

The 15th annual Business Day BASA Awards deadline extended

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The deadline for South Africa's prestigious arts and business awards has been extended to Friday 25 May.



Says BASA CEO Michelle Constant: "Throughout the past 15 years, the BASA Awards have rewarded excellence and innovation in the field of business support for the arts. They have successfully demonstrated the potential for synergy and the far reaching benefits for business, for the arts and for all South Africans."

"Businesses who have supported the arts in any way are certainly encouraged to use the extended deadline as an opportunity to enter this year's awards," adds Constant.

In total, the awards feature 15 categories with 12 of these being open for general entry. They cover a wide range of creative mediums such as visual arts, dance, theatre, physical performance, music, fashion, design and architecture.

Any company who sponsors the arts can enter and businesses do not have to be BASA members in order to enter nor do they have to have received funding from BASA in order to be eligible to enter a project for the BASA Awards.

The easy-to-use online entry system can be accessed on the BASA website at www.basa.co.za. The awards section features tips, guidelines, rules and regulations and online entry forms. Information about previous winners can also be found on this website. Those requiring more information can also call the BASA offices on 011 832 3000/3039/3042 or email info@basa.co.za.

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Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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