

GOVERNANCE CLUSTER
City Administration Unit

Ground Floor, Room 5, City Hall
Dr Pixley KaSeme Street, Durban, 4001
P O Box 1014, Durban, 4000
Tel: 031 311 2131, Fax: 031 311 2171
www.durban.gov.za

Our reference: PAIA/138167/AS/mag/2/4/1
Telephone: 031 3112391
Facsimile: 031 3112171

18 July 2016

Mr J Ekron
Per eMail: foip@saha.org.za

Dear Sir,

**PROMOTION OF ACCESS TO INFORMATION ACT APPLICATION –
SPONSORSHIP OF PUBLIC EVENTS BY PRIVATE INDIVIDUALS**

Your application registered on the 2nd July 2016 regarding the above request refers.

This office has been advised by the Senior Business Analyst from the Municipality's Events Management Office that the following procedure is effective whilst the Events Management Policy is being finalised and adopted.

Each and every applicant is provided with a standard application form, on receipt of their proposals. (Refer Attached EPQ)

The application together with the proposals received from all line departments are placed on an agenda to be mutually and collectively evaluated by the Events Evaluation Committee which aims to meet every Tuesday to review and make recommendations to the Municipal Manager. The respective Heads of Department's or their nominated representative sit on this committee to evaluate the submissions which require financial support.

Event evaluations are guided by the objectives of the various departments that partake in event partnerships, the committee does however look favourably at events which support mandated departmental programmes. These programmes are aligned to various performance measures and deliverables. For example, for Durban Tourism, the event must demonstrate that it has the greatest ability of advancing the objectives of the tourism and economic development strategy. Events must also not be relying on the Municipality for existence and survival but demonstrate a great ability of viability and sustainability.

The Municipal Manager discusses the applicant's proposal and sponsorship request along with the recommendations from the EEC at his meeting, also known as the DCM's Forum, which aims to sit every Wednesday.

Only on instruction from the Municipal Manager who would have consulted with the respective Deputy City Manager on the availability of budget within the financial

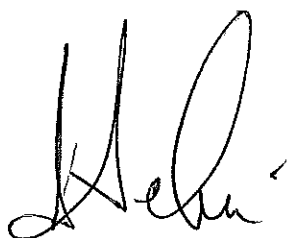
year, will the respective line department be requested to draft a motivation to Council for discussion and final approval.

This procedure and process has been in place since November 2013.

Event partnership applications must be submitted 6-8 months prior to the event and must be fully compliant with the Safety at Sports and Recreational Events Act 2 of 2010.

I trust that the above is in order.

Yours faithfully

A handwritten signature in black ink, appearing to read 'A Seheri', with a large loop at the top and a small mark at the end.

A Seheri

DEPUTY INFORMATION OFFICER
HEAD: CITY HALL ADMINISTRATION