



ANNEXURE A: EVALUATION CRITERIA FOR EVENTS PROPOSALS

The proposal **must as a minimum** include the following:

- Demonstration on how the event will contribute towards the achievement of the provincial government priorities;
- Specify potential benefits for the host location and the Province of KwaZulu-Natal;
- Indicate the socio-economic benefits arising from the event (e.g. number of temporary jobs, SMMEs beneficiation, hotel bed nights, consumer spending) etc.
- Indicate the marketing value of exposure for the province;
- A Detailed project plan;
- A detailed event marketing plan which should indicate the implementation or a roll-out time frame of at least three months prior to the staging of the event;
- A detailed budget including other sources of funding (including letters of commitment), partnerships and own contribution; including ticket sales;
- The project team demonstrating the capacity to delivery on the events based on the expertise and experience of the team;
- At least three (3) reference letters from previous events held indicating the nature of the event and the outcome thereof; and
- Indication of strategic local or international event partnerships.

You would need to indicate which category your event falls into as defined below:

Categories of Events:

- **Major/Mega Event** - event which attracts not less 10 000 participation/attendance in terms of visitor numbers and media interest to a destination. It also contributes significantly to the economy through direct and indirect benefits. Such events have a potential to attract international tourists and global media coverage.

- **Signature events-** events that generally have a wide appeal and generate vibrancy but do not attract significant number of overseas and regional to the province. Has wide appeal to local residents across the province and visitors from neighbouring provinces.
- **National/Provincial Event-** An event of National / Provincial significance which attracts visitors and media coverage (South African)
- **Regional/ District Event-** An event of regional/ district significance which attracts regional visitors and regional media coverage
- **Local/Community Event-** An event that takes place in a community which is of significance to that particular community and attracts local interest, visitor numbers and promotes social cohesion.

Proposals must be accompanied by the following documents:

1. Application Forms
2. Proof of Company Registration/NGO/ Co-operative
3. Valid original Tax Clearance Certificate and PIN number
4. Proof of Registration with the Central Supplier Database
5. Certified copies of the IDs of members or shareholders
6. Detailed company profile
7. Reference Letters
8. Detailed proposal as indicated above
9. Bank stamped confirmation of account letter

Note:

The province will no longer be receiving individual applications to departments or public entities outside of this process. This is to ensure that there is coordination amongst public sector institutions and that maximum value is derived from the sponsorship for the province and its people. Further note that the quantum of proposals that can be supported will be limited to budget availability. In order to ensure that all districts host various events during the year, selection will also cater for spatial equity.

The application proposal will be subjected to assessment and evaluation by a Provincial Government Committee who will review all applications. The criteria are set out below.

STEP 1: ELIGIBILITY EVALUATION CRITERIA

Submission of the below documents

NO	Documents	Yes/No
1	Application Form	
2	Proof of Company Registration/NGO/ Co-operative	
3	Valid original Tax Clearance Certificate and PIN number	
4	Certified copies of the IDs of members or shareholders	
5	Detailed company profile	
6	Project Plan with the details of the budget plan and marketing Plan	
7	Reference letters	

Failure to submit any of the above will result to disqualification

STEP 2: FUNCTIONALITY EVALUATION CRITERIA

NO	CRITERIA	SCORE	MEANS OF VERIFICATION	
1.	KZN MTSF Seven Priorities Understanding	20	0 points for no alignment to the priorities	Project Outline/Plan/Proposal
			10 points for partial alignment to the priorities	
			20 points for full alignment to the priorities	
2	Potential Benefits for the Host Location	20	0 points for no benefits	Project Outline/Plan/Proposal/Application Form
			5 points for job opportunities	
			5 points for poverty alleviation	
			5 points for youth development	
3		20	20 points for FIVE reference letters	Reference letter from reputable and traceable organizations

	Company Experience in Hosting of Events		15 points for FOUR reference letters	
			10 points for THREE reference letters	
			5 points for TWO reference letters	
			3 points for ONE reference letter	
			0 for NO submissions	
4.	Financial Capacity	20	20 points for more than 50% of own contribution and other partnerships	Budget plan
			10 points for less than 50% contribution and other partnerships	
			0 points for no own contribution or other contributions	
5	Marketing Strategy	10	10 points for time-based marketing plan starting three months prior to the event.	Event Marketing Plan
			5 points for time-based marketing plan starting in less than three months prior to the event.	
			0 points for no marketing plan	
6	Office in KwaZulu Natal	10	10 points for the office in KZN	CK Document
			0 points for no office in KZN	

Proposals that score less than 70% for functionality will be regarded as submitting a non-responsive proposal and will be disqualified. All proposals that score 70% and more for functionality will be considered for support limited to the budget allocation and fair distribution across the province.