

The Gift of Knysna

GENERAL INFORMATION

Christmas 2015

Dates: Saturday 19th – Wednesday 23rd December, 2015

Opening times: 9am-7pm daily

Venue: Upstairs @ Knysna Mall

Background to the event

Each December, hundreds of thousands of South Africans descend on the Garden Route to celebrate the festive season. For one month, beginning the day after Gauteng schools close for the year, tourists of every age, shape and size join this long-established annual pilgrimage to the region.

They come to bask in the blazing sunshine, play on the blue flag beaches and participate in the bounty of outdoor adventures, sporting activities, cultural attractions and entertainment experiences available, the variety of which cannot be matched by any other local destination.

No other time of year presents as much opportunity to profile the Garden Route's unique offerings, showcase it's creative heritage, promote local businesses and provide resident communities with an economic boost.

The Gift of Knysna was conceived to ensure that this opportunity is realised.

Our mission

The Gift of Knysna was created to provide local artisans and producers with a premium marketing, promotional and retail platform for their products; a platform that supports and stimulates their businesses by connecting them directly to consumers in active shopping mode.

Our values

Creativity
Craftsmanship
Collaboration
Authenticity
Responsibility
Diversity
Sustainability



Benefits of participation

Participation in The Gift of Knysna will profile your business to thousands of visitors from across the Garden Route during the country's most premium shopping period. For 5 festive days a comprehensive multimedia advertising and marketing campaign will attract shoppers from Mossel Bay to Storms River to this high-end showcase of the best local products and gifts the region has to offer. The campaign will run for the duration of December and includes:

- a comprehensive event website and online catalogue of producers (www.thegiftofknysna.co.za will go live on 01 November 2015)
- an extensive print advertising campaign comprising hundreds of posters in prime locations across the Garden Route, placements in local publications, thousands of post-card promotional handouts and billboards
- a multi-platform online and social media campaign driven by Knysna & Partners
- a national PR campaign placing the event high on visitors' holiday programmes
- a full-colour shopping catalogue and directory with individual business profiles and product information

The Gift of Knysna will also receive key promotional support from CCDI (the Cape Craft and Design Institute), SEDA Western Cape, Knysna Economic Development and Tourism entities across the Garden Route.

All participants will further benefit from complementary professional sales training and retail design and display advisory support.

Categories

Health and beauty

Pottery, ceramics and glass

Clothing, footwear and accessories

Linen and textiles

Furniture and furnishings

Homeware and decor

Gourmet food and beverage

Jewelry

Fine art – drawing, painting, sculpture, photography, illustration

Paper products – stationery and print

Metal and woodcraft

Participation criteria and rules

Participants are identified and selected for their creative ideas, superior craftsmanship and the original, high-quality, handmade nature of their products. Eligible work ranges from innovative craft to premium fine art.

- You must be the artist/ designer of the work on show
- You must be the original creator/assembler/producer/maker of your work
- You must understand and have mastered the craft process needed to make your work
- You must be intimately involved in the production process from start to finish
- You must create/produce your work in the Western Cape region
- Products must not be mass produced
- Product designs must not infringe on any copyright or patents

Application process

All application forms must be completed in full and emailed to admin@thegiftofknysna.co.za or delivered in person to the offices of Knysna & Partners.

- Applications must be accompanied by an artist profile (photo and biography)
- Applicants must include at least 2 photographs of their work/products
- Participants will be notified telephonically and in writing within 5 days of receipt should their application be successful

Participation pricing

- 2m x 2m floor space: R2500 (R500/day)
- Booth sharing is permitted
- Multiple adjacent spaces may be booked on request
- The organisers take no commission on sales.

The Gift of Knysna is a registered SEDA service provider. Businesses seeking SEDA contributions to their participation fees and/or marketing costs should submit their requests to SEDA as a priority. Businesses requiring assistance with these requests or with registering with SEDA in time for the event should contact the organisers.

Payment information

A 50% deposit is due with the contract no later than 2 weeks after receiving your acceptance notification (exact date will be included in your acceptance email).

Key dates

- Shopping festival dates and times:
 - Saturday 19th December – Tuesday 22nd December, 9am-6pm
 - Wednesday 23rd December, 9am-8pm
- Application deadline: 31 October 2015
- Payment deadline: 30 November 2015
- Producer catalogue information deadline: 15 October 2015
- Producer briefing:
- Set up: Friday 18th December, 10am-3pm
- Breakdown: Wednesday 23rd December, 8-10pm; Thursday 24th December, 9am-12pm

Contact information

If you have any questions or require any assistance with your application, please email admin@thegiftofknysna.co.za or call 082 558 5430.