

Entries open for the 14th annual Business Day BASA Awards

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Entries open today for the 14th Annual Business Day BASA (Business and Arts South Africa) Awards, supported by Anglo American, and this year there are two exciting new categories that substantially broaden the reach of South Africa's most prestigious business and arts award event.

The first is the Arts and Environment Award. It will reward business support of arts and culture projects which contribute towards the sustainability of the environment.

According to BASA CEO Michelle Constant: "The issue of sustainability is a growing one, and if the arts can be used to drive change in the individual user and larger corporates, it means a more holistic approach to the world around us."

The second addition - Diplomacy in the Arts - will pay tribute to a Foreign Mission which contributes 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. This Award is made at the discretion of the BASA Chairman and the judging panel.

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.

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 with architecture joining other disciplines such as design, visual arts, dance, theatre, physical performance, fashion and music in being eligible for recognition.

"The Business Day/BASA Awards are easily the most rewarding partnership this newspaper has with anyone. The awards bring us close to our community and they encourage the individual elements of our community to get close to theirs. We're very proud of the awards and our association with them. And we're especially proud of what South African companies, big and small, are able to do to help promote talent and creativity in the communities around them. BASA night is always a big night in South Africa," says Business Day editor, Peter Bruce.

"Supporting the development of arts and culture in host-communities around the world is one of the ways in which Anglo American drives social development in those same communities, delivering on the company's promise of being a Partner of Choice. Our involvement in the Business Day BASA Awards is part of a vision that sees arts as an indispensable part of South Africa's progress towards being a nation which embraces diversity across all platforms," says Pranill Ramchander, Head of Corporate Communication and Branding, Anglo American SA.

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.
- **Sustainable 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** - For business support of arts and culture projects which contribute towards the sustainability of the environment.
- **Mentor of the Year Award** - 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 2011 BASA Awards are CEO of The Loerie Awards and Internet pioneer 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's Siza Maratlulle; CEO of the Mastrantonio Group Gianni 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 May 20, 2011.

The easy-to-use online nomination system can be accessed on the BASA website at www.basa.co.za. The awards section features guidelines, rules and regulations and online nomination forms. Those requiring more information can also call the BASA offices on 011 832 3000/3039/3042 or email info@basa.co.za.

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