

**EVENT SUPPORT APPLICATIONS NOW OPEN FOR THE 2025/2026
FISCAL YEAR!**

EVENT SUPPORT, PARTNERSHIPS AND ACTIVATIONS

George Municipality invites event organisers to apply for event support for the 2025/2026 fiscal year (July 2025 – June 2026). This is a fantastic opportunity to collaborate with George Municipality in hosting events that highlight the vibrant regions of George, Wilderness, and Uniondale.

The city of George are seeking events that help boost tourism, stimulate the local economy, promote social cohesion, and enhance brand awareness. From lifestyle and business events to sports and cultural activities, George offers a diverse range of opportunities to engage and entertain both our community and visitors.

As part of our commitment to creating a well-rounded, year-round events calendar, George Municipality is offering event support and/or partnership opportunities for selected events.

Events are required to strategically align with niche economic and tourism activities such as adventure, sport, conferences, food and beverages, culture, horticultural 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.

Eligibility:

Event organisers planning to host events within the George municipal area between 1 July 2025 and 30 June 2026 are encouraged to apply. We are especially interested in events that focus on:

- **Innovation and Creativity**
- **Economic Growth**
- **Audience Engagement**
- **Social Cohesion**
- **Collaboration and Co-financing**

How to Apply for Event Support:

To apply for event or partnership support from George Municipality, event organisers must complete the official application form and submit it along with the required supporting documentation as specified on the form.



Make sure all documents are complete and submitted before the application deadline. Incomplete or late applications will not be considered.

Please submit your event applications to Melanie Martins via email at events@visitgeorge.co.za by 28 February 2025 at the latest.

The [application form](#) and scoring matrix can be found on the George Municipal website: https://www.george.gov.za/george-document/gm-event-support-application-form-2025_26/