

BASA Awards adds Stephan Welz & Co as new sponsor

The 16th annual Business Day Business and Arts South Africa (BASA) Awards has a new sponsor, as leading auction houses, Stephan Welz & Co has signed a three-year agreement to sponsor the Long Term Partnership Award.



This year's event, supported by Anglo American, takes place on 26 August 2013 at the Johannesburg City Hall.

Commenting on its decision to sponsor this category, Alan Demby, chairman of Stephan Welz & Co. said, "One of the major reasons behind our recent purchase of this company was that it was established 45 years ago, making it the market leader. Brands are built up over time and companies such as this and the South African Gold Coin Exchange, which have survived and thrived through thick and thin, have a legacy. When trust and confidence are the catchwords, gold - with a 6000 year track record - is a clear winner.

"Art, as with coins and other collectables, gives much pleasure over time. In many instances, time favours the value of collections, giving you double pleasure.

"We are happy to be associated with the Long Term Award, as collectors also have a long term approach to their hobbies and collections. Because of this, collectors may profit more than investors. Time heals, even making the out-of-favour and discarded artists who are often ahead of their time... the ultimate heroes."

BASA CEO, Michelle Constant adds, "We are delighted to welcome Stephan Welz & Co to the awards. It's always good news when a business sees the value of supporting South Africa's only awards celebrating business and the arts partnerships - especially in a category that recognises relationships built over a sustained timeframe."

Nominees for category

Nominees for the Long Term Partnership Award represent the many different ways in which business can engage with an arts project over a significant period of time. The award celebrates a company which has significantly developed and expanded its commitment to an arts project over three years or longer, and can demonstrate the value to the arts project, the broader community and the business.

PPC has been nominated for the PPC Cement Young Concrete Sculptor Awards, RMB is in the running for its support of the Instrumental Training and Development project, Absa has earned a nomination for the ABSA Intensive Film Training, while ArcelorMittal South Africa is a nominee for its work with the Southern Guild Collectable Design Gallery.

In 2012 the Long Term Partnership Award was won by Sasol for the Sasol New Signature Art Competition - which Sasol has been sponsoring since 1990.

With an increase in entries and an impressive and diverse list of nominees in 12 categories, this year's awards are set to be a landmark event on South Africa's business and arts calendar.

For more information, go to www.basa.co.za.