SPONSORSHIP POLICY

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INTRODUCTION

• The hosting of events in the Province has been identified as a significant part of the MTPA strategy of increasing tourist arrivals and injecting economic growth in the Province.

• Events play a vital role in enhancing cultural and social cohesion in communities.

• The policy seeks to provide guidelines or direction for the MTPA in identifying partners to collaborate with when hosting events.
The MTPA is mindful of the range of stakeholders that may want to partner with MTPA.

Hence the need for a policy that will standardize the criteria of selecting strategic partnerships that will be beneficial to the MTPA and enhance the MTPA brand.

**Definition of sponsorship**

Sponsorship, amongst other things, may be the provision of cash or other goods or services in return for access to the exploitable potential associated with an event, organisation or individual.
OBJECTIVES

The MTPA events policy is a strategic tool which seeks to:

- Identify partners to host and co-host events with
- Determine the level of involvement of the MTPA in hosting events
- Leverage on strategic events that will position MTPA brand
CRITERIA FOR SPONSORSHIP

The following criteria will be used for sponsorship:

- The extend to which the event supports the MTPA’s strategic objectives
- Project must be within the approved events budget
- Economic impact
- Commercially viable and legally sound
- Brand exposure and enhancement
- Relevance of the project or event
- Project or event should attract visitors to the province
- Deliver positive social and community benefits.
SCOPE OF THE POLICY

- The Policy applies to all events that MTPA may host or sponsor which range from hallmark mega events (such as the FIFA World Cup) to small but of significance nature.
TYPES OF SPONSORSHIP

• The MTPA will offer the following sponsorship:
  
  • Financial
  • Technical Support
  • Human Resource
SPONSORSHIP AGREEMENT

Sponsorship Agreements are a legal document

- The MTPA will provide or expect a written, binding sponsorship Agreement for each sponsor which will outline specific events involving the sponsor and their associated benefits.