

Entries open for the 15th Annual Business Day BASA Awards

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The annual Business Day BASA Awards, supported by Anglo American, proudly celebrate their 15th anniversary this year having seen a significant growth in arts and culture sponsorship by enlightened companies during the years the awards have been in operation.



Entries in the fifteen categories for this year's awards open today, with the award ceremony taking place at the end of August.

All companies who have supported arts projects financially or in-kind between 1 January 2011 and 31 December 2011 are eligible to submit entries for the BASA Awards. The online entry forms can be accessed through the Business and Arts South Africa website (www.basa.co.za) and guides entrants through various questions regarding the nature of the support and partnership between the company and arts project. The entries are adjudicated by an independent judging panel, with the nominees being announced at the end of July.

In total, the awards feature 15 categories (see list below) with 12 of these being open for general entry. They cover a wide range of creative mediums such as visual arts, dance, theatre, physical performance, music, fashion, design and architecture.

"Here on Business Day we love the BASA Awards. They give us an opportunity to get involved with our community in a totally fresh way and we learn a lot from that. For business, getting involved with the arts is a way for companies to put on a human face and have some fun. That's when companies are usually at their best and most creative. These are unique awards in a unique country and it is fitting that business should find themselves at the centre of them," says Business Day editor, Peter Bruce.

"As an on-going supporter of the arts, Anglo American is proud to be one of the lead sponsors of the BASA Awards, which we believe represents a shared vision to encourage mutually beneficial and sustainable relationships between corporate South Africa and arts and culture," says Pranill Ramchander, Head of Corporate Communication and Branding, Anglo American.

Nominations are now open in the following categories:

- *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 sponsor's 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 judges for the 2012 BASA Awards are CEO of The Loerie Awards Dr Andrew Human (chairman); media consultant and editor of Destiny Man Kojo Baffoe; Sunday Independent arts critic Mary Corrigan; independent arts consultant Nicky du Plessis; strategist and CEO of Grey Siza Maratlulle; CEO of the Mastrantonio Group Giovanni Mariano; co-founder and co-owner of multi-disciplinary design firm INK Lisebo Mokhesi and Associate Professor at the University of Cape Town and Artistic Director of Siwela Sonke Jay Pather.

The Awards are audited by Grant Thornton.

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

The easy-to-use online nomination system can be accessed on the BASA website at 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 the BASA offices on 011 447 2295 or email info@basa.co.za.

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Business and Arts South Africa



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