

# Wesgro Leisure Tourism: Call for Event Partnership Applications

## 1. Introduction

Wesgro is the official Tourism, Trade and Investment Promotion agency for the Western Cape. Wesgro is a legislated Schedule 3C Provincial Public Entity, as provided for in the Western Cape Investment and Trade Promotion Agency Amendment Act, 2013.

Being a leading regional Tourism, Trade and Investment Promotion Agency is our vision

Together with partners, drive inclusive and sustainable economic growth, strengthen competitiveness, and create jobs in Cape Town and the Western Cape is our mission.

For the FY2026/27, our Strategy will be to:

1. A differentiated Cape Town & the Western Cape as a leading regional economy.
2. Increased foreign and domestic investment into Cape Town & the Western Cape.
3. Growth in Western Cape exports of goods and services.
4. Growth in leisure tourism consideration in international and local markets as well as growth in business events.
5. Future-fit, relevant and trusted Wesgro.

The Joint Marketing Agreement (JMA) framework is premised on a co-creation framework wherein a Project Organiser (third party JMA partner) commits to co-create value with Wesgro relating to the entity's mandate, vision and mission. The Project Organiser will be required to contribute a significant amount (more than 25% of the total event marketing cost) towards the overall events marketing costs. The leisure tourism team within Wesgro has a duty to ensure that all funds related to events partnerships are spent in accordance with the Joint Marketing Agreement (JMA) framework.

## 2. Strategic Focus Areas of the Wesgro Leisure Tourism unit

Applications for the *Wesgro Leisure Tourism Event Partnerships* will open on **Monday, 20 April 2026**, and close on **Friday, 4 May 2026**. These partnerships provide an opportunity for Wesgro's tourism team to collaborate with niche and emerging leisure events across the Western Cape, promoting the province as a diverse and compelling tourism destination. By supporting these events, Wesgro aims to raise the profile of small towns, townships and dorpias across the Western Cape, as well as showcase a wide range of experiences for visitors of all ages – generating inclusive and sustainable tourism growth that creates jobs.

Wesgro is committed to driving tourism growth across the districts of the province with a focus on small towns, townships, and dorpias. This will be achieved through:

- Developing tailored experiences to attract visitors.
- Enabling local businesses to reach wider audiences.
- Broadening participation and ensuring economic benefits are distributed more equitably across the province.

Support mechanisms, including Joint Marketing Agreements (**JMAs**), updated trade toolkits, and SME readiness initiatives, will facilitate wider participation and enhance event success.

Leisure events act as catalysts for economic growth and job creation. They provide opportunities to:

- Showcase small towns, townships, and dorpias.
- Stimulate economic activity and combat tourism seasonality.
- Establish a sustainable pipeline of events across the province.

Through this partnership program, Wesgro will:

- Collaborate with leisure events in small towns, townships and dorpias, across the Western Cape's districts, to position the province as a world-class events destination, driving inclusive and sustainable economic growth and job creation.
- Develop a social media content plan, including draft itineraries, to support leisure events and highlight both the destination and host region.
- Support the development and implementation of the Cape of Great Events (**COGE**) framework.
- Leverage the 'With Love From the Locals' concept to strengthen community involvement in tourism.

The Wesgro Leisure Tourism unit has the following strategic focus areas related to leisure events for the 2026/27 financial year:

- Culture and Heritage
- Township and Community Tourism
- Active Adventure (Outdoor activities & sport)
- Sustainability (including community-based tourism)
- Gastronomy (Food and Wine)
- Halal

Preference will be given to events taking place within small towns and townships across the Western Cape, ensuring meaningful engagement and support at the community level. Furthermore, events scheduled outside the peak season for their respective regions or districts will be prioritized, promoting balanced regional activity and maximizing community impact.

### 3. Request for proposal to partner with the Wesgro Leisure Tourism unit

Wesgro, through the application of its co-creation of economic value model is seeking proposals for partnership with the intention of entering into a Joint Marketing Agreement (JMA). The proposal must be aligned to the strategic focus areas as outlined in section two (2) above.

All applications and submissions must be submitted and uploaded through the events online portal ([HERE](#)). Any queries please contact – [eventsdmo@wesgro.co.za](mailto:eventsdmo@wesgro.co.za) .

Only applications received via this platform and before the closing date of 4 May 2026 at 17h00 will be considered.

### 4. Evaluation process

The partner must achieve the below mandatory requirements to proceed to be evaluated further. The partner must submit the required documentation as part of their proposal. Failure to submit the required documentation will result in the bid being disqualified.

All proposals received shall be subjected to the following evaluation process:

No	Evaluation phase	Description
3.1	Phase 1: Mandatory requirements evaluation	All proposals must comply with the mandatory requirements. Failure to comply with any of these requirements will immediately disqualify the proposal.
3.2	Phase 2: Functional requirements evaluation	Proposals are required to achieve a minimum score of 70% for functional criteria in order to be considered for partnership.
3.3.	Phase 3: Project organizer contribution and BBB-EE	The 80/20 income generating preference point system will be used to calculate points for Project organizer contribution and BBB-EE, where necessary.

### Phase One: Mandatory requirements evaluation

The proposal must include the following mandatory documentation. Failure to submit the required documentation will result in the proposal being disqualified.

	Mandatory requirement	Reference to evidence submitted
1.	The entity must be registered on the National Treasury's Central Supplier Database (CSD) and submit their most recent, complete CSD report reflecting a compliance status at the time the call close.	
2.	The entity must complete and sign the Standard Bidding Document 4 (WCB4), ensuring that it is also signed and dated by a Commissioner of Oaths. The form is attached to this request.	

### Phase Two: Functional requirements evaluation

The proposal will be evaluated using the below pre-determined evaluation criteria. These criteria are designed to reflect the requirements of Wesgro in terms of identifying a suitable partner and to ensure that the selection process is transparent; and affords all prospective partners a fair opportunity for evaluation and selection.

**The pre-determined criteria need to be clearly highlighted in the event application request for partnership, this document should be no longer than 3 pages clearly outlining the functionality requirements.**

The submission criteria are scored out of 100 points, with the minimum qualifying score being 70 points:

Area	Description	Points
Value proposition	<ul style="list-style-type: none"> <li>Alignment to the mandate of Wesgro</li> <li>Alignment to the strategic focus areas of Leisure Tourism unit, including focus on small towns and townships</li> <li>Number of non-resident attendees (domestic and/or international)</li> <li>Media (online, out of home and print) promotion and coverage</li> </ul>	45 points

Area	Description	Points
	<ul style="list-style-type: none"> <li>Intended impact of the event, with a focus on small towns and townships</li> </ul>	
<b>Preference</b>	<ul style="list-style-type: none"> <li>Job creation</li> <li>Economic impact</li> <li>Youth involvement</li> <li>Township involvement</li> <li>Woman empowerment</li> <li>People with disability involvement</li> </ul>	30 points
<b>Funding</b>	<ul style="list-style-type: none"> <li>Value of project organiser contribution</li> <li>Expected contribution by Wesgro</li> </ul>	25 points
<b>Total</b>		<b>100 points</b>

## 5. Project organiser contribution and BBB-EE evaluation

Please note that Wesgro reserves the right to determine the amount allocated per agreement, with due consideration given to the budget availability, number of applications received, and other factors.

The proposal will be evaluated on the 80/20 income generating points scoring principle as per the Preferential Procurement Policy Framework Act, 2000 and the Preferential Procurement Regulations, 2022, where necessary, being in instances where there are competitiveness and all responsive proposal scoring outcomes for the functionality criteria are the same.

Points scored will be up to a maximum of 80 points for price and up to 20 points for Specific Goals (BB-EEE contribution level).

$$Ps = 80 \left( 1 + \frac{Pt - Pmax}{Pmax} \right)$$

Where

- Ps = Points scored for comparative price of bid under consideration  
Pt = Comparative price of bid under consideration  
Pmax = Comparative price of highest acceptable bid

B-BBEE Status Level of Contributor	Number of Points
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

Proposals will not be disqualified from the JMA bidding partner process if the bidder did not submit a certificate substantiating the B-BBEE status level of contribution or is a non-compliant contributor. Such a partner will score zero (0) out of a maximum of 20 points respectively for Specific Goals (BBB-EE).

## **6. Closing date and time**

Applications for Wesgro Leisure Tourism Event Partnerships will close on **4 May 2026** at **17h00**.