

19th Annual BASA Awards, partnered by Hollard and *Business Day*, now open for entry

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South Africa's premier awards event celebrating business and arts partnerships is now open for entry.



The 19th Annual BASA Awards, partnered by Hollard and *Business Day*, will once again shine a spotlight on the imaginative and diverse ways that business partners with arts projects, events and initiatives bring the arts to the public in different parts of the country.

“We love the space the awards gives us to explore and deepen our enduring passion for all facets of the arts. It’s great to be working with BASA and *Business Day* again in growing something that we know is so important to the arts in South Africa,” says Heidi Brauer, Chief Marketing Officer at Hollard.

Newly named in 2016 is the Beyond Borders Partnership Award, which will be awarded to a global-level partnership that builds brand reputation and audience for both the business and an arts organisation across international borders, through an event or marketing project showcasing South Africa within Africa and the rest of the world, and/or bringing international arts projects to South Africa.

The Cultural Tourism Award, supported by Nedbank, has replaced the “Art and the Environment” category as a way of recognising business support of arts and culture projects which contribute towards the growth of communities and jobs, and support the opportunities provided by local tourism.

To be eligible for entry, partnerships must have been activated between 1 January 2015 and 31 December 2015. Long-term or ongoing sponsorships current during that period also qualify for the awards.

The 19th Annual BASA Awards, partnered by Hollard and *Business Day*, cover a broad spectrum of the arts, including visual arts, dance, theatre, physical performance, music, architecture, fashion and design. The categories have been designed to recognise different kinds of business and arts partnerships – from small to substantial.

When considering entries, the judges will look at a number of carefully considered criteria, including innovation, sustainability and the shared value that emerged from the arts and business partnership.

Entries open on 4 April 2016 and close on 15 June 2016.

Entry into the 19th Annual BASA Awards, partnered by Hollard and *Business Day*, is facilitated by an online system that is continually streamlined to ensure ease of use. A team at Business and Arts South Africa’s Johannesburg office is also available to assist with entry queries and applications.

It is important to note that the entries can be completed by the sponsoring business and/or the recipient arts organisation, but must be approved by both the business and arts partners.

“The awards are a highlight in our very busy calendar and the event itself is always a powerful, and hugely enjoyable, reminder of just what business and the arts can achieve when they join in creating shared value,” says Michelle Constant, Business and Arts South Africa CEO.

19th Annual BASA Awards, partnered by Hollard and *Business Day*, categories:

1. **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 2015, and highlighted creativity and originality in the process.
2. **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.
3. **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.
4. **Beyond Borders Partnership 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 Africa and the rest of the world, and/or bringing international arts projects to South Africa.
5. **Long-Term Partnership Award** – 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.
6. **Media Sponsorship Award** – For consistent and innovative support given by electronic, print, broadcast and web-based media.
7. **Strategic Project Award** – For outstanding initiative, with best use of a project, which is an integral part of the business' strategy.
8. **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.
9. **Sponsorship In Kind Award** – For a company giving a quantifiable non-monetary support to the arts.
10. **Development Award** – For projects with an implicit educational and development element.
11. **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 the opportunities provided by local tourism.

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. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. 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. For more information on Business and Arts South Africa contact us on 011 447 2295 or visit our website: www.basa.co.za.

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Business and Arts South Africa



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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