



FINANCIAL AND IN-KIND SUPPORT EVENTS POLICY FOR MANDENI MUNICIPALITY



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Table of Contents

1. BACKGROUND AND PURPOSE OF THE EVENTS POLICY.....	3
2. OUTCOME.....	3
3. SCOPE OF POLICY APPLICATION.....	3
4. ANNUAL BUDGET PROVISIONS FOR EVENTS.....	3
5. SUPPORT CRITERIA FOR EVENTS.....	3
6. EVENT SUPPORT	4
7. APPLICATION AND DECISION MAKING PROCESS FOR EVENT SUPPORT APPLICATIONS.....	5
8. REPORTING.....	6
9. CONTRACTUAL OBLIGATIONS	6
10. IMPLEMENTATION	6

S.S.K

1. BACKGROUND AND PURPOSE OF THE EVENTS POLICY

Mandeni Municipality has become a destination for various types of events, and it is a growing trend. To ensure regulatory compliance, the Municipality event permit system and decision-making process allows the Municipality to consider respective event applications against applicable laws, regulations and policies. The Municipality does from time to time receive requests for formal support and/or financial assistance for certain events. The aim of this Policy is to set out criteria to evaluate request for event support and prescribe the accompanied processes.

2. OUTCOME

The Financial and In-Kind Support Events Policy aims to:

- i) Allow the Municipality to make funding available for events through its annual budget process.
- ii) Provide consistency in decision making regarding Municipal support given to events.
- iii) Promote co-operation; and collaboration between internal and external stakeholders; and
- iv) Promote a positive legacy of hosting events in Mandeni.

3. SCOPE OF POLICY APPLICATION

This Financial and In-Kind Support Events Policy applies to any events that request Council support held within the area of jurisdiction of Mandeni Municipality, including events held on both private land and public places. The hosting of the event is dependent on the approval of an event application permit by the Municipality and/or a Council decision or agreement entered with the Municipality.

4. ANNUAL BUDGET PROVISIONS FOR EVENTS

To support events financially, the Municipality must make provision for it in its annual budget process and be adopted by the Council accordingly. There will be no financial support agreement for any event that will be signed without the necessary funds being available.

5. SUPPORT CRITERIA FOR EVENTS

Below is a list of criteria indicating the type of events the Municipality may support or partner with, in terms of this Policy.

5.1 Priority Criteria:

Priority support will be given to events that conform to the below set of criteria:

- 5.1.1 Established events with a proven success record, locally or internationally.

- 5.1.2 Events that attract a high number of visitors to Mandeni from outside the borders of the Municipality.
- 5.1.3 Events that generate or have the potential of generating high level of national and international media coverage.
- 5.1.4 Events that provide the Municipality with marketing opportunities, beyond the normal annual marketing efforts of the Municipality.
- 5.1.5 Events that demonstrate a significant economic contribution to the local economy of the Mandeni Municipal area.
- 5.1.6 Events that demonstrate a social contribution towards the communities of Mandeni Municipal area.

5.2 Additional criteria:

Should an event fail to conform listed criteria under 5.1, the following criteria may also be considered for possible support in terms of this Policy:

- 5.2.1 Locally organized events that intend to promote the people of Mandeni by celebrating the area's cultures, religions, heritage, ecology, and sense of place.
- 5.2.2 Events that address seasonality in the Municipalities events calendar.
- 5.2.3 Events that specifically focus on celebrating and promoting opportunities for small traders and suppliers in the Mandeni area.
- 5.2.3 Events with the potential of lasting legacies from the hosting of the event.
- 5.2.4 Creates access for communities and assists with geographic spread and social integration.
- 5.2.5 If an event is sponsored by the Municipality with an amount above R500 000.00, that event organizer shall be compelled to hire at least 20 local artists accessible from the Mandeni Youth Office Artist database and they must be paid in line with the DSAC local Artist remuneration amount not less than R5 000.00 each.
- 5.2.6 If an event is sponsored by an amount between R100 000.00 to R499 999.99, the event organizer must be compelled to hire at least 7 local artists accessible from Mandeni Youth Office Artists database and be paid an amount not less than R2 500.00 each.

6. EVENT SUPPORT

6.1 IN-KIND SUPPORT

S.S.K

The In-kind support to an event may include but is not limited to the following:

- 6.1.1 Municipal venue and facilities;
- 6.1.2 Fire and Rescue Services;
- 6.1.3 Safety and Security Services;
- 6.1.4 Traffic Services;
- 6.1.5 Solid waste removal;
- 6.1.6 Electricity at facilities;
- 6.1.7 Water consumption; and
- 6.1.8 Sanitation.
- 6.1.9 Event endorsements and using of Municipal logos.
- 6.1.10 Marketing of event by the Municipality and Mandeni Community Tourism Organization.
- 6.1.11 Appearances by the Mayor, the Deputy Mayor, the Speaker, Executive Committee Members and Councilors, the Municipal Manager and other Senior Officials of the Municipality.
- 6.1.12 Any other in-kind support that does not constitute a financial contribution as stipulated in point 6.2 of this Policy.

The in-kind support is limited to availability of resources, time and facilities and can only be provided in designated areas where the necessary infrastructure is available e.g., facilities, sanitation, electricity, etc.

6.2 FUNDING SUPPORT

Should funds be available within the Municipal annual budget for the support of events, the Municipality may consider supporting an event financially and enter an agreement accordingly.

6.2.1 Funding Amount and Time Period

The amount of funds allocated to each event and period for funding is for Council's discretion and will be based on motivations received, available funds and the set criteria of this Policy. The funding and time schedule for supporting events may be published annually and should consider the Integrated Development Plan and Budget cycle of the Municipality.

S.S.K

6.2.2 Funding Models

The Municipality may consider various funding models like purchasing a rights package to marketing and promotion of the Mandeni Municipality through the event; a main sponsorship agreement; subsidiary sponsorship agreement, once off payment, multiyear financial support, etc.

The Municipality may also consider subsidizing events by supplying goods and services. This includes but is not limited to supplying of transport, fencing, private security, toilets, stage, sound and technical, electrical generators, professional event organizers, safety officers, temporary infrastructure, cleansing, and waste management, volunteers, promotional clothing, staff catering, corporate gifts, venue hire, road closure adverts, road/traffic signage, professional speakers/program directors, entertainment and consultants for monitoring and evaluation.

All funding models must conform to the Municipal Finance Management Act and related Regulations and Budget related policies and must be presented to the Council or its delegated authority for a decision.

7. APPLICATION AND DECISION-MAKING PROCESS FOR EVENT SUPPORT APPLICATIONS

7.1 Request for Submissions

The Municipality, (Department of Economic Development, Planning and Human Settlements) will advertise on an annual basis to give the event's organizers an opportunity to apply for financial or in-kind support, pending the availability of resources and funding. A deadline for submissions will be stipulated in the advert. The Municipality may consider applications received after closure, with good merit and in line with the set criteria of this Policy.

However, such applications may only be considered in future financial years, should municipal operations and timelines not allow for further submissions

7.2 Application Form

Event organizers are required to complete the attached application form, see Annexure "A". This form may be amended from time to time by the Municipality and is available at the Department of Economic Development, Planning and Human Settlement.

7.3 Submission of the Application Form

S.S.K

All Event Support Applications and motivations must be submitted to the Department of Economic Development, Planning and Human Settlement of the Municipality.

7.4 Decision-making process for event support

The Department of Economic Development, Planning and Human Settlement will evaluate all applications received according to the criteria of this Policy. Successful applications will then be presented to the Economic Development, Planning and Human Settlement Portfolio Committee of the Council for comments where after it will be submitted to the Council or its delegated authority for a decision.

7.5 Funding Agreement

The council or its delegated authority will approve a type of financial support for an event, a draft funding agreement that complies with Section 67 of the MFMA will be presented to the applicant or event organizer for signature. Funds will only be transferred after signing of the agreement by all parties.

7.6 Event Services

In instances where it has been agreed that the Municipality will contribute to an event by supplying goods and services (In-kind support), the necessary procurement processes must be followed in terms of the Municipal Supply Chain processes. No advance payments are permitted.

8. REPORTING

The Department of Economic Development, Planning and Human Settlement will report to Council accordingly on event support through its monthly reports to Council.

9. CONTRACTUAL OBLIGATIONS

The Municipality must ensure that the event organizer complies with the provisions of Section 67 of the Municipal Finance Management Act 5 of 2003 and reports in that regard must be submitted to the Municipality. Failure to comply with the reporting obligations set out in Section 67 could disqualify the recipient of further applications for funding in subsequent years.

A Memorandum of Understanding or Agreement that includes the obligations of Section 67 of the Municipal Finance Management must be entered with the Municipality.

10. IMPLEMENTATION

This Policy is known as the Financial and In-Kind Support Events Policy and will be implemented from the date of acceptance by Council or as per date determined by Council.

Policy Section	Local Economic Development
Date of Approval by Council	27 March 2025
Council Resolution No.	C96



Mr S G KHUZWAYO
MUNICIPAL MANAGER

31/03/2025
DATE