

BASA announces recipients of supporting grants

Recipients in the latest round of BASA Supporting Grants showcase the diversity of arts and business partnerships across South Africa. From a children's theatre production to a local jazz and food festival on the KwaZulu-Natal coast, the range of arts projects that have successfully partnered with business sponsors to gain a BASA Supporting Grant is impressive.



The aim of the BASA Supporting Grant scheme is the development of business sponsorship of the arts, with each grant awarded to specifically add value to an already existing relationship between an arts project and a business, or several businesses.

The Rotary Club of Kloof in KwaZulu-Natal has received a BASA Supporting Grant for the upcoming Durban Pops 2012, which will see Richard Cock conduct the KZN Philharmonic Orchestra in performances of classical pieces. In applying for the BASA Supporting Grant, the Rotary Club of Kloof partnered with four sponsors - Adapt IT (Pty) Ltd, TBWA Hunt Lascaris, Fast Print and Vector Logistics.

Grant for jazz festival

Another successful application in this round came from the Arts and Culture Trust for The 15th Annual ACT Awards. The BASA Supporting Grant adds value to the awards event which made the application in conjunction with sponsors Media 24 Books, Vodacom Foundation, SAMRO, DALRO, Distell Foundation and Classicfeel.

Other arts and business partnerships earning grants in this round include the Mahikeng Jazz Festival, which is being sponsored by Mosegedi and Associated (Pty) Ltd and showcases both local and international jazz in the North-West Province. The National Youth Orchestra Summer Course, which is a project of the South African National Youth Orchestra Foundation, also successfully earned a grant in this cycle, through its application with sponsor Sasol.

Open to any arts project

The BASA Supporting Grants Scheme is open to any arts project or arts practitioner working with an appropriate business sponsor to ensure their project is financially viable - without the BASA Supporting Grant. Once this is in place, the BASA Supporting Grant can be applied for, with the specific intention of adding value to the business that has come on board in support of the arts in South Africa. This can be through the form of using the grant for marketing and publicity, developing an education programme to go along with the project, extending the run of a project that carries the sponsoring business's name - and many other options.

The next closing date for the supporting grants is 5 November 2012. Should you have a project and a confirmed sponsor, please download the application forms from the BASA website www.basa.co.za, contact Carol Mokwena on 011 447 2295, or email carol@basa.co.za.