

BASA reveals biannual Artstrack findings

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Business and Arts South Africa's (BASA) biannual Artstrack Research has revealed a double-digit growth in arts sponsorship, in spite of the tight economic conditions faced by companies over the past two years.

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Specifically, the research predicts that an estimated R438m was spent on arts sponsorships in 2013 - an 11 percent growth on the R394m spent in 2011, as measured by BMI Research.

Conducted by BMI, BASA's Artstrack Research tracks consumer engagement in the arts as well as perceptions of the arts and its sponsors. It is commissioned as a resource to BASA's 160 business members, as part of BASA's wide-ranging support of their arts sponsorship engagement.

"Whilst the research cannot measure the full extent of arts sponsorship in the country, it is positive news and speaks directly to the shared value that both business sponsors, arts projects and organisations are getting out of their relationships," says BASA CEO, Michelle Constant.

Once again, music appears to receive the lion's share of arts sponsorship in South Africa, with the rest of the spend going into other diverse arts activities.

The BASA Artstrack Research gives a clear indication that all leisure and lifestyle activities (including arts, culture, music, the environment, traditional dance, festivals, museums and zoos) are potential sponsorship opportunities, whilst breaking down LSM support for diverse genres.

The research also notes which businesses are perceived to support the arts, amongst audience members, and highlights the value of their sponsorship.

For more information on how to buy the full BASA Artstrack Research contact +27 11 447 2295 or email info@basa.co.za.

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