



Event Sponsorship

Wesgro is the official tourism, trade and investment promotion agency for the Western Cape. Our role is to attract visitors, both international and domestic to visit the Western Cape.

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.

Partnership objectives:

Wesgro aims to increase the profile of the destination through the leveraging of events that:

- Increase Cape Town and Western Cape destination awareness using online platforms.
- Enhance and align with strategic niche activities such as adventure, wine, food, halal, culture and heritage.
- Generate online, social media coverage and destination content

The guidelines for VIRTUAL EVENT support is as follows:

1. Virtual platform - the event / festival must be hosted or take place on a suitable virtual event online platform such as Facebook, Website, Webcast etc.
2. Accessibility - state and confirm if the event experience will be LIVE STREAMED or Pre-recorded
3. Event experience - all the virtual attendees / participants to login, interact, experience or buy products online – post images of favourite dishes or route using the event hashtag
4. Content presentation - events and festival must offer online experience and engagement such as cooking demos and online recipes, beer and food pairing
5. Event promotion – who is your target audience and how are you going to promote your virtual event – website, social media
6. Size of the audience- the minimum number of the virtual event attendees must be 100 and more

----- Type in details below
Please complete one form per event

Event Application Form

Name of event:	<input type="text"/>	Date of event:	<input type="text"/>
Virtual platform:	<input type="text"/>	Contact person:	<input type="text"/>
Contact details:	<input type="text"/>	email:	<input type="text"/>

Event online details:

Website:	<input type="text"/>
Facebook page:	<input type="text"/>
Twitter:	<input type="text"/>

Regional tourism office:

Description of the event:

Amount requested for the intervention/activity (incl vat):

Can tickets be purchased to attend the event and where?

How many people are anticipated to virtually experience the event?

What makes this event unique to your Western Cape?

Please attach a detailed proposal

Applications and enquiries e-mail: linda@wesgro.co.za