

18th Annual BASA Awards: Date extended

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The closing date for the 18th Annual BASA Awards has been extended, allowing more time to enter the only awards event honouring arts and business partnerships.

The closing date for the 18th Annual BASA Awards is now Wednesday 17 June. Entry is open in 11 of the 15 categories that make up this year's awards, which are jointly sponsored by Business Day and Business and Arts South Africa (BASA) and partnered by Hollard. Entry is via an easy-to-use online system that can be found on www.basa.co.za and covers business and arts partnerships that took place over the period January to December 2014.

Aimed at encouraging excellence and innovation in the field of business support for the arts, the 18th Annual BASA Awards are open to business and arts partnerships with a panel of judges evaluating the success of each sponsorship - both in achieving the objectives of the sponsor and in making considerable impact in the arts organisation.

The awards play a significant role in BASA's aim of promoting mutually beneficial, equitable and sustainable business partnerships with the arts - in order to ensure the latter's relevance and sustainability in South Africa.

"This year we are celebrating business and arts partnerships around the theme of transformation," explains BASA CEO, Michelle Constant.

"The awards are always a powerful way of showcasing how the arts can be a tool for transformation and how business can assist the arts in their role of bringing about transformation. We are looking forward to seeing how this year's entrants, nominees and, ultimately, winners have played a role in transformation over 2014."

"The BASA partnership is very important to us because it allows us to contribute towards the cultural richness of our country, and to forge different partnerships between business and the rest of society. I am delighted that we can continue with it this year" says Songezo Zibi, Business Day Editor.

The 18th Annual BASA Awards cover all forms of creativity, including visual arts, dance, theatre, physical performance, music, architecture, fashion and design. The 18th Annual BASA Awards will be adjudicated by an independent panel of judges including:

- Giovanni Mariano
- Mary Corrigan
- Kojo Baffoe
- Nicky Du Plessis
- Thereshe Seleshe
- Dali Tambo
- Mandie van der Spuy

The 18th Annual BASA Awards will be held in September 2015.

Visit www.basa.co.za for more information on BASA, the 18th Annual BASA Awards categories, rules and guidelines and



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more. A team at Business and Arts South Africa's Johannesburg office is also available to assist with entry queries and applications. The full list of categories now open for entry in the 18th Annual Business Day BASA Awards, partnered by Hollard

About BASA (NPC):

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. Business and Arts South Africa (NPC) encourages mutually beneficial partnerships between business and the arts, contributing to corporate success and securing the future development of the arts sector in South Africa. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership.

- **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024
- **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

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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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