

# Entries open for South Africa's only awards celebrating partnerships between business and the arts

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The Business Day BASA Awards, supported by Anglo American, are the only awards celebrating the varied ways that business partners with the arts in South Africa - and entry to the 2013 awards is now open.



Created 16 years ago to celebrate and advance excellence, innovation and value in business and arts partnerships, entry into the awards covers the period 1 January 2012 to 31 December 2012 and can be done by the business, the arts project or even a third-party.

"This year, we want to throw the net even wider and are encouraging the nomination of arts-business partnerships through as many channels as possible," says Business and Arts South Africa CEO, Michelle Constant.

Twelve of the 15 categories at the 16th Annual Business Day BASA Awards, supported by Anglo American, are now open for entry, encompassing all creative mediums and a wide spectrum of partnerships, from small and in-kind to large-scale or long term.

Covering all aspects of the arts, each of the twelve categories is of equal value, with winners each receiving a specially commissioned work of art.

The prestige and significance of winning a Business Day BASA Award, supported by Anglo American, is based on the evaluation of the success of each partnership in achieving the objectives of the business and the artist or art project, and in bringing genuine value and benefit to both. Factors such as the innovative nature of the partnership, value and success of the project are taken into account by an independent panel of judges, which will adjudicate the entries according to the specific criteria of each category.

Among last year's winners were Nando's Chickenland Ltd which won the International Sponsorship award for the Nando's Art Collection, Sasol, which was honoured in the Long Term Partnership category for the Sasol New Signature Art Competition and Santam Limited which won the Youth Development award for its Santam's Child Art Programme.

Entry into the 16th Annual Business Day BASA Awards, supported by Anglo American, is facilitated by an online system on the [basa.co.za](http://basa.co.za) website that is continually streamlined to ensure ease of use, and will remain open until May 10th 2013.

Over the past 15 years, the Annual Business Day BASA Awards, supported by Anglo American, have played an increasingly important role in Business and Arts South Africa's mandate to ensure the relevance, advancement and sustainability of the arts in South Africa.

Specifically, the awards encourage, promote and celebrate mutually beneficial, equitable, and sustainable business arts partnerships and collaborations that will, over the long term, benefit the broader South African community. Together with more recent additions to Business and Arts South Africa's scope of work - like the BASA Arts Sponsorship Management Toolkit - the awards also play a crucial role in recognising the commercial benefit and success for businesses that support the arts.

The full list of categories now open for entry in the 16th Annual Business Day BASA Awards, supported by Anglo American is as follows:

**Innovation Award:** This award recognises the most innovative and progressive partnership in all mediums of creativity; one that has served all the partners' purposes effectively over the past 12 months and highlighted creativity and originality in the process.

**First Time Sponsor Award:** For a business supporting the arts for the first time, regardless of size, budget, or whether it is CSI or marketing.

**Increasing Access to the Arts Award:** For 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 CSI budget.

**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:** 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.

**Single Strategic Project Award:** For an outstanding single sponsorship, with best use of a project, which is an integral part of the sponsors overall brand and marketing programme.

**Small Business Award:** For vital support given to the arts by a small company with one to 200 full-time employees and an annual turnover of no more than R10 million.

**Sponsorship In Kind Award:** For a company giving non-financial support to the arts.

**Youth Development Award:** For projects which involve young artists and/or young audiences; an educational and development element should be implicit in the sponsorship.

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

**Mentor of the Year Award, supported by Etana:** Recognises the long-term contribution of a volunteer business mentor to arts organisations through the Mentorship Programme, and only mentors from the BASA Mentorship Programme are

eligible for this Award

*Categories to be awarded by the chairman and the judging panel:*

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.

Art Champion Award: Awarded to an individual for outstanding achievement in the encouragement of business support for the arts.

Chairman's Premier Award: This is made at the discretion of the Chairman of BASA and recognises sustained and extraordinary commitment to the arts in South Africa.

The Awards are audited by Grant Thornton.

The closing date for entries for the BASA Awards is May 10th 2013.

The easy-to-use online nomination system can be accessed on the BASA website at [www.basa.co.za](http://www.basa.co.za). The awards section features tips, guidelines, rules and regulations and online nomination forms. Information about previous winners can also be found on this website.

Those requiring more information can also call Lakin Morgan at the BASA offices on 011 447 2295 or 011 447 2289 - or email [lakin@basa.co.za](mailto:lakin@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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