



**destea**

department of  
economic, small business development,  
tourism and environmental affairs  
FREE STATE PROVINCE

## **EXPRESSION OF INTEREST**

### **PERIOD: APRIL 2025 TO MARCH 2026**

Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) invites the submission of the event proposal for the 2025/26 financial year with the intention of collaborating with event organizers to market and promote the Free State Province. The Department seeks to invest in events that generate significant immediate and long-term tourism economic value chain benefits that align with its strategic objectives as well as to further invest in small events which has a potential of generating future long term economic benefits in all the areas in the Province.

Events are organized activities at a particular venue that highlight the unique characteristics of a certain tourism attractions and tourist towns with the aim of exposing or marketing a particular destination. This expression of interest aims to provide financial and non-financial support to all the events, 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. These events include but not limited to:

- Music festivals
- Sport Tourism
- Arts and Culture Festivals
- Crossover Festivals
- Kasi Tourism, and;
- Other events

## **EVALUATION CRITERIA**

The entity will evaluate these events by looking at but not limited to the following criteria depending on the size of the event:

- 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.
- Typically, localised to one community, attracts local residents and results in localised economic impact.
- Promote 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.



**destea**

department of  
economic, small business development,  
tourism and environmental affairs  
FREE STATE PROVINCE

## **QUALIFICATION CRITERIA**

The Expression of Interest is open to all 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.

The department will consider applications for support from enterprises for events that are aligned with the department's strategic objectives.

The department will consider all the applications that are received within the 2025/26 financial year.

## **ADMINISTRATIVE CRITERIA**

The following will lead to automatic disqualification:

The event timeframe falls outside the state timeframes of 31 March 2026 and the Free State Province's boundaries

## **COMPLIANCE DOCUMENTS**

The following items **MUST** be included in your submission

Proposals must be submitted to the following address for the attention of:

Acting Director: Tourism  
DESTEA  
113 St Andrews Street  
CBD  
Bloemfontein  
9300

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

[sibekot@destea.gov.za](mailto:sibekot@destea.gov.za)

## **CLOSING DATE**

The proposals can be submitted throughout the financial year but not extend beyond the 31 March 2026. Enquiries relating to the EOI for events may be directed to [sibekot@destea.gov.za](mailto:sibekot@destea.gov.za)