

BASA  **membership**

CORPORATE

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





About BASA Membership

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 nationally 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.



Corporate Membership

Annual Fee: R55 000 (VAT excl.)

Unlocking Value Between Business and the Arts - Corporate Membership gives your business a front-row seat in shaping the future of South Africa's creative economy - combining insight, influence, and impact.

It's not just about supporting the arts; it's about investing in creativity as a driver of innovation, reputation, and growth.

BASA Corporate Membership provides premium access to South Africa's creative ecosystem - from research insights and market intelligence to talent sourcing and strategic partnerships.





BASA Corporate Membership Benefits

Strategic Access & Influence



Get a front-row seat in shaping South Africa's creative economy through exclusive invitations, partnership opportunities and public recognition.

2x Invitations to BASA Awards & Creative Futures Africa Summit — High-profile engagement and recognition platforms. *(Annual: Oct/Nov)*

1x Invitation to BASA Business & Investment Dinner — Direct engagement with creative innovators and investors. *(Annual: June/July)*

Recognition as a BASA Corporate Partner — Public acknowledgment across BASA & media, platforms, and events. *(Ongoing)*

Opportunity to Co-Curate Dialogues & Roundtables — Jointly host or co-brand sector discussions on shared themes like innovation and transformation. *(Additional Fee)*

Eligibility for BASA Awards — Recognition for excellence in corporate-arts partnerships. *(Annual)*

Opportunity to partner on Creative Futures Africa Summit — Sponsorship and content collaboration options. *(Annual: May)*

Research, Insight & Market Intelligence



Access proprietary data and sector intelligence to inform your creative strategy and innovation priorities.

Quarterly Creative Economy Insight Briefings — Exclusive data briefings and market trend discussions with company applications. *(Quarterly)*

Tailored Insights Consultation — Company-specific application of data insights and market intelligence. *(Additional Fee)*

Co-Created Research Studies — Collaborative sector intelligence or thematic research aligned to your corporate priorities. *(Additional Fee)*

Access to Creative Intelligence Database — Cultural data and enterprise insights for innovation and product testing. *(On request)*



Procurement & Partnership Opportunities



Connection to creative service providers, promoting inclusive supply chains.

Inclusion in BASA & Procurement Register — Direct connection to vetted creative service providers. *(Continuous)*

Learning & Leadership Development



Build cultural intelligence and creative leadership capabilities within your organisation.

Executive Learning Sessions — Training on creative leadership and cultural intelligence. *(Additional Fee)*

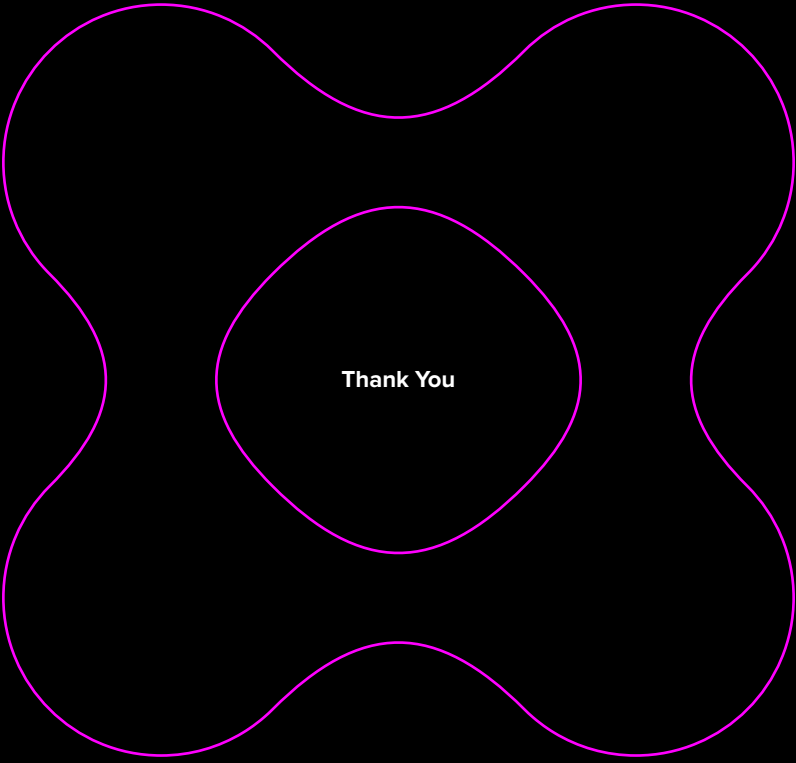
Bespoke Team Workshops — Arts-based team innovation sessions designed for your team & development. *(By scheduling – Additional Fee)*

Arts-Based Staff Engagement Opportunities — Cultural experiences to enhance morale and cultural awareness. *(1–2 annually – Additional Fee)*

Sign Up Today

Please contact gomolemot@basa.co.za or call 071 366 7133 to activate your membership registration. Our Memberships Officer will guide you through the process.

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Thank You