



BASA backs Slow Festival for a second year!

Slow Festival organisers are thrilled to have Business and Arts South Africa (BASA) on board for a second year as supporting sponsors to the Festival this year. "Backing from an entity as respected as BASA is a great honour indeed and will ensure the further growth of the Festival" said Festival organiser Amanda Dixon.

In a continuation of work that was done in 2014 and 2015, 2016 will see BASA expand its area of reach and increase its knowledge through increased activities across Africa. BASA's mandate is premised on our country's national interest: a unified South Africa where civil society, business and government work together to contribute to the global competitiveness of South Africa. These partnerships are in alignment with the Department of Arts and Culture's mandate to highlight the importance of cultural diplomacy in international relations and the expansion of South African networks with the world, through strategic relations.

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. Unlike a conventional grant scheme, the BASA Supporting Grants scheme was created with the very specific goal of developing business sponsorship of the arts. Grants are only awarded to add value to an already existing relationship between an arts project and a business (or several businesses). The BASA Supporting Grants scheme is available to both newcomer, emerging and established arts projects and sponsors. "The fact that the Slow Festival has events within it that currently have sponsorship; namely Pick n Pay as title sponsors of the Goukamma Traverse, the fact that the Festival has many smaller sponsors that give their support in various ways and that it 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.

"We believe that the partnership between the Slow Festival and Pick n Pay is a great one, proving to be both mutually beneficial and rewarding for both the organisation and business. We thank Pick n Pay and the many other sponsors for the generous support they are lending to this festival and trust that our support of the Slow Festival will assist in ensuring that Pick n Pay, and other businesses, continue to invest in the arts" said **Mandisa Tshiqi**, Business Services Officer of BASA.

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