



BASA joins the Slow Festival

Having started the application process in September last year with Knysna Tourism's guidance, Slow Festival organisers are thrilled to welcome Business and Arts South Africa (BASA) as supporting sponsors to the Festival this year. The BASA Sponsorship Toolkit for the Arts has been created for both arts organisations with existing sponsorship relations and those looking for new and additional partners.

"The fact that the Slow Festival has events within it that currently have sponsorship; namely Spar as title sponsors of the Goukamma Traverse, and that the Festival is still looking to involve sponsors going forward, meant that BASA were able to partner with the Festival on this basis" said Festival organiser Amanda Dixon.

Mandisa Tshiqi, Business Services Officer of BASA, said "Business and Arts South Africa's Supporting Grant programme is designed for artist/arts organisations and businesses, to assist in activating sponsorship for a cross-section of arts projects in different regions of the country. This is done by providing financial support to a project that is in an already existing relationship between a business and arts organisation. We believe that the partnership between the Slow Festival and Spar is a great one, proving to be both mutually beneficial and rewarding for both the organisation and business. We thank Spar for the generous support they are lending to this festival and trust that our support of the Slow Festival will assist in ensuring that Spar, and other businesses, continue to invest in the arts."

242 words