

BASA Awards now open for entry

Issued by [Business and Arts South Africa](#)

4 Mar 2014

Entry into the 17th Annual Business Day BASA Awards, partnered by Hollard is now open to business and arts partnerships covering the period 1 January 2013 to 31 December 2013.



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Twelve of the 15 categories have opened for entry, encompassing a wide spectrum of partnerships, from small and in-kind to large-scale. The categories recognise all forms of creativity - including Visual Arts; Dance; Theatre; Physical Performance; Music; Architecture; Fashion and Design.

This year sees the judging committee refining a number of categories.

The Youth Development Award has become the Development Award, and is aimed at celebrating projects with an implicit educational and development element. The Single Strategic Project Award is now known as the Strategic Project Award, and honours an outstanding initiative, with best use of a project, which is an integral part of the business' strategy.

"We are continually looking at ways to ensure the BASA Awards reflect the current state of play of business and arts partnerships, which is dynamic and evolving," explains Gianni Mariano, chairman of the judging committee.

Joining Mariano in judging the 17th Annual Business Day BASA Awards, partnered by Hollard, are Kojo Baffoe, Mary Corrigan, Fikile Moeti, Nicky du Plessis, Thresho Selesho, Dali Tambo and Roelof Petrus van Wyk.

The only South African awards celebrating business partnerships with the arts, the annual Business Day BASA Awards, partnered by Hollard, play an important role in the changing face of business in the country.

"Business and Arts South Africa is proud to be partnering with Hollard and Business Day on the Awards. Their support is crucial to the recognition and reward of businesses who engage in the arts," confirms BASA CEO Michelle Constant.

"When we entered Sasol New Signatures and our sponsorship of the National Youth Orchestra for the BASA awards, part of our motivation was to get broader recognition for the projects and the work they have done over many years," comments Richard Hughes, sponsorship manager at Sasol which was named winner in the Youth Development category in 2013.

Each of the 12 categories now open for entry is of equal value, with winners each receiving a specially commissioned work

of art. Entry into the 17th Annual Business Day BASA Awards, partnered by Hollard, is facilitated by an online system that is continually streamlined to ensure ease of use, and will open until 16 May 2014. Those requiring more information can also call Lakin Morgan at the BASA offices on 011 447 2295 or email lakin@basa.co.za.

The 17th Annual Business Day BASA Awards, partnered by Hollard Awards are audited by Grant Thornton.

For the full lists of categories now open for entry in the 17th Annual Business Day BASA Awards, partnered by Hollard. Go to the www.basa.co.za for more information.

About BASA (NPC):

Business and Arts South Africa is an internationally recognised development agency which incorporates the arts into, and contributes to, corporates' commercial success. With a suite of integrated programmes, Business and Arts South Africa encourages mutually beneficial partnerships between business and the arts in order to grow SHARED VALUE. Business and Arts South Africa was founded in 1997 as a joint initiative of government and the business sector, as a public/private partnership.

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

Business and Arts South Africa



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