

Extended closing date for South Africa's premier Business and Arts Awards announced

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With just two weeks until entries closed, the race to see which partnerships triumph at the 19th Annual BASA Awards, partnered by Hollard and *Business Day*, is gaining momentum.



Entries into this year's awards have now been extended to 20 June 2016, with the entry process made easily accessible through a streamlined online system. A dedicated point-of-contact at BASA's Joburg office is also available to assist with any queries.

Over the past eighteen years, a long list of winners have benefited from the prestige that comes from being named a winner in South Africa's leading awards event celebrating business and arts partnerships.

"We always aim to make our awards evening a fantastic night out for the business and arts community, , as well as members of the public sector" comments Michelle

Constant, BASA CEO. "It's the one time in the year that the many different ways that the two sectors create shared value is put in the spotlight and celebrated.

"More than that, though, the awards provide nominees with an opportunity to gain increased exposure and give the broader South African community insight into the innovative, exciting and creative ways that business partners with the arts community."

In keeping with BASA's reputation as a development agency with its eye firmly on the future, there are several exciting additions to the 19th Annual BASA Awards, partnered by Hollard and *Business Day*.

Among these is the Beyond Borders Partnership Award, which will be awarded to a global-level partnership that builds brand reputation and audience for both the business and an arts organisation across international borders. Another is the Cultural Tourism Award, supported by Nedbank, which recognises business support of arts and culture projects which contribute towards the growth of communities and jobs, and support the opportunities provided by local tourism.

"Our judges look at everything from innovation to sustainability and the shared value when assessing entries. We are really looking forward to seeing what kind of arts and business partnerships have emerged in the past year," says BASA Marketing Manager Lakin Morgan-Baaitjies.

Please take note of the following:

- Entries can be completed by the sponsoring business and/or the recipient arts organisation, but must be approved by both the business and arts partners.
- To be eligible for entry, partnerships must have been activated between 1 January 2015 and 31 December 2015. Long-term or ongoing sponsorships current during that period also qualify for the awards.
- The 19th Annual BASA Awards, partnered by Hollard and *Business Day*, cover a broad spectrum of the arts, including visual arts, dance, theatre, physical performance, music, architecture, fashion and design.
- Entries close on 20 June 2016.

Innovation Award – This award recognises the most innovative and progressive partnership in all mediums of creativity; one

that served all partners' purposes effectively between January and December 2015, and highlighted creativity and originality in the process.

First Time Sponsor Award – This award is for a business supporting the arts for the first time, regardless of size, budget, whether it is CSI, marketing, HR, BBE or other.

Increasing Access to the Arts Award – This award celebrates a partnership that has encouraged specific audience engagement with the arts or has made a significant contribution to brand, market and audience development, while still promoting the business through above-the-line media or a partnership that has made a significant contribution to regeneration or sustainable growth, through a marketing and CSI budget or other.

Beyond Borders Partnership Award – Awarded to a global-level partnership that builds brand reputation and audience for both the business and arts organisations across international borders through an event or marketing project showcasing SA to Africa and the rest of the world, and/or bringing international arts projects to South Africa.

Long-Term Partnership Award – A company which has significantly developed and expanded its commitment to an arts project over three years or longer. The value to the arts project, the broader community and the business, must be apparent.

Media Sponsorship Award – For consistent and innovative support given by electronic, print, broadcast and web-based media.

Strategic Project Award – For outstanding initiative, with best use of a project, which is an integral part of the business' strategy.

Small Business Award – For vital support given to the arts by a small company with up to 200 hundred full-time employees and an annual turnover of no more than R10m.

Sponsorship In Kind Award – For a company giving a quantifiable non-monetary support to the arts.

Development Award – For projects with an implicit educational and development element.

Cultural Tourism Award, supported by Nedbank – For business support of arts and culture projects which contribute towards the growth of communities and jobs, and support the opportunities provided by local tourism.

About BASA (NPC):

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on Business and Arts South Africa contact us on 011 447 2295 or visit our website: www.basa.co.za

▪ **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024

▪ **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024

▪ **14 SA creatives join Cultural Producers Programme** 12 Mar 2024

▪ **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024

▪ **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

Business and Arts South Africa



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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