

EVENTS SPONSORSHIP & ACTIVATION

Regional Event Support

Cape Town and Western Cape calendar of events boasts with a diverse range of business, gastronomy, sport and cultural events.

Our event partnership provides various levels of support to leisure events where opportunities exist to promote the Western Cape as an attractive destination.

We work with event organisers, regional and local tourism offices, government and industry and media partners to maximise the marketing of the event where possible and within our available resources.

COVID-19 Health Pandemic

Globally, we find ourselves in an unprecedented climate, with the COVID-19 pandemic forcing us to adapt the way we operate. The events space, in particular, needs to consider this, with current regulations set by government limiting the numbers allowed for events.

Events Funding Timeframe

The COVID-19 regulations will be in place for the foreseeable future and as such, have presented a rare opportunity to adapt, both as a destination and as event organisers.

Wesgro support regional events in line with the objectives to combat seasonality and to increase geographic spread to the regions.

The COVID-19 Recovery Phase for the tourism and hospitality sector is not known yet but it is envisaged and estimated to be from October 2020 onwards.

Taking the above into account, we are adapting and putting our event support focus into recovery, events sector support and geographic spread – this is taking away the focus on seasonality as it is overtaken by the pandemic.

Wesgro is considering collaborating and financially supporting regional events and festivals planned and scheduled to take place from October 2020 to March 2021.

Events are required to strategically align with the niche tourism activities such as adventure, sport, halaal, food, wine, culture and heritage.

Events applications and proposals must be forwarded via e-mail to linda@wesgro.co.za by Monday, 1 June 2020.