



1 Cullinan Crescent • Civic Centre • Kimberley • 8301 • enquiries@whag.co.za • 053 8311724/5 • www.whag.co.za

16 January 2026

EXPRESSION OF INTEREST FOR EVENT HOSTING PARTNERSHIPS AT THE WHAG

The William Humphreys Art Gallery (WHAG) invites expressions of interest from organisations, businesses, and individuals interested in partnering with the museum to host outdoor daytime, family-friendly events celebrating art and culture.

Purpose:

WHAG aims to provide a unique and inspiring space for the community to engage with art and culture. Through strategic partnerships, the museum seeks to:

- Promote cultural and artistic expression through live performances, poetry, music, and other interactive art forms.
- Support family-friendly initiatives that make art accessible to all ages.
- Enhance public participation and community engagement with the museum spaces.

Scope of Interest:

WHAG is interested in proposals for day events including but not limited to:

- Live music performances and cultural shows
- Poetry readings and spoken word sessions
- Film screenings
- Theatre, dance, or other performance arts
- Interactive workshops or activities suitable for families and children

Requirements for Submission:

Interested partners should provide:

1. A brief profile of the organisation or individual.
2. A description of the proposed event(s).
3. Proposed date(s), frequency, and duration of events.
4. Explanation of how the event aligns with WHAG's mandate and promotes family-friendly art and culture.
5. Any logistical, technical, or resource requirements.

Submission Details:

For enquiries or to arrange a site inspection, contact Mpho Matsile at 053 831 1724. Submit written Expression of Interest via email to mpho@whag.co.za. Closing date is 30 January 2026.

WHAG reserves the right to evaluate all submissions and select partners based on alignment with its mandate, feasibility, and the potential to enrich the visitor experience.