



# SEKELA HOSPITALITY SUPPORT PROGRAMME

Brought to you by Meadowland and Marvello in partnership with RCL FOODS.

## SEKELA HOSPITALITY SUPPORT PROGRAMME ("Programme")

### A. TERMS AND CONDITIONS

The sponsor is Siqalo Foods (Pty) Limited ("**Sponsor**") and Bloom Infinite (Pty) Limited is the agency partner contracted to promote this Programme (collectively "**Promoters**").

Any person participating in this Programme ("**Participant**") accepts and agrees that by entering this Programme they have had an opportunity to read and consider these Terms and Conditions and that they are bound by these Terms and Conditions.

The Programme is open to restaurants, bakeries, catering companies and accommodation businesses that operate in South Africa.

#### 1. Qualifying Criteria

- 1.1 In order to qualify as a Participant, applicants must:
  - 1.1.1 operate either a restaurant, bakery, catering company, accommodation business, offer cooking and/or baking catering services;
  - 1.1.2 demonstrate an average monthly total food spend of at least R5,000.00 (five thousand rand) which spend must include the Sponsors' products. The average monthly total food spend shall be based on the total of the Participant's last three months food expenditure; and
  - 1.1.3 be majority owned (at least 51% (fifty one percent)) by historically disadvantaged individuals (African, Coloured and/or Indian communities); and
  - 1.1.4 have an annual turnover of less than R10,000,000.00 (ten million rand) as stated in the most recent audited financial statements or factual finding from an independent review, which would qualify the Participant as an Exempt Micro Enterprise ("**EME**") in terms of the Broad-Based Black Economic Empowerment Act, No. 53 of 2003 (as amended by the Broad-Based Black Economic Empowerment Amendment Act, No. 46 of 2013) ("**BBBEE Act**"). The Participant's BBBEE verification certificate must be available upon request.
- 1.2 The Programme is open to independent Participants only. Participants may not be members of chain restaurants or franchise groups.
- 1.3 No director, member, partner, employee or agent of, or consultant to the Sponsor or the Promoters, or any person who directly or indirectly controls or is controlled by the Promoters or any supplier of goods or services in connection with the Programme may participate in this Programme.



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1.4 The Sponsor reserves the right to review the qualifying criteria periodically and may reasonably amend the qualifying criteria at its sole discretion, at any time during the period of this Programme.

## 2. How to Participate

2.1 To enter this Programme, a Participant must:

2.1.1 complete in full the application form which can be accessed on <https://rclfoods.com/brand/sekela-hospitality-programme/>. The Sponsor reserves the right to request supporting documentation to verify the application criteria. Requests for supporting documents will be accompanied by a contact email address and a deadline for which same must be submitted by the Participant; and

2.1.2 once advised by the Sponsor of the Participant's acceptance to the Programme, Participants will be required to sign the Sigalo Foods Enterprise Development Agreement and these Terms and Conditions.

2.2 The Sponsor agrees to reserve 13 (thirteen) spaces for Supreme Flour Beneficiaries ("**Supreme beneficiaries**"). Supreme Beneficiaries are required to meet the qualifying criteria and comply with the entry requirements. The Supreme Beneficiaries will be required to complete the Business Training (as referred to in clauses 4.1.1).

2.3 Purchases must be for the consumption of the Participant's business and not for resale and no syndicated purchases will be allowed. The Sponsor reserves the right to refuse payment of cash back for items that cannot be justified for business purposes.

2.4 Applications which are incomplete, unclear, illegible or contain errors will be declared invalid.

2.5 **Neither the Sponsor nor the Promoters shall be responsible for any lost, damaged or delayed entries for any reason whatsoever. Proof of sending will not be accepted as proof of receipt by the Sponsor. Neither the Sponsor nor the Promoters will be liable for any technical failures affecting the participation and/or the Rewards redemption process of this Programme.**

## 3. Duration

3.1 This Programme will run from 01 November 2024 until 30 June 2025.

3.2 The Sponsor reserves the right to reasonably extend, shorten, suspend the time period of this Programme or terminate the Programme for technical, commercial, and/or operational reasons, or for reasons beyond its control.

3.3 Returning Participants are required to submit current compliance documents and sign amended Terms and Conditions for every new financial year. Returning Participants are not guaranteed the Financial Stimulus Packages every year.



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- 3.4 Participants can only participate in the Programme for a maximum of 2 (two) years (24 (twenty four months)).
- 3.5 The Programme, Rewards and these Terms and Conditions may be reasonably amended by the Sponsor, at any time during the duration of the Programme. In such event, all Participants waive any rights that they may have/purport to have in terms of this Programme and acknowledge that they shall have no recourse against the Sponsor or the Promoters whatsoever.

## 4. SEKELA SUPPORT

- 4.1 Participants who meet the qualifying criteria set out in clause 1 above will qualify for the following rewards ("**Rewards**") under the Programme based on the conditions stipulated. Rewards include:

### 4.1.1 **Business Training**

13 (thirteen) Participants will be eligible for business training ("**Training**"). Training is mandatory for all new participants joining the programme and preference to the Training will be given to new Participants (as opposed to Returning Participants). Returning Participants may attend the Training on a first come first serve basis, subject to availability.

### 4.1.2 **Financial Stimulus Packages**

Qualifying Participants can choose one or a combination of the following Financial Stimulus Packages to a maximum of R30,000.00 (thirty thousand rand), based on (i) a needs assessment, (ii) the Programme budget, and (iii) the discretion of the Sponsor.

Financial Stimulus packages include:

#### (a) **Cash Back on Food Spend**

Qualifying Participants can get cash back for their business food basket spend by submitting receipts to the Sponsor before 31 March 2025, which receipts must include expenditure on Siquo Foods products. At the discretion of the Sponsor and in accordance with these Terms and Conditions, the cash back will be equivalent to the amount spent (to a maximum of R30,000.00 (thirty thousand rand)) and will be deposited into the Participant's bank account.

The cash-back process will be facilitated by the Promoters. The Sponsor expects loyalty to Siquo Foods products (set out below) and an increased preference and purchase of the Sponsor's products. Participants will receive cash back as and when their submissions are made, within a period of 60 (sixty) days (there may be unforeseen delays) from submission of receipts.



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Receipts must be for items related to business activities and must include 2 (two) or more of the following products:

- (i) Marvello Bake 80% (eighty percent) Fat Spread (500g (five hundred grams));
- (ii) Marvello Original 70% (seventy percent) Fat Spread (500g (five hundred grams));
- (iii) Marvello Butter Flavoured 70% (seventy percent) Fat Spread (500g (five hundred grams));
- (iv) Marvello Multipurpose 50% (fifty percent) Fat Spread (500g (five hundred grams));
- (v) Flora Gold 60% (sixty percent) Fat Spread 280 x 8g (two hundred and eighty times eight grams) Portions;
- (vi) Stork Country Spread 40% (forty percent) Fat Spread;
- (vii) Rondo Lite 20% (twenty percent) Fat Spread;
- (viii) Rondo 37% (thirty seven percent) Brick (500g (five hundred grams));
- (ix) Meadowland Classique (1L (one litre));
- (x) Meadowland Delight (1L (one litre)); and
- (xi) Supreme Flour.

### 4.1.3 **Brand Building Elements (CI Development, Website Development, Pitch Deck)**

- (a) CI Development – Audit current CI Elements (If Existing)
  - (i) Domain Registration and 1 (one) year of hosting;
  - (ii) Refresh/Redesign company logo or Design and Develop New Logo; and
  - (iii) Apply for Company Stationery, Letterheads, Business Cards, Pitch Deck and E-mail Signatures.
- (b) Website Development - Audit current Website (If Existing)
  - (i) Refresh or Redesign and Develop existing Website OR Design and Develop New Website.



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- (ii) Content or Copy Creation based on Brand Positioning.
- (iii) Imagery: Stock and/or Shoot.

*Ongoing Domain Management and Updates shall be managed and paid for by the Participant recipient.*

### 4.1.4 **Social Media Support (Setup pages, Social Media Content Development and Management)**

- (a) Audit Social Media Handles (If Existing).
- (b) Refresh and Update Existing pages OR Set up new Social Media Pages.
- (c) Develop a Social Media Strategy.
- (d) Social Media Content Development.
- (e) Design of Social Media Posts.
- (f) Instagram Marketing Campaign to enhance and amplify presence to grow the page. Participant recipient to link to Facebook and repurpose content to other platforms.
- (g) Social Media Management for a period of 3 (three) Months.

### 4.1.5 **Branding/Signage**

- (a) Design, Supply and Installation of Business Signage (Indoor/Outdoor), Activation Collateral, Stationery and Uniforms
  - (i) Building Signage.
  - (ii) Window Branding.
  - (iii) Event Banners (Pull ups, Flying Banners, Pop Up Banners).
  - (iv) Flyers, Menus and Tablecloths.
  - (v) Company Vehicle Branding.
  - (vi) Branded Staff Uniforms.

*Maintenance and upkeep to be managed and paid for by Participant recipient.*



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### 4.1.6 Catering/Baking Equipment or Utensils

- (a) Pots and Pans.
- (b) Preparation Utensils (Whisks/Mixing Bowls, Knives, etc).
- (c) Food Storage Equipment.
- (d) Electric Mixers, Food Processors, Stoves, Ovens.
- (e) Refrigeration and Cold Storage.

### 4.1.7 Delivery Services (Branded Scooter)

- (a) Branded Delivery Scooter

*Driver, Maintenance and Insurance and Annual Licencing to be managed and paid for by Participant recipient.*

4.2 In accordance with clause 4.1.2, the value of a Financial Stimulus Package/s received by a Participant is limited to R30,000.00 (thirty thousand rand). A Participant may however, elect to receive a variety of Financial Stimulus Packages provided the collective value of same does not exceed R30,000.00 (thirty thousand rand).

For example, a qualifying Participant may elect to receive Social Media Support to the value of R15,000.00 (fifteen thousand rand) and the remainder of R15,000.00 (fifteen thousand rand) in respect of Delivery Services. This is, in all regards, subject to the sole discretion of the Promoter.

*Sekela Hospitality Support Programme ("Sekela") is a social enterprise that helps businesses with financial and operational support. Sekela will provide the business with all the necessary training to ensure the business' success.*

*If the business closes within 60 (sixty) days of receiving funding, the Sponsor has the right to request funds to be returned to it within 30 (thirty) days.*

*Business Closure: If Financial Stimulus Package/s have been allocated, but not paid out to a Participant whose business ceases due to closure or related issues, the Financial Stimulus Package/s may be re-allocated at the discretion of the Sponsor.*

*Deceased Participant: Distribution/Re-distribution of Financial Stimulus Package/s is at the sole discretion of the Sponsor and may be allocated to other Participants. If the Deceased Participant practiced in a sole proprietorship, the Sponsor will allocate the Financial Stimulus Package/s to other Participants. If the Deceased Participant practiced under a legal entity, the Sponsor shall investigate the entity and ascertain if the entity is being managed by other persons, and if the Sponsor is satisfied, in its sole discretion, the Sponsor may allocate the Financial Stimulus Package/s to the entity which is being managed by another person.*



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### 5. Personal Information

- 5.1 By entering this Programme the Participant consents to the collection, use, storage, disclosure, processing and further processing of its personal information (the participant's name, registration number, contact number, physical address, email address, representative's contact information, financial information, personal preferences, and other personal information the Participant provides when entering and participating in this Programme) by the Sponsor or the Promoters.
- 5.2 The purposes for processing personal information is to: (i) conduct this Programme; (ii) facilitate the Participant's participation in the Programme; (iii) verify the Participant's details by the Sponsor's appointed verification agent for the purposes of compliance with the BBBEE Act; (iv) communicate with the Participant and send direct marketing communication on Siqalo Foods and RCL FOODS products via e-mail, telephonic calls, SMS and WhatsApp and (v) for market and product research.
- 5.3 Should the Participant object to the processing of his/her personal information and/or receipt of direct marketing, the Participant should send an e-mail to [info@bloominfinite.co.za](mailto:info@bloominfinite.co.za).
- 5.4 By posting any content, images, or comments on any of the Sponsor's or the Promoters' public and/or social media platform, a Participant consents to and gives the Promoters a world-wide royalty free licence to reproduce, modify, adapt and publish such content, images or comments for the purposes of promoting the Sponsor's or the Promoters' products and/or services.

### 6. Indemnity

**By participating in this Programme, the Participant unconditionally and irrevocably indemnifies and holds harmless the Sponsor and the Promoters, as well as their respective holding companies (where applicable), their subsidiaries and any subsidiaries of its holding company (where applicable), and their successors and assigns, directors, employees, agents or consultants against all and any losses, claims, proceeding, actions, damages, (direct, consequential or otherwise) liability, demands, expenses and/or legal costs howsoever arising out of or in connection with (directly or indirectly) the Participant's participation in the Programme and the Rewards. In no event will the Sponsor or the Promoters be responsible for consequential or indirect losses which may be suffered by a Participant as a result of his/her participation in this Programme.**

### 7. Promotional Activity

- 7.1 Participants are required to:
- 7.1.1 provide their names, company registration numbers and other relevant information to enable the Sponsor to record the reward for the purposes of claiming points under the BBBEE Act; and



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- 7.1.2 to sign an acknowledgment of receipt of the inclusion to the Programme and related documents.
- 7.2 Participants may be requested to take part in the Sponsor's or the Promoters' publicity campaigns or to allow their names and likenesses to be used by the Sponsor or a Promoter for promotional purposes. Participants are, however, entitled to decline such request.
- 7.3 Where a Participant consents to take part in a publicity campaign, they will not be entitled to any remuneration for such participation and all materials arising from such participation will be the sole property of the Sponsor or the Promoters, as the case may be.
- 7.4 The Sponsor reserves the right to delete any information uploaded/provided by a Participant which the Sponsor, in its absolute discretion, believes is illegal, obscene, offensive or defamatory, or infringes the intellectual property rights of a third party, or is otherwise inappropriate for a campaign designed for mass audience entertainment.
- 7.5 Participants warrant that they have full rights to the images and/or stories and/or videos and/or till slips that they upload/provide and that the use of the said material shall not constitute a breach of any third party's copyright or other intellectual property rights.
- 7.6 Participants agree that by participating in this Programme, they grant permission to the Sponsor to take images and/or videos of their participation in this Programme, in any and all media for promotional/marketing purposes with no consideration payable to the Participants.

### 8. Disputes

- 8.1 Should any dispute arise in relation to these Terms and Conditions, the Sponsor's decision will be final, and no correspondence shall be entered into.
- 8.2 For more information or a copy of these Terms and Conditions, please visit <https://rclfoods.com/brand/sekela-hospitality-programme/>. Any Programme related queries may be directed to Simi Audh at [info@bloominfinite.co.za](mailto:info@bloominfinite.co.za) from Monday to Friday, 8:30 (eight thirty am) to 5:00 (five pm).