

Terms of Reference

**Call for proposals from event promoters and
organizers for strategic events partnership with
BCMM for 2019/2020 financial year**



**DIRECTORATE OF ECONOMIC DEVELOPMENT &
AGENCIES**

TERMS OF REFERENCE FOR STRATEGIC EVENTS PROPOSALS

1. INTRODUCTION

Buffalo City Metropolitan Municipality (BCMM) is one of the eight metropolitan municipalities in South Africa. One of the key performance areas of local government is to stimulate the local economy. This requires municipalities to come up with strategies that will aid them in delivering on this key performance area. BCMM has identified the hosting of events as one of the strategies it can use to stimulate the local economy. This is due to the fact that hosting of events has the following benefits to the host city:

- Contributes towards growing the tourism sector as it has the ability to attract visitors, extend the visitor season, increase average spend and increase average length of stay.
- Marketing of events enhances awareness about the destination and assist with increased brand exposure. this in turn contributes towards attracting new visitors and receiving return trips from those attending events in the city, who might even bring back their families and friends.
- Event organizers use the local businesses to source goods and services to stage an event and thus allow local businesses to generate income.
- There is an opportunity for the local people in the art and culture sector to showcase their talents, products etc.
- Create job opportunities for the local people.
- Improve social cohesion.
- Facilitate optimal use of natural resources, amenities and facilities
- Improves city competitiveness
- Encourages and promotes improvement in the image of the city

In a nutshell, hosting of events has benefits which are aligned to the strategic objectives of the municipality as outlined in the Metro Growth and Development Strategy (MGDS) which are as follows:

- A innovative and productive city: with rapid and inclusive economic growth , and a decreased unemployment rate.
- A green city: environmentally sustainable with optimal benefits from our natural assets. A clean and healthy city of subtropical gardens.
- A connected city: high-quality (and competitively priced) connections to ICT, electricity and transport networks (inside the city and to the outside world).

- A spatially-integrated city: the spatial divisions and fragmentation of the apartheid past are progressively overcome and township economies have become more productive.
- A well-governed city: a smart and responsive municipality (working with other levels of government) that plans and efficiently delivers high quality services and cost effective infrastructure, without maladministration and political disruptions.

In the past BCMM has been inundated by numerous proposals to host a number of events. These submissions were sometimes not aligned with the planning and financial cycle of the municipality as well as its long-term vision. Accordingly, the municipality has decided to create a structured opportunity for prospective promoters and organisers of strategic events to submit proposals to the municipality. Only one proposal per event organiser/promoter will be considered for funding by the municipality.

2. DELIVERABLES

Buffalo City Metropolitan hereby requests proposals for partnering in the hosting of strategic events that profile the city for 2019/2020 (July 2019 – June 2020) financial year. The event must be aimed at attracting a significant number of visitors provincially, nationally and internationally. The event proposal also needs to comprise of an effective marketing and communication plan. The proposal should outline the following:

- Event's ability to increase visitor numbers and increase visitor spend in the city
- Events ability to contribute towards breaking tourism seasonality and improve geographical spread of visitors throughout the city.
- Ability of the event to contribute towards local economy by attracting new money to the city (cash injection from visitors).
- Events ability to maximise Buffalo City Metro brand exposure at various levels prior to, during and post the event.
- Events ability to create job opportunities and transfer of skills
- Events plan to generate positive publicity and profile the city as a preferred destination
- Events ability to promote reconciliation and social cohesion.
- Event's ability to capitalize on existing talent, natural beauty, rich history and heritage as well as existing facilities.

3. GUIDELINES FOR SUBMISSION OF PROPOSALS

All proposals will be adjudicated in terms of the Sponsorship Policy of the Municipality and in accordance with the Municipal Finance Management Act, Act 56 of 2003.

Accordingly, all proposals must be in writing and as a minimum must contain the following:

- Description and profile of the event
- Measurable contribution towards meeting the strategic objectives of the municipality
- Scope of the event including deliverables, milestones, timeframes, anticipated risks and mitigation strategies, reporting and monitoring activities, including skills transfer and capacity building approach.
- Marketing and communication plan
- Risk management plan
- Clear financial projections including co-sponsors and envisaged revenue
- Budget cash flow statement of event
- Financial implications for the municipality, including return on investment
- Compelling argument as to why the municipality should support the proposed event
- Social responsibility programme
- Experience in hosting events of this nature (including history of the proposed event if it has been hosted before).
- A company profile indicating the following: company type and registration number, vision and mission, ownership, and senior management structure, project team structure, BBBEE status, a list of all consultants working on this project including a summary of their capacity with CV's for each consultant.
- The name(s) and contact details of the person or persons in your organization responsible for this proposal.
- Your organisations key accomplishments.
- Names and contacts of three client referees who can comment on your company/agency ability and competency to undertake this event.
- A valid original tax clearance certificate issued by SARS.
- Any other strategic or technical content you may consider relevant.
- The event organizer can only submit one event proposal per cycle

<p>Detailed marketing and communication plan be submitted.</p> <ul style="list-style-type: none"> Using local businesses services to stage the event (maximum of 5 points). Detailed list of local service providers to be used to source goods and services be submitted. Provide an opportunity for local people to showcase their talent (5 points). Detailed list of local artists and local SMMEs to be given an opportunity to showcase at the event be submitted. Job creation for local people (up to 5 points). Detailed plan on the number of jobs to be created be submitted. 	<p>5</p> <p>5</p> <p>5</p>
<p>Experience in event management Experience in organizing successful events. 5 points per event organized up to a maximum of 20 points. Supporting documents will be required to proof the individual or company experience. If it is an individual persons experience, consideration will be taken on the role played by the individual event. Only project manager experience will be allocated a maximum of 5 points.</p>	<p>20</p>
<p>Corporate social responsibility. 5 – 10 percent of the profit contributed towards corporate social responsibility projects will receive up to 5 points. Any contribution above 10 percent of profit will receive a maximum of 10 points.</p>	<p>10</p>
<p>Events company's contribution i.e financial contribution and in-kind contribution. Points will be allocated based of the percentage contribution by the company towards the</p> <p>5-10 percent = max of 2 points 11- 20 percent = max of 3 points 21 - 40 percent = max of 4 points 50% & above = maximum of 5 points.</p>	<p>5</p>
<p>Ability to mobilize other co-sponsors Points will be allocated based of the percentage contribution by the co-sponsors towards the event as evidenced by agreement/s.</p> <p>5-10 percent = max of 2 points 11- 20 percent = max of 3 points 21 - 40 percent = max of 4 points 50% & above = maximum of 5 points.</p>	<p>5</p>
<p>Total</p>	<p>100</p>

Only proposals with a minimum of 70 points will qualify for further assessment.

Stage two

Only proposals that have met the selection criteria set out in stage one i.e receiving minimum of 70 points will be considered for stage two. A total of 20 points will be allocated during stage two assessment which are as follows:

- Financial viability and feasibility of the event will be allocated 10 points
- Timing of the event will be allocated 10 points. Events held during peak season (December to January) will allocated 5 points. Events held during low season i.e. periods outside of the peak season mentioned above will be allocated 10 points.

NB: Prospective candidates must take note of the following conditions:

- The municipality reserves the right to select one or more proposals or not to select any of the events from the proposals submitted;
- BCMM will not accept late submissions.

5. WHERE TO SUBMIT PROPOSALS

Please send your original and three (3) copies of your event proposal to:
The City Manager:
10th Floor, Trust Centre Building
Corner North and Oxford Street
East London

(REF CFP 2019/20 EVENTS)

Proposals should be submitted in a clearly marked sealed envelope. It is requested that a register is signed during the collection of terms of reference and during submission of the proposal for record purposes.

NB: No faxed or emailed proposals will be accepted.

6. COMPLIANCE DOCUMENTS TO ACCOMPANY PROPOSALS

Event proposals received without the following compliant documents will not be considered:

- Your company /organisation registration certificate/Trust Deed

- Companies SARS Pin Code
- Business plan for the event.

7. HOW WILL YOU KNOW IF YOUR PROPOSAL WAS SUCCESSFUL?

Successful proposals will be contacted directly to conclude contractual agreements. Should applicants not hear from BCMM within 90 days after the closing date, they must consider their event proposal submission unsuccessful.

8. LOBBYING OF COUNCILLORS AND OFFICIALS FOR SPONSORSHIP

Event Organizers are not allowed to lobby Councillors and officials of the Municipality and those found doing so will be disqualified.

9. IN-KIND CONTRIBUTION

No waivers for services will be granted to event organisers who have been supported financially.

10. CLOSING DATE FOR SUBMISSION OF PROPOSALS

Proposals are to be submitted by no later than 16h00 on 17 July 2019
No late submissions will be considered.

11. ENQUIRIES

Technical enquiries should be directed to Ms Thandiswa George only in writing at thandiswag@buffalocity.gov.za during office hours (08h00 – 16h30).

**BUFFALO CITY METROPOLITAN MUNICIPALITY [BCMM]
SPONSORSHIP APPLICATION FORM**

Buffalo City Metropolitan Municipality is committed to help make our local communities a better place to live and work, and to be a driving force for growth and improvement. The BCMM Sponsorship Policy assists programmes (that are not covered in BCMM's Grant-in-Aid Policy) that have a positive impact in the communities in which they live. The municipality will also focus its human and financial resources on programmes that have a wide impact and help the financially challenged communities within its jurisdiction.

SECTION A: OVERVIEW OF YOUR ORGANIZATION

Name of the Organization:

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Organization Website Address:

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Contact Name:

Contact Title:

Address:

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Telephone:.....

Fax:

SECTION D: RECOGNITION OF RELATIONSHIP WITH BCMM

Can you offer BCMM exclusive naming or major sponsorship right? – **Yes or No:**

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Can you provide information on how often you will be able to use BCMM name and Logo (signage materials, website)?:

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Can BCMM work with you to integrate with its promotion and publicity? –

Yes:.....No:....

SECTION E: MAKING THE MOST OF THE RELATIONSHIP

What are the potential benefits you are offering BCMM?:

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How will you measure the success of the event/sponsorship?:

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SECTION F: ENSURING BCMM'S WORKING RELATIONSHIP RUNS SMOOTHLY

Will you have a dedicated person working with BCMM on this project? **Yes** ----- **No** -----

If **Yes** , provide the

Name/s?:.....
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.....

Is there an opportunity to involve BCMM staff or specific department? **Yes:** **No: ...**

If **Yes**, which department/staff?:

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Please complete the following Sponsorship Application Form and return it to:

Submission Details

Please mail or hand deliver your completed application to:

Attention City Manager,

Office of the City Manager,
10th Floor Trust Centre Building
Corner Oxford & North Streets,
East London, 5200

OR

PO Box 134,
East London, 5200

