

## BASA Awards Categories

There are eight categories open for entry into the BASA Awards, which are adjudicated by the awards judging panel and audited by Middel and Partners:

1. **Beyond Borders Partnership Award** – Awarded to a partnership that builds brand reputation and audience for both partners across borders, through a project showcasing South Africa to the rest of the continent and/or overseas, or bringing international or intercontinental arts projects to South Africa.
2. **Community Development Award** – Recognising NPO/NGO/CBO/PBO support for arts and culture projects enhancing their communities, whether through education, skills development, contributing to livelihoods or employment, tourism, or other growth opportunities at a grass-roots level.
3. **Corporate Social Investment Award** – Acknowledging vital support for arts and culture projects enhancing their communities, from medium to large businesses (i.e. with more than 50 full-time employees and over R40 million annual turnover) as part of their wider CSI/CSR strategy.
4. **First-Time Sponsor Award** – Awarded to a sponsor supporting the arts for the first time, regardless of size, budget, whether it is through CSI, marketing, HR, B-BBEE or other.
5. **Innovation Award** – Celebrating the most innovative, cutting edge and progressive partnership that served all partners' purposes effectively. These breakthrough projects and partnerships should demonstrate great creativity, originality, reinvention, new methodologies, or technological/digital innovation.
6. **Long-Term Partnership Award** – Recognising outstanding initiative and commitment to the arts over a longer term period (at least three years) as an integral part of the sponsor's strategy. The value to the arts project, the broader community and the sponsor, must be apparent.
7. **Sponsorship In-Kind Award** – Acknowledging a sponsor giving quantifiable and impactful non-monetary support to the arts. This may be through in-kind provision of equipment, materials, media or PR support, space, transportation or travel, or any other products or services, as opposed to monetary sponsorship.
8. **SMME Award** – Awarded for vital support given to the arts by a micro, small or medium enterprise with up to 250 full-time employees and an annual turnover of no more than R100 million.

In addition, two Special Awards are selected by the BASA Board of Directors to celebrate remarkable contributions by individuals, businesses, and organisations to the sustainability of South Africa's arts:

1. **Chairperson's Award**– Awarded at the discretion of BASA's Chairperson in recognition of sustained and extraordinary commitment to the arts in South Africa, in the form of advocacy and awareness initiatives and/or direct support for the arts, whether in a personal or professional capacity at a local, national or international level.
2. **Diplomacy in the Arts Award** – Recognising 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.