

BASA Award encourages media sponsorship of the arts

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Media sponsorship of the arts is vital if arts and culture is to thrive and reach larger audiences in this country. Thanks to its annual Business Day BASA Awards supported by Anglo American, Business and Arts South Africa hopes to encourage all sections of the media to take an even more vital role in promoting various arts initiatives above and beyond giving them publicity.



These sponsorships have unique features as audiences often emotionally engage with a brand/property partnership in the arts. BASA hopes to encourage electronic, print, broadcast and web based media to consistently look for innovative ways to support the arts and develop audiences.

Last year's finalists in the Media Sponsorship category encompassed a broad spectrum. kykNET was rewarded for the synergistic partnership it has developed with the Absa Klein Karoo Nasionale Kunstefees; winner in the category CLASSICFEEL not only gave Dance Umbrella substantial coverage but helped develop new sponsors; CitiVibe in The Citizen newspaper was the sponsor of the Listen with Your Eyes Festival 2010 while Die Burger was recognised for its achievements as title sponsor of the Suidoosterfees since its inception in 2003.

Michelle Constant, CEO of BASA, has urged all media who have supported arts and culture projects to enter this year's awards. She also encouraged business to look at sponsoring such projects.

The BASA Awards recognise and encourage excellence and innovation in the field of business support for the arts. Imaginative, innovative and cost-effective partnerships between business and the arts are highlighted, demonstrating the potential for synergy, the window of mutual opportunity and the far reaching benefits for business, for the arts, and for all South Africans.

Any company who sponsors the arts can enter and businesses do not have to be BASA members in order to enter nor do they have to have received funding from BASA in order to be eligible to enter a project for the BASA Awards.

The closing date for entries is Friday, May 18, 2012.

The easy-to-use online entry system can be accessed on the BASA website at www.basa.co.za. The awards section features tips, guidelines, rules and regulations and online entry forms. Information about previous winners can also be found on this website. Those requiring more information can also call the BASA offices on 011 447 2295 or email info@basa.co.za.

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° **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024

° **14 SA creatives join Cultural Producers Programme** 12 Mar 2024

° **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024

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

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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