FRAMING PARTNERSHIPS FOR CITY EVENTS

Prepared by Louise Gordon









PARTNERSHIPS

- 5 **elements** which constitute a **partnership**:
 - (1) There must be a contract
 - (2) between two or more persons
 - (3) who agree to carry on a business
- (4) with the object of sharing profits/benefits and
- (5) the business must be carried on by all or any of them acting for all.







JCPZ ALTERNATIVE REVENUE STREAM STRATEGY

- Quality public recreational spaces for commercial usage
- Trading of green commodities
- Leasing/Facility hire
- Partnerships
 - Events
 - Infrastructure and maintenance
 - Security
 - Adopt a park
 - Business
 - Advertising and signage
 - Media and mall exhibitions
 - Education
 - Food gardens

- Objectives:
 - Revenue
 - Cost savings
 - Grow Brand equity
 - Buy-in from communities
 - Job creation
 - Enhancing existing portfolio
- To date:
 - 120 partnerships
 - Events: 7







INVITE INVESTMENT







Johannesburg City Parks and Zoo (NPC)

City Parks House 4C De Korto Street - Johannesburg

PIO Box 2824

Ts1+27/0/ 11 712 6600 Fax: +27(C: 11 403 4495

- Reputation clean audits and transparent in objectives
- Public Call for fully funded proposals
 - E Tender portal and website
- Project committee
 - Stakeholder liaison
 - Bylaws
 - Environmental legislation
 - Wayleave applications
 - Mutually beneficial projects
- Appointment letters followed by MOA
- Revenue share
- Other benefits





CALL FOR FULLY FUNDED PROPOSALS (CFP03/07/2019/20) FOR PERIOD JULY 2019- JUNE 2020

Johannesburg City Parks and Zoo (JCPZ) is a non-profit legal entity wholly owned by the City of Johannesburg Metropolitan Municipality (COJ). It was established as a Municipal Owned Entity (MOE) mandated to develop, maintain and conserve the green open spaces and cemeterles in Johannesburg, as well as the Johannesburg Zoo. The organisation has a growing portfolio in excess of 20 000 ha of green open spaces and 3.2 million trees (public spaces), while the Zoo houses over 365 species of animais consisting of 3 076 specimens housed within a 54, 7 ha area. The company provides the following products and services: Urban parks, recreation and leisure facilities, Cemeteries and crematoria, Botanical services, Nature reserves, including bird sanctuaries, nature trails, dams and lakes, Environmental conservation, including biodiversity management and awareness, Ecotourism products and services, Horticultural and arboriculture services, Horticultural technical training, Environmental education and awareness, Bio-aquatic management, Zoological services and Zoo conservation and research farm

The Call for fully funded innovative proposals is requested in accordance with the Partnership and Fundralsing Policy for fundraising and partnership programmes. This proposal call is aimed at attracting Fully Funded Proposals for sustainable Innovative Projects, Sponsorships and Donations from legally registered organisations, including community based organizations that are interested in partnering with JCPZ in improving and enhancing the outdoor recreational offerings within the City of Johannesburg. Requirements for submissions include proof of company registration issued by Companies and Intellectual Property Commission, tax registration; up to date Rates and Taxes statement; proof of office /home address, good standing in terms of funding for the project. NB. JCPZ will not be disbursing any funds towards any proposals. Implementation and maintenance of projects is encouraged. Contributions and innovations can range from and are Not Limited to the following:

PARKS, SAFETY AND SECURITY

Innovative Park Developments: New and Unique Concepts.

Donations for New Park Developments and Upgrades: e.g. Benches, Outdoor Gym Equipment, Children's Play equipment educational activities, etc.

Park maintenance and tree removal - e.g. collection green waste that can be converted into other by-products for various eco uses.

Implementation of recreational activities in parks.

Donation of recreational equipment for children with special needs and people with disabilities.

Provision of sponsored Smart Equipment for various Facilities to enhance park user experience

Revenue sharing partnerships of guided sustainable Conservation Activities: e.g. cycling; walking trails, camping, bird watching, horticultural/floral talks, demonstrations and displays, adventure activities - trail running, mountain biking, bump tracks, etc.







JUMA/JURA CASE STUDY

- Mountain Bike and trail running event
- Duration: 5 years
- Benefits
 - Assist with social cohesion and accessibility to JCPZ facilities
 - · Exposure of JCPZ facilities
 - Complimentary events access
 - Extensive media exposure
 - Co-branding of event and on official race clothing
 - Charity activities
 - Networking
 - Revenue







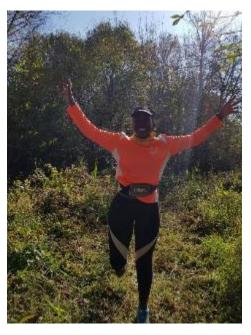




HOW TO MAKE IT WORK

Be a 100% partner

- Like it
- Be involved staff team, activate, hospitality, leaders to be part of event
- Grow event
- Give and take















WE LOVE IT! STAFF PARTICPATION GROWS EVERY YEAR









PRE-RIDE (NETWORKING)









EXTENSIVE BRANDING OPPORTUNITIES









MEDIA

- Extensive media coverage
- Bill board ads
- Radio and television coverage
- Social media coverage









SOCIAL MEDIA PLATFORMS

FACEBOOK				
	July	Aug	Sept	
Page Views	666	1740	244	
Page Likes	145	481	74	
Reach	14 143	78 435	6656	
Post Engagement	1 610	4546	883	
Page Follows	147	500	82	

TWITTER				
	July	Aug	Sept	
Impressions	48 300	119 000	11 200	
Profile Visits	1295	1803	176	
Mentions	183	702	37	
New Followers	227	54	0	







ADDITIONAL BENEFITS

- 4000-5000 people
- Marketing of other JCPZ activities
- **R**100k
- Donated bikes to schools
- Donated bikes to start staff team R50k
 - Staff training guide for MTB
 - Skills training lessons R17k
 - Insurance coverage
- Risk assessments used for similar events
- EIA for event
- Educational activities
- Shared hospitality









ADDITIONAL CLEAN-UP CAMPAIGNS











HOSPITALTY

■ Hollard

Invited JCPZ guests enjoyed

- Shower
- Massage
- Refreshments
- Exposure to other business clients

JCPZ

- Staff
- Business and city partners









INVOLVEMENT IN YOUTH DEVELOPMENT THROUGH SPORTS AND RECREATION



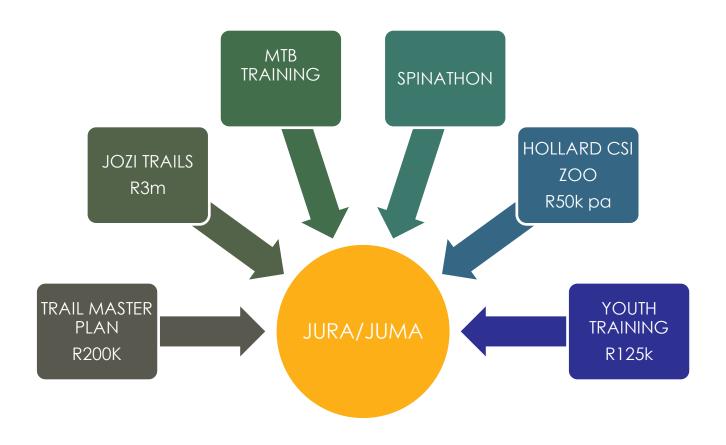








OTHER MUTUAL BENEFITS

















































SECURITY SPONSORED

R18k per month











R80k

























SOWETO BIKE TOUR

DIEPSLOOT BIKE TOUR







































TREETOP ADVENTURE









THANK YOU





