self-Catering establishments		Camp & Caravan	
Hostels		Other	
Accommodation outside the George municipal area			

Other economic and social opportunities for the community and destination?

8. DESTINATION POSITIONING

How does the event meet tourism themes for trails (trail running, mountain biking, hiking), surfing arts and culture and heritage, gastronomy, nature beaches, and sports?

9. EVENT COMPLIANCE

Applied for a population certificate.	Yes		No	
Land-use compliance of the venue in order.	Yes		No	

10. DECLARATION

I, the authorised representative of the abovementioned event, hereby grant and authorize George Municipality the rights to:

MEDIA:

Take, edit, alter, copy, exhibit, publish, distribute, and make use of all media provided to the Tourism section by my business/organisation and representatives, to be used in and for promotional materials, without payment or any other consideration. This authorisation also allows the Tourism Section or its representatives to collect media from the represented business's website and social media channels. It extends to all languages, media, formats, any form of electronic data, and markets now known or hereafter devised. This authorisation shall continue until the authorization is withdrawn by the business and when the Tourism Section's promotional materials can next be updated.

POPIA:

Publish my business/organisation's information and share it with relevant third parties in the interests of promoting, advertising, positioning, and developing the destination, as well as send my business/organisation marketing communications. This authorisation extends to all representatives of the business/ organisation. Representatives of the business/organisation may opt out of future marketing communications where desired.

11. POPIA DECLARATION

Tick the applicable box.

YES		NO	
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12. PLEASE ATTACH THE FOLLOWING DOCUMENTS:

		YES	NO
1.	Download the application form at https://www.george.gov.za/george-document/gm-event-support-application-form-2024_25/		
2.	Complete the application form and submit, along with the following documentation:		
a)	A detailed event proposal (including all sponsorships, profile, promotional plans, track record of previous events (including statistics), and a sustainability plan). A detailed marketing plan (including, a marketing budget for 2024/25, which advertising channels and platforms will be used to market the event, Indicates the percentage of budget that will be spent on marketing, concerning the overall budget in 2024/25. What was the Advertising Value Equivalent (AVE) for media coverage, as well as advertising, at your last event)		
b)	Portfolio of evidence of previous successful events organised, with photos or images of the previous event in JPEG format, if applicable, along with social media and website details, event posters, advertising material, and other sources that will assist in providing an overview of the look and feel of the event.		
c)	For new events, provide a detailed business plan with financial projections.		
d)	A set of the Event Organiser's latest Annual Financial Statements, signed by the COO and CFO.		
e)	An endorsement letter from the relevant governing body or association (Sports association, Tourism Office, Ratepayers and Residents Association, etc.) if applicable.		
f)	Submit proof from the George Municipality: Fire and Emergency Section that your application for a population certificate was submitted by the event organiser (if available).		

g)	Summit a letter/e-mail of confirmation that you have booked or reserved a venue for the event (if available).		
h)	Land use compliance letter or zoning certificate that the venue is compliant to host the event from the land/venue owner.		
i)	Business/ NPO/NPC/Organisation registration letter		

Sign and date the application and e-mail to events@visitgeorge.co.za

For more information call Melanie Martins on 044 801 9295 or Joan Shaw on 044 801 9103.

13. DECLARATION

I _____, declare that the above information is correct and have attached is the required documentation.

Please note that failure to provide all of the above information may result in disqualification.

Signature: _____ **Date:** _____