

EXPRESSION OF INTEREST

PERIOD: SEPTEMBER 2024 TO MARCH 2025

Free State Gambling, Liquor and Tourism Authority (FSGLTA) invites the submission of the event proposal for the 2024/25 financial year with the intention of collaborating with event organizers to market and promote the Free State Province. The Entity seeks to invest in events that generate significant immediate and long-term tourism economic value chain benefits that align with the FSGLTA's strategic objectives.

Events are organized activities at a particular venue that highlight the unique characteristics of certain tourism attractions and tourist towns with the aim of exposing or marketing a particular destination. This expression of interest aims to solicit events partnership proposals which will market and promote the Free State as the preferred tourism destination of choice as well as contributing to the economy of the province. The partnership may include financial and/or non-financial elements. The events include but not limited to:

1. Music festivals
2. Sport Tourism
3. Arts and Culture Festivals
4. Crossover Festivals
5. Kasi Tourism, and;
6. Other events

EVALUATION CRITERIA

The entity will evaluate these events by looking at the following criteria:

- Increase travel and/or visitation to the different destinations in the Free State Province.
- Attract tourists, stimulate local economies and create employment opportunities for the locals.
- Participate in the Entity's information gathering for research purpose.
- Contribute towards the project by the event organizer both financial and non-financial.
- Demonstrate return on investment (RoI).
- Promote multiple stakeholder involvement and collaboration through partnerships.
- Promote geographic spread and historically disadvantaged citizens and/or area.
- Promote seasonality to stimulate economic beneficiation throughout the year.
- Promote the use of heritage sites, state owned, youth and women-owned facilities.
- Align to Local Economic Development (LED) investments.
- Event organizers should present commercialization and sustainability plan beyond government support.

QUALIFICATION CRITERIA

- The Expression of Interest is open to all South African tax compliant individuals, organizations and enterprises with an independent legal status such as those registered with CIPC as Non-profit organization, private company (PTY) and or Co-operatives with the sole intention of holding events in the Free State which will have an impact of promoting and marketing the province as a preferred tourism destination of choice.
- No beneficiary will be awarded more than one tourism event hosting support simultaneously within a financial year.

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- Applications from individuals who are related to employees in the entity or DESTEA will not be considered
- Preferences will be given to projects that are co-financed or partly financed or have any other forms of partnership, depending on the total budget and the scale of the event. Proof of such must be provided.
- The Entity will consider applications for support from members of professionals who require for events that are aligned with the Entity's strategic objectives.
- Submitted EOI should be a maximum of 20 pages including compliance documents.
- The Entity will consider all the applications that are received within the 2024/25 financial year.

ADMINISTRATIVE CRITERIA

The following will lead to automatic disqualification

- Incomplete documents, dishonest and inaccurate information
- Incomplete document will not be considered
- Failure to disclose any conflict of interest
- The event timeframe falls outside the state timeframes of 31 March 2025 and the Free State Province's boundaries

COMPLIANCE DOCUMENTS

The following items MUST be included in your submission

- Valid Tax PIN and or certificate
- Certified ID copies of shareholders or directors
- Copies of CIPC or company documents
- Detailed company profile with three relevant references
- Must be registered on CSD
- Must complete the SBD forms (obtainable from the entity)

Complete events proposals must be submitted to the following address for the attention of:

General Manager: Phakisa, Events and Major Sports

85 Corner Henry and Markgraaff Street
Westdene
Bloemfontein
9300

Proposals can also be submitted electronically to the following e-mail addresses:

takur@fsglta.gov.za and lerumot@fsglta.gov.za

CLOSING DATE

The proposals can be submitted throughout the financial year but not extend beyond the 31 March 2025. Enquiries relating to the EOI for events may be directed to takur@fsglta.gov.za and lerumot@fsglta.gov.za.