



MMS057 - LIFESTYLE EVENTS PARTNERSHIP WITH MOSES MABHIDA STADIUM FOR 36 MONTHS

Moses Mabhida Stadium is part of eThekweni Municipality's Stadia & Facilities Unit which is also responsible for 5 other stadia in the city – Mpumalanga Stadium, Princess Magogo Stadium, King Zwelithini Stadium, Sugar Ray Xulu Stadium and Chatsworth Stadium. All stadia host regular football matches, sporting events, concerts, festivals, church, political, athletic and community events.

All interested Event Organisers/ promoters specialising in Lifestyle Event Concepts/ management are invited to submit proposals for a 3 year partnership to host events at Moses Mabhida Stadium and the other 5 stadia for consideration for a mutually beneficial commercial partnership. You must propose hosting a minimum of 1 event per annum within the 3 year partnership. This partnership is not applicable to once off events.

(NB: The partnership agreement is NOT to provide funding for events).

Partnership Objective

Events are a major contribution to stadium revenue and we are looking to secure more events at the stadia in order to maximise revenue, improve visitor numbers and occupancy levels. Eventing opportunities exist within the Moses Mabhida Stadium precinct as follows:

- 1. Stadium Bowl** - a multi-purpose stadium with a capacity of 56000, hospitality suites and Business clubs with 7500 seats, competition areas, media lounge and tribune, 8 commentary boxes, VOC facility etc.
- 2. People's Park** - outdoor park with a capacity of up to 18 000. Ideal for concerts, festivals, cultural events, outdoor exhibitions, teambuilding, marathon/cycle race start and finish and sports.
- 3. Imbizo Place/ retail area** – amphitheatre with capacity for up to 750 pax surrounded by lawns with ample parking and a variety of eateries and shops. Imbizo Place is the hub for all stadium

attractions (SkyCar, stadium tours, adventure walk, Segway Tours, Big Rush Big Swing) and a monthly food and lifestyle market.

- 4. 5 community stadia** - events can be held in the bowl or outer fields, where applicable.

Interested event organisers/ promoters must submit a detailed proposal covering the following mandatory criteria:

1. Company profile
2. Event management experience - provide an overview of a minimum 3 x lifestyle events successfully delivered by your company in the past 2 years. You are welcome to provide more than 3 examples.
3. Event concept - outline your event concept, secured funding/ budget and operational plan for the event/s you propose to host - minimum of 1 event per annum within the 3 year partnership.

Only proposals complying with the above mandatory criteria will be. If your proposal does not fit the above specified mandatory criteria, it will be considered non-responsive and will not be evaluated further. Shortlisted potential partners will be required to present their proposals to a panel of stadium management. **Unsuccessful bidders will be notified in writing within 30 days of submission.**

Please submit proposals in a sealed envelope marked: **"MMS057 - Lifestyle Events Partnership", Mrs Sijabulile Ntuli, Moses Mabhida Stadium Management Office, 44 Isaiah Ntshangase Rd, Durban, 4000.**

For enquiries contact:

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For event bookings contact:

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