

Small business encouraged to sponsor the arts and enter the annual BASA Awards

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It isn't only large conglomerates and big business who can actively make a difference to the South African arts landscape. Any company - no matter how small - can make a difference and help the arts in this country thrive and grow.



Business and Arts South Africa (BASA) hopes to encourage and reward South African businesses who support the arts thanks to its annual Business Day BASA Awards supported by Anglo American. Its Small Business Award acknowledges vital support given to the arts by a small company with one to 200 full-time employees and an annual turnover of less than R10 million.

Last year's winner aptly demonstrated that anyone can make a difference if they have both the passion and the commitment. Le Canard restaurant came to the aid of the cash-strapped South African Ballet Theatre (SABT) by hosting fund-raising dinners. It also allowed the dance company the opportunity to both perform and engage with its stakeholders (both current and potential ones).

Michelle Constant, CEO of BASA, has urged all small businesses that have supported arts and culture projects in any way to enter this year's awards. She also encouraged small business to look at ways in which they can make a difference on the ground.

The BASA Awards recognise and encourage excellence and innovation in the field of business support for the arts. Imaginative, innovative and cost-effective partnerships between business and the arts are highlighted, demonstrating the potential for synergy, the window of mutual opportunity and the far reaching benefits for business, for the arts, and for all South Africans.

Any company who sponsors the arts can enter and businesses do not have to be BASA members in order to enter nor do they have to have received funding from BASA in order to be eligible to enter a project for the BASA Awards.

The closing date for entries is Friday, May 18, 2012.

The easy-to-use online nomination system can be accessed on the BASA website at www.basa.co.za. The awards section features tips, guidelines, rules and regulations and online entry forms. Information about previous winners can also be found on this website. Those requiring more information can also call the BASA offices on 011 447 2295 or email info@basa.co.za.

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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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