

ANNEXURE A

EVENTS CATEGORY SCHEDULE:

TYPE OF EVENT	STRUCTURE	NUMBER OF PARTICIPANTS	FINANCIAL REQ.FROM MUNICIPALITY	APPROX. VALUE TO MUNICIPALITY	NON-FINANCIAL REQ.FROM MUNICIPALITY	DELEG. TO SIGN	APPLICATION PERIOD	PERIOD FOR APPROVAL
A. Jewel Events	<ul style="list-style-type: none"> International sports, business or cultural events. May range from large scale, with global media coverage, to small scale events. All have an international focus and may be once-off. 	A minimum of 100 to a maximum of 10 000.	R250 000 A maximum of three years	R500 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster Fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event	60 days
B. Iconic	<ul style="list-style-type: none"> Annual events on the Drakenstein Events calendar. 	These events attract measurable amount of visitors and tourists. May range from 500 to more than 20 000 visitors over a period of time	R100 000 A maximum of three years	R200 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event.	60 days

C. Incubator	<ul style="list-style-type: none"> Annual events on the Drakenstein Events calendar. 	These events attract mainly Drakenstein communities but show potential to attract visitors and tourists to Drakenstein.	R50 000 A maximum 3 years	R100 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	CM	12 months before the actual event.	60 days
D. Leverage	<ul style="list-style-type: none"> Events that take place outside Drakenstein where the Municipality participates in order to market Drakenstein on a national or global platform. 	These events attract a measurable number of visitors and provides good marketing exposure for our destination.	R75 000. This will depend on the nature of the event as costs will differ. A maximum 3 years	R150 000	Not applicable. Normally a cash contribution is required to cover travel, accommodation, exhibition and other marketing related costs.	CM	12 months before the actual event.	90 days depending on extent of logistical arrangements involved in planning.
E. Community Events	<ul style="list-style-type: none"> These events take place in a community, for community purposes and are attended mainly by the immediately surrounding community. 	These events are mainly attended by the local community and may include Mayoral events, service delivery events, fundraising events, local economic development, emerging sport and social development activities.	R50 000 A maximum of 3 years	R100 000	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	<ul style="list-style-type: none"> SMT (for cash and non-financial support) SMT (for non-financial support to value of R5 000,00) 	3 to 6 months before the actual event	30 days for non-financial support. 60 days for financial and non-financial support

F. Inaugural	<ul style="list-style-type: none"> Events taking place in Drakenstein for the first time. 	These events may attract a number of local, domestic and international visitors and tourists to the area.	Council may exercise own discretion R100 000 First year only	A cash contribution. Council may exercise own discretion.	<ul style="list-style-type: none"> Free Venue Waiving of Banner & Poster fees Refuse Removal Marketing/Publicity Traffic Services & Road Closures Electricity Services 	MM	12 months before the actual event	90 days
--------------	--	---	--	---	--	----	-----------------------------------	---------