



## EVENTS SPONSORSHIP & ACTIVATION

### Virtual Event Support

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

### Partnership objectives

Wesgro aims to increase the profile of the destination through the leveraging of virtual 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, halaal, culture and heritage.
- Generate online media coverage and destination content

### What is Virtual Event?

A virtual event, also known as an online event, is any organised interactive gathering that happens on the internet rather than in a physical location – this ranges from webinars to online cooking demos and food pairings.

### Event criteria

Virtual Events must adhere to the following criteria:

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 Look like it is LIVE – for an example of a virtual event visit: [www.kamers.co.za](http://www.kamers.co.za)
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

### Virtual events ideas include:

Top virtual event ideas include:

- Pre-recorded videos - Give leads access to your videos on demand. Create an experience that combines brand elements and clear language with a captivating video presentation.
- Animated education content - Look to produce 2D and 3D content to reduce the production costs found in traditional video. Walk attendees through a product demo or setup process with ease.
- Live-streaming - Get buy-in for digital events with a bit of FOMO. Remote viewers won't want to miss out on asking questions in this community format.
- Virtual event panels and forums - Live-stream from your New York Office or your San Francisco home. Hosting an online group is a great way to engage your audience with a live Q&A session.



## Examples of Virtual Events

### KAMERS/Makers

KAMERS/Makers hosts unique events showcasing the perfect mix of proudly local, lovingly handcrafted decor, fashion, accessories, ceramics, design and food from hundreds of local artisan entrepreneurs. However, following the announcement made by the President of South Africa on the size limitation for gatherings, they were faced with two choices. Cancel the event that was meant to take place three weeks after the announcement, impacting the livelihood of the local entrepreneurs they support, or take the event virtual.

They went virtual. Running the same days as the show would have the LIVE online event could now feature even more local artisans from all over South Africa. This quick thinking and adaptation to the current circumstances, helped support the many artisans that depend on these shows for their income.

For more information visit: [www.kamersvol.com](http://www.kamersvol.com)

### The Taste of Cincinnati

The Taste of Cincinnati is the longest running culinary arts festival in the United States. Starting in 1979, the festival has been held annually on Memorial Day weekend in Downtown Cincinnati, Ohio. More than 40 fine restaurants are featured at the festival and “Best of Taste” awards are given out each year. In addition to food, the festival highlights local musical talent.

The Taste of Cincinnati will move to July 4th weekend due to the corona virus pandemic. To help bridge the gap, organisers are holding a Virtual Taste of Cincinnati the weekend of April 3-5.

They are asking people to continue to order food for carryout, delivery or from drive-thrus and share their dishes on social media with #VirtualTasteofCincy

For more information visit: [www.tasteofcincinnati.com](http://www.tasteofcincinnati.com)

### Shut In & Sing Music Festival

Shut In & Sing Music Festival is a virtual music festival. A group of songwriters are joining together over several days to stay connected and to bring a great music to the world.

These shows are “Pay What You Can”.

Remember that we might be deprived of live music during this time, but musicians are losing their livelihood. So help if you can. You do have to buy a ticket to watch a show.

For more information visit: [www.charlotteonthecheap.com](http://www.charlotteonthecheap.com)

### Cape Town Adventure Film Festival

The CTAFF team have decided to go ahead with a small online “virtual festival” over a 72hr period from 12pm on 24 April to 12:00pm on 26 April.

We’re going to be featuring 14 of the short films that were billed for this year’s CTAFF2020 program as part of some of our categorised events, namely from the SELF PROPELLED NIGHT, SURF | OCEAN NIGHT and the MIXED TAPE FILM SESSION. These films will be curated into 3 x online playlists mirroring each of these aforementioned events, and the viewer will have the opportunity to watch all of the content under each playlist during this 72hr period.

For more information visit: [www.capetownadventurefilm.com](http://www.capetownadventurefilm.com)