

Entries open for the 2018 BASA Awards partnered by Hollard

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Entries are now open for the immensely prestigious and highly contested Business and Arts South Africa (BASA) Awards partnered by Hollard.

Now in their 21st year, the Awards recognise South African businesses that invest in the arts and in the creative economy. This investment not only enables artists to thrive, but it also affects the health and robustness of investing businesses. Investment in the arts brings the benefits of impactful strategic thinking to boardrooms. It helps deliver better understanding of markets and market dynamics. It delivers collateral with which businesses may position their brands in an increasingly cluttered marketplace. And it provides scope for CSI interventions.

"It's our great honour and privilege to present these Awards for the 21st time this year," says Andre Le Roux, Chairman of the BASA board. "Over the years we have seen how the Awards have grown and matured into what they are today: a reflection of a deeply committed corporate sector and of a creative sector that's come of age as a viable and important component of the national economy."

The BASA Awards partnered by Hollard also showcase how the arts are a tool for bringing about transformation in its broadest sense. "Bringing the diverse, inquiring and questioning voices of artists to the corporate table enables meaningful conversations around what kind of a society we need to build and what corporates can and must do to realise this vision of a transformed, inclusive society," says Heidi Brauer, Chief Marketing Officer at Hollard. "It's these conversations that keep Hollard coming back as a BASA Awards sponsor."

Whilst awards are an important acknowledgement of the vision and application of their recipients (and, indeed, of all finalists), the value of the Awards lies also in the fact, that they spur the broader economy into deeper investment in the arts, says Michelle Constant CEO of BASA. "This effectively creates an inclusive South African economy, where the value of creativity in business is not only recognised, but also sought after and highly valued."

The Awards are open to all companies investing in or sponsoring arts events, projects or organisations in South Africa or Africa. They are also open to all companies investing in or sponsoring South African or African arts events outside of South Africa. There is no entry fee.

There are 11 categories. Awards will be made for work done during 2017. The categories are:

Innovation Award

(For the most innovative and progressive partnership in all mediums of creativity that serves the interests of all partners equally, and that is characterised by originality)

First Time Sponsor Award

(For a business supporting the arts for the first time: irrespective of size, budget, or purpose.)

Increasing Access to the Arts Award

(Awarded to a partnership that celebrates audience engagement, or that has contributed significantly to brand, market and audience development, while promoting the business through above-the-line media. It could also go to a business/arts partnership that has contributed to regeneration or sustainable growth, through a marketing, CSI or other budget.)

Beyond Borders Partnership Award

(Will go to a global-level partnership that builds brand reputation and audience across international borders through either an event or marketing project.)

Long-Term Partnership Award

(Awarded to a business that has developed and expanded its commitment to an arts project over three years or more. The value to the arts project, to the broader community and to the business, must be clear.)

Media Sponsorship Award

(For consistent and innovative support by editorial media.)

Strategic Project Award

(Recognising 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 full-time employees and an annual turnover of no more than R10 million.)

Sponsorship In Kind Award

(For quantifiable non-monetary support to the arts.)

Development Award

(Awarded to 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 tourism opportunities.)

Entries opened on 13 April 2018 and will close on June 15 2018. Adjudication will start on 13 July 2018 and finalists will be announced on 31 August 2018. The Awards event takes place at Freedom Park in Tshwane on 17 September 2018.

For more information and for details on how to enter, please go to <http://www.basa.co.za/basa-awards/> or contact Teboho Sandamela on teboho@basa.co.za or 011 447 2295.

- " **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

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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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