

18th Annual BASA Awards now open for entry

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The only awards event that celebrates South Africa's diverse business and arts partnerships is now open for entry.



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The 18th Annual Business Day BASA Awards, partnered by Hollard, has 15 categories, with 11 open for public entry. All forms of creativity are recognised, including music, theatre, dance, visual arts, fashion, design and architecture. The awards also acknowledge the many different ways that business and arts partnerships bring the arts to the broader population, with categories catering for substantial and large-scale partnerships as well as those that are smaller in scale, or even work of an in-kind basis.

"The BASA awards are a real celebration of the imaginative and diverse ways that business partners with the arts projects, events and initiatives to bring the arts to many different South Africans," explains Business and Arts South Africa CEO, Michelle Constant.

"Last year's event drew entries as diverse as a radio arts festival and a truly imaginative arts campaign within a major financial company and we are really excited about what will be entered in 2015."

"Our BASA sponsorship, now in its second year, is the kind of inventive and authentic partnership that brands dream of having," says Heidi Brauer, Chief Marketing Officer at Hollard.

"We are thrilled to have found such a great space to explore and deepen our enduring passion for all facets of the arts. It is really exciting to be working with BASA and Business Day again to grow something that we know is so important to the arts in South Africa. We are looking forward to working hand in hand to find more ways to bring the arts to people and people to the arts."

Among the winners of the 17th Annual Business Day BASA Awards, supported by Hollard, was Siemens (Pty) Ltd which won the Arts & the Environment Award, supported by Nedbank

"It was an honour for Siemens to be the winner in the Arts & Environment category for the Tree of Wisdom at the Mandela School of Science & Technology," "The recognition not only helped create awareness for Siemens' CSR project in the small rural village of Mvezo - it also affirmed that art can play a powerful role in inspiring the next generation.

Entry into the 18th Annual Business Day BASA Awards, partnered by Hollard, is facilitated by an online system that is continually streamlined to ensure ease of use. Entry will remain open until 11 May 2015. A team at Business and Arts South Africa's Johannesburg office is also available to assist with entry queries and applications.

The full list of categories now open for entry in the 18th Annual Business Day BASA Awards, partnered by Hollard, is as follows

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 2014, 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.

International Sponsorship 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 the rest of the world, and/or bringing international arts projects to South Africa.

Long Term Partnership Award, supported by Stephan Welz & Co. - 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 R10 million.

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.

Arts and the Environment Award, supported by Nedbank - For business support of arts and culture projects which contribute towards the sustainability of the environment

Categories to be awarded by the BASA chairman:

- **Diplomacy in the Arts** - Given in recognition of Foreign Missions which contribute to the development and preservation of the arts in South Africa as well as the continued prioritisation of cultural diplomacy between South Africa and the international community.
- **Change Maker of the Year** - This award recognises business volunteers in the BASA Education programme who have mentored, facilitated and led workshops, and who serve on arts boards selflessly throughout the past year or years.
- **Art Champion Award** - An Award given to an individual for outstanding achievement in the encouragement of business support for the arts.
- **Chairman's Premier Award** - This Award is made at the discretion of the Chairman of Business and Arts South Africa and recognises sustained and extraordinary commitment to the arts in South Africa.

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. Business and Arts South Africa (NPC) encourages mutually beneficial partnerships between business and the arts, contributing to corporate success and securing the future

development of the arts sector in South Africa. 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.

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