



CALL FOR EVENT PARTNERSHIP PROPOSALS WITH ETHEKWINI MUNICIPALITY

The eThekweni Municipality's Durban Tourism department, invites competent, experienced and tourism investor driven event organisers to submit high-impact destination promotion proposals for the 2025/2026 Winter and Festive Season (July 2025 to January 2026) events calendar period. Proposed events should offer strong destination, promotion, marketing, media & Public relations value preposition, reflect the vibrancy and diversity of Durban, and possess the attribute to attract both domestic and international visitors.

THIS call is underpinned by the eThekweni Municipality's objectives of the Integrated Development Plan (IDP) Plan 2, of Economic Development and Job Creation that aims to strategically position Durban as the preferred and ideal world-class premium leisure and business travel destination, a sporting capital to attract domestic and international visitors. This is echoed by the strategic objectives of the Durban Visitor Marketing Strategy as approved by Council in October 2022, positioning Durban as Africa's playground.

THE PROCESS OF INVITING DESTINATION PROMOTION PROPOSALS FROM EVENT ORGANISERS WILL ENABLE DURBAN TOURISM TO IMPLEMENT THE CITY'S DESTINATION PROMOTION AND MARKETING AGENDA THROUGH:

- Advanced destination events calendar profiling and management.
- A systematic events' occurrence alignment with Durban's travel seasonal promotion and activations calendar.
- An advanced integral composition of Durban travel packages in collaboration with tourism trade for inclusion of events within visitor travel itinerary packages.

IMPORTANT TO NOTE:

- Successful applicants will enter into destination promotion partnership agreements with the City of eThekweni for a stipulated period, tailored to the event's scale and strategic alignment.
- Should an event proposal be successful and then there is a change of the proposed date post Council approval due to the Event Organiser's negligence or lack of planning, that event proposal will be subjected to re-evaluation on partnership merits for Durban's destination promotion and alignment. There will be no guarantees that the approval will still stand as it would have shifted from the initially proposed events' calendar year alignment as the basis of approval

KEY OBJECTIVES OF PARTNERSHIP EVENTS

1. To serve as a draw card to attract national and international visitors

to Durban.

2. Enhance Durban's destination brand visibility across key markets to maximise brand visibility and tourism exposure during side activations.
3. Stimulate economic activity and job creation within the tourism ecosystem from access of air, road and sea.
4. Increase occupancy rates across all accommodation sectors.
5. Extend visitor length of stay and expenditure through bundled experiences.
6. Promote tourism dispersal into townships, rural areas, and tourism precincts.
7. Leverage earned media coverage and PR to profile Durban globally.
8. Secure long-term benefits for the city through trade exchange, tourism investment, legacy building.
9. A collaborative platform for innovation and legacy-building within the tourism and events sectors.
10. Destination promotion and profiling to the domestic and international travel market through pre, during, and post-marketing as well as public relations campaigns.

PROPOSAL REQUIREMENTS

Applicants are required to submit a comprehensive event proposal and a completed, originally signed Event Profile Questionnaire (EPQ). Submissions will be assessed against their ability to meet the following:

- Target audience and projected attendance (local, national, international).
- Strategy to attract visitors from outside Durban, including key source markets.
- Promotion and communication strategies to market Durban as a destination.
- Some estimates of expected socio-economic impact of the event to the City's tourism economy from: accommodation occupancy, job creation, LSM attendance and projected spend
- Confirmed media partnerships and promotional reach (include letters of intent).

- Other secured sponsors and strategic partners, excluding the Municipality.

- Event draw card line up from artists, influencers, MCs etc
- How the City can leverage from the event draw cards to maximise on destination leveraging

SUBMISSION DETAILS PROPOSALS MUST INCLUDE:

1. A detailed event proposal with clear concept and value preposition for City's partnership.
2. A completed and originally signed Event Profile Questionnaire (EPQ):
3. All required supporting documentation as outlined in the EPQ.

EPQ forms are available at www.durban.gov.za and <https://tinyurl.com/EPQForm-2025EtK>

TERMS AND CONDITIONS

1. Submissions must be hand delivered at Reception, e Durban Tourism Head Office between 08h30-16h00 (Monday-Friday) which is located at:
 - 90 Florida Road, Morningside, 4001, Durban
2. Closing Date: **12 June 2025 at 14h00.** No late or electronic submissions will be accepted.
3. A submission register must be signed on delivery for audit purposes.
4. The submission of a proposal does not guarantee approval or funding.
5. All events are subject to a written partnership agreement being entered into with the Event Organiser after the acceptance and approval by Council of the proposal.
6. All supported events must comply with:
 - SASREA (Safety at Sports and Recreational Events Act)
 - eThekweni Municipality by-laws and Standard Operating Procedures (SOPs)
 - City procurement and City event hosting protocols
7. No event will be considered for further partnership with the Durban Tourism Department if it is already in partnership with another Unit/Department from the eThekweni Municipality.

PARTNER WITH DURBAN, THE WARMEST PLACE TO BE FOR MORE INFORMATION, CONTACT:

Ms Hlengiwe Dube on hlengiwe.dube2@durban.gov.za /

Ms Charmaine Nkosi via Charmaine.Nkosi@durban.gov.za ☎ 031 322 4164



Scan the QR code access the EPQ form

DURBAN
THE WARMEST PLACE TO BE