

## HOSTING APPLICATION FORM

All potential guests and attendees that are intending to visit and represent Cape Town and the Western Cape, hosted and endorsed by WESGRO must please respond and complete the questions below before any assistance can be considered. The completed application must be received by the Leisure Tourism Department at least 14 (fourteen) working days prior to required date.

Please note that preference will be given to requests submitted for assistance between April and September as our peak season runs from October- March with an increase in volume, with reduced capacity available during this specific time.

Please submit your application to: [zintle@wesgro.co.za](mailto:zintle@wesgro.co.za)

Contact Details:	
Name	
Email address	
Physical address	
Contact details of business you represent.  (WESGRO requires the right to contact businesses for reference purposes)	
BACKGROUND DETAILS & REACH	
Description of platforms of that you will be representing?	
Target audience: Country / region Age Language Gender LSM	
Size of unique online visitors /circulation/ audience	
Frequency of media	
PURPOSE OF VISIT	
What is the nature and purpose of the proposed visit?	



## EXPOSURE & VALUE

What kind of exposure can the participating sponsors and stakeholders (products/services) expect in return as a result of the complimentary or discounted service provided?

What is the estimated value or the return on investment of this project?

## PROJECT DELIVERY

What is the envisaged length or page-size of the article/blogs/film/television programme you are doing?

What are the dates and times of the Publication / airing of the project?

## HOSTING REQUIREMENTS

How many people from your company will be participating (Please include PR Profiles, number of followers on social media platforms)

Please list the requirements you have for your proposed visit in as much detail as possible.  
(For example: itinerary suggestions/ transport and accommodation, mentioning any special needs.)

**Please note that examples of current work/letter of endorsement from your company must accompany this application.**

## TERMS & CONDITIONS

Please familiarise yourself with the terms and conditions listed below, before submitting your application.

**WESGRO**, its partners and stakeholders endeavours to be of assistance to the best of their ability, but reserves the right to decline assistance. Each request will be carefully reviewed in order to determine the level of assistance required/provided.

**WESGRO**, its partners and stakeholders requires feedback regarding the end product of the project in the destination (i.e. report/article, book, published material, film/video footage.) as soon as it's been published / gone live and must sent to: [zintle@wesgro.co.za](mailto:zintle@wesgro.co.za)

The cost of flights will be considered but are under no circumstances guaranteed.

The responsibility lies with the applicants to ensure that they are adequately insured. **WESGRO** will not be held liable for any claims, accidents, injuries or loss, etc. arising from the hosting/ sponsored period specified.

## SIGNED BY APPLICANT:

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DATE:

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## SIGNED BY WESGRO:

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DATE:

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APPROVED BY WESGRO: YES/NO:

<input type="checkbox"/>	<input type="checkbox"/>
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