

BASA  **membership**

CONNECT +





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

(for Micro businesses)

Annual Fee: R5 000 (T&Cs apply)

Description

For Micro businesses in the Cultural and Creative Industries (CCI), cultural entrepreneurs or producers, arts administrators or managers, researchers, and business professionals actively engaged in the creative sector with registered businesses.

Designed for creative organisations, entrepreneurs, small businesses and intermediary institutions - such as incubators, theatres, training providers, and arts support bodies - the Connect+ Tier strengthens those who enable creativity to thrive. It offers enhanced access to BASA's ecosystem of insights, opportunities, and partnerships, helping organisations and entrepreneurs deepen their impact, grow their networks, and unlock greater value within the cultural and creative industries.

Benefit	Description	Delivery Schedule
1x Invitation to BASA Awards	Seat at BASA's flagship awards event — high-level networking and exposure.	Annual (October/November)
1x Invitation to Creative Futures Africa Summit	Access to panels, roundtables, and networking with sector leaders.	Annual (June/July)
Access to BASA Funding Directory	Curated database of funders, grants, and programmes relevant to the CCI.	Available on registration. Updated biannually
Access to Sponsorship Toolkits	Practical resources to assist members in preparing sponsorship proposals.	Available on joining
Business Strategy Session	Group session to refine business sustainability strategy.	Once or annually per member (2 sessions held annually. Group sessions)
Access to BASA Masterclasses	Access to professional development sessions focused on business, arts management, and creative entrepreneurship.	3–4 sessions annually.
Exclusive Invitation to BASA Business & Investment Dinner	Networking event connecting members to funders and industry leaders.	Annual (June/July)
Access to Sector Research Insights	Research summaries, trend analysis, and creative economy data.	Quarterly Research Insights briefing
Listing in BASA Creative Supplier Directory	Verified listing for procurement visibility and partnerships.	On registration. Renewed annually
Advertising in Supplier Directory/Public facing noticeboard	Optional paid advertising placements to increase exposure.	Continuous
Eligibility for Supporting Grants (up to R100,000)	Apply for BASA's grants supporting business–arts partnerships.	As per grant cycles (T&Cs apply)
Invitations to Networking Events	Access to BASA-hosted networking sessions with creative leaders, funders, and industry stakeholders.	2–3 times per year (invitation-based).

Thank You