

BASA Toolkit and entrepreneurial partnership to be launched at Soweto Theatre

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The director general of the Department of Arts and Culture, Sibusiso Xaba, will attend the launch of a new partnership between Business and Arts South Africa and Shanduka Black Umbrellas' Incubator Programme. At the same time, the much anticipated BASA Sponsorship Toolkit for the Arts will be unveiled.

Sponsorship Toolkit for the Arts



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Taking place on 6 May at the Soweto Theatre, the launch of BASA's partnership with Shanduka Black Umbrellas is part of BASA's ongoing commitment to providing arts organisations and practitioners with the skills to run their own business.

Says Mark Frankel CEO of Shanduka Black Umbrellas, "All business owners, no matter which sector they operate in, should have the requisite skills in place to operate their businesses effectively and profitably.

"In addition to the skills required, businesses from previously disadvantaged backgrounds should be provided with assistance to access networks, markets and

finance to help ensure their sustainability. This is the nature of the work we do at Shanduka Black Umbrellas.

"The partnership with BASA enables us to jointly identify potential high impact businesses in the arts sector and provide these businesses with the skills, support and development they require in order to become sustainable and create jobs."

The newly minted BASA Sponsorship Toolkit for the Arts - is additionally set to play an important role in the sustainability of arts organisations. With a strong focus on providing a way for the management team of an arts organisation to review, refresh and enhance their sponsorship practice, the toolkit is likely to become an indispensable part of the way arts organisations work. The BASA Sponsorship Toolkit for the Arts is a complement to the BASA Arts Sponsorship Management Toolkit for business that was launched last year.

The BASA Sponsorship Toolkit for the Arts has been created for both arts organisations with existing sponsorship relations and those looking for new and additional partners. For arts organisations with existing sponsorship relationships, the toolkit provides an opportunity to assess the depth and breadth of their practices, as well as develop the ability to nurture a more sustainable arts partnership approach.

For organisations searching for new or additional partners, the toolkit provides a step-by-step guide and set of exercises to craft a well-considered, longer-term arts partnership strategy.

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Business and Arts South Africa



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