

BASA reveals biannual Artstrack Research findings

Issued by [Business and Arts South Africa](#)

14 Mar 2012

Currently the arts may offer better opportunities, than sport, to strategically align brands. Yet last year an estimated R394 million was spent on arts and culture sponsorships, by those interviewed, in South Africa. This compared to a massive estimate of over R4 304 million that went into sports funding.



This was one of the findings in [Business and Arts South Africa's \(BASA\)](#) biannual **Artstrack Research** into the state of arts sponsorship in South Africa.

The BASA Artstrack Research, conducted by BMI, tracks consumer engagement in the arts as well as perceptions of the arts and its sponsors. The Research is commissioned as a resource to BASA's approximately 160 members, in support of their arts sponsorship engagement.

The study revealed that while the diverse nature of the arts enables a greater degree of strategic alignment between the sponsor and the property, and the enormous potential for unique associations and brand engagement, the notion of the arts is often a confusing concept. The public has many different interpretations of what it means with the term "arts" relating more to the visual than to the performing arts in many people's minds. The word "culture" was even more confusing.

Other findings showed that music got the lion's share of all sponsorship and received an estimated 54 percent of the spend. Other arts showing growth included museums, theatre and ballet. An overwhelming 71 percent of those polled wanted business to become more involved in arts sponsorships while they also felt it incumbent on government to participate.

BASA's Artstrack Research kicks off the organisations' year long focus on arts and business research, anchored by the 15th year of the annual Business Day BASA Awards, supported by Anglo American. Entries for the Awards, which reward excellence and innovation in the field of business support for the arts, open on Monday, March 19 with the award ceremony taking place at the end of August.

In order to continue to build relationships between the arts and big business, BASA will launch its innovative art sponsorship management and measurement toolkit, funded by UNESCO and the National Lotteries Distribution Trust Fund, for business in April. Workshops in Johannesburg, Durban and Cape Town, supported by Hollard and Art Insure, will introduce the toolkit to business as well as provide an opportunity to investigate implementation opportunities.

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