

BASA  **membership**

CONNECT



Connecting business and
the arts to unlock creativity,
growth and social impact.



BASA Membership Benefits Framework 2025.

Membership Tiers and Benefits

Business and Arts South Africa (BASA) is South Africa's leading connector and catalyst at the intersection of business and the arts. We exist to unlock value-driven partnerships that position creativity as a powerful driver of economic growth, innovation, and social impact. As a trusted intermediary, BASA convenes business, artists, cultural organisations, policymakers, and investors to shape a creative economy that is inclusive, investable, and future-fit. We champion the arts not only as cultural expression, but as a strategic asset that enhances brand relevance, strengthens communities, and helps society navigate change in an increasingly complex world.

BASA membership offers access to a dynamic ecosystem where insight meets opportunity. Members benefit from strategic networks, research and intelligence, partnership opportunities, platforms for visibility, and tailored programmes that support growth, investment readiness, and collaboration. By joining BASA, members become part of a national and pan-African movement that is redefining how business and the arts work together — unlocking shared value, measurable impact, and sustainable outcomes for both the creative sector and the broader economy.

Our membership options are tailored to individual creatives, small businesses, and corporations, designed to give you meaningful entry points into the creative economy through trusted partnerships, insight-led engagement, and value-driven collaboration.





CONNECT MEMBERSHIP

(Free membership for creatives)

Description

- Free membership tier for individual creatives, creative businesses and organisations.
- This membership requires completing at least two of our surveys per year for membership to be retained/renewed

Connecting Creativity and Opportunity - The BASA Connect Membership is the entry point into South Africa's vibrant creative economy. Designed for individual creatives, entrepreneurs, producers, and small creative enterprises, it provides access to essential tools, knowledge, and networks that empower growth and collaboration. It's not just about participation - it's about connection.

Through BASA Connect, members tap into opportunities to learn, engage, and position their work within the broader creative ecosystem. From funding information to masterclasses and industry insights, this tier is designed to nurture the next generation of creative leaders driving cultural and economic transformation.

Membership is more than belonging; it's a pathway to visibility, empowerment, and sustainable creative practice.

Benefit	Description	Delivery Schedule
Access to BASA Masterclasses	Access to professional development sessions focused on business, arts management, and creative entrepreneurship.	Scheduled throughout the year (online and in-person).
BASA CONNECT Newsletter	Regular updates on industry news, funding opportunities, and events to stay connected to the creative ecosystem.	Monthly digital newsletter.
Eligibility to Apply for Supporting Grants (up to R100,000)	Access to BASA's Supporting Grants Programme for collaborative business-arts projects.	Annual application cycles (T&Cs apply).
Access to Sponsorship Toolkits	Practical templates and guides to help members develop sponsorship proposals and approach funders effectively.	Available on registration
Listing in BASA Creative Supplier Directory	Inclusion in BASA's verified directory of creative service providers for potential partnerships and procurement.	Annual listing; open to all registered members.
Access to BASA's Curated Funding Directory	Access to regularly updated database of local and national funding opportunities for the CCI.	Available on registration. Updated bi-annually.
Access to Funding Toolkit	Practical guides to assist members to understand investment and funding processes for creatives businesses	Available on registration. Updated annually.



Thank You