



Radio iGagasi 99.5 (Pty) Ltd
Registration No. 1997/006698/07

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Gagasi FM Events Policy & Guidelines 2017

Thank you for your interest in submitting a sponsorship proposal to Gagasi FM. Due to the high level of interest to partner with Gagasi FM for Events and Projects, we can only support a limited number of requests. As a result, we sometimes decline opportunities even if they fit our sponsorship guidelines.

Timeline

Please submit your partnership. sponsorship proposal at least 12 weeks (3 Months) prior to the proposed event or activity in order to provide us with adequate time to evaluate your proposal, negotiate agreements, and plan our participation.

If your event is selected, you will be contacted within four to six weeks of submitting your proposal. All concept documents/proposals received one month before will be automatically rejected. Concepts to be reviewed weekly.

Key Focus Areas 2017 - Lifestyle Categories Priorities

Due to an influx of Music based proposal, we will be very selective in partnering with Music properties in particular relating to events in the following Districts **eThekweni, King Cetshwayo Ugu, Umgungundlovu and Amajuba** areas. Please note below the key areas of focus for the brand in 2016

Life Style Categories

- Health/Sports/Travel/Education/Fashion/Comedy/Arts & Design/Spirituality
- Proposals for event outside

Key Districts

- Harry Gwala
- iLembe
- uMkhanyakude
- uMzinyathi
- uThukela
- Zululand



For 2017 Gagasi FM will not consider association with, or partnership with activities related to:

- Politics;
- Religious affairs;
- Unfair competition;
- Content with nudity;
- Explicit images;
- Negative behaviour
- Short lead time (i.e. less than 12 weeks prior to the event)

Events Checklist of all that is required once we have accepted any concept documents/proposals;

- Venue Confirmation
- Talent/Artist confirmations
- JOC Applications where necessary;
 - Letter of Consent from Land Owner
 - Signed Appointment Letter of Safety officer
 - Risk Categorization
 - To-Scale Site Layout and all structures – Approved by Building Inspectorate and Fire Department
 - Max User Certificate must be issued by the City Fire Department prior to the sale of Tickets for the event
 - Structural Drawing and SANS 10400 Form – Approved by Building Inspectorate and Fire Department
 - Application for Temporary Alcohol Permit - application must be made to City Business License Department and receipts forward to the Events Management Office
 - Medical Plan – Approved by EMRS
 - Traffic Management Plan – Approved by Metro Police and eThekweni transport Authority
 - Waste Management Plan – Approved by Durban Solid Waste
 - Food/ Vendors/trader temporary business license – application must be made to City Business License Department in order to obtain a Certificate of Acceptability and receipts forward to the Events Management Office
 - Event Running Order – Daily start times, program, completion
 - Electrical Engineers Certificate (on completion of all electrical points)
 - Structural Engineers Certificate (on completions of all structures)

- Marketing plan
- Confirmation of all sponsorship and funding
- Completed supplier form;
 - Company Registration documents (CM29 for Companies and CK1 for Close Corporations)
 - BEE Certificate
 - Tax Clearance Certificate (if the company is a vat vendor)
 - Company Profile with directors and credentials

Recourse for Declined Proposal

An event or concept document/proposal that is not aligned to our full brand strategy but is however aligned to and relevant to our audience can be considered based on the following terms;

- **Event Promotion Package;**
 - R100 000 - R150 000 Cash injection in exchange for the below value;
 - Outside broadcast
 - Station on Air Talent negotiations based on our rate
 - Sponsorship negotiations for the additional airtime needed to promote the event scheduled.
- 3rd party mentions on air to be charged to 10% of the value trade agreement.

Digital costings to be reviewed and costed accordingly.

For more details on bespoke packages please contact our sales team on sales@gagasi995.co.za or 031 584 5300.

Kind Regards

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