



**APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME**

**Form B**

**This form is to be completed by the sponsoring business only.** If there is more than one sponsor receiving additional benefit and through the grant, each company should complete a B form.

Arts organisations should use application form **A**.

Please type in your answers or write clearly in block capitals. Please use continuation sheets if you need to add any further information, numbering all answers and extra sheets.

**This information is treated in strictest confidence.**

**1. THE SPONSORED ARTS ORGANISATION**

a. What is the full name of the arts organisation/artist you are sponsoring?

---

---

b. What is the project being sponsored?

---

---

c. On what date will it take place?

---

**2. YOUR COMPANY**

**Q2**

This information will enable us to invite the appropriate individuals to the Business Day/BASA Awards or other relevant events.

a. What is your full company name?

---

---

b. Please specify the company name, subsidiary or brand to be credited with sponsorship, if it is different from the above

---

---

c. Physical address:

---

Postal address:

---



**APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME**

**Form B**

\_\_\_\_\_  
Telephone:

\_\_\_\_\_  
Fax:

\_\_\_\_\_  
E-mail:

\_\_\_\_\_  
Website:

d. What is the name of your Chief Executive or Chairman

\_\_\_\_\_  
\_\_\_\_\_

**Q2e**

We may discuss all relevant aspects of your application with this person who should be able to discuss all aspects of the sponsorship.

e. Who is your nominated representative?

\_\_\_\_\_  
\_\_\_\_\_

What is his/her position?

\_\_\_\_\_

What is the telephone number of your representative?

\_\_\_\_\_

**3. YOUR BUSINESS ACTIVITY**

a. What is the precise nature of your business?

\_\_\_\_\_  
\_\_\_\_\_

b. Please supply the following information about your company

\_\_\_\_\_  
Company registration number

\_\_\_\_\_  
Number of employees

\_\_\_\_\_  
Parent Company (if applicable)

\_\_\_\_\_  
Ultimate holding company (if applicable)

\_\_\_\_\_  
City and country in which your holding company is based (if applicable)

c. Is your sponsorship budget independent of any parent holding company, subsidiary or other division of your company?

Yes

No



**APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME**

**Form B**

If no, please give details of your parent company's arts sponsorship budget

---

---

**4. YOUR REASONS FOR UNDERTAKING THIS SPONSORSHIP**

**Q4a**  
BASA needs to know your company's strategic reason for the partnership?

a. What are your business reasons for undertaking this sponsorship?

---

---

---

b. What benefits do you expect to receive from the sponsorship?

This could include all promotional acknowledgements, advertising, hospitality opportunities, free tickets/access etc.

---

---

---

---

---

**5. YOUR UNDERSTANDING OF THE SUPPORTING GRANT SCHEME AND ITS BENEFITS**

a. Are you aware of the Supporting Grant Scheme?

Yes

No

Would you like more information?

Yes

No

b. Did the possibility of receiving BASA Supporting Grant Funding influence your decision to undertake this sponsorship?

Yes

No

c. The Supporting Grant Funding is designed to benefit both the arts and business

Are you aware of the extra benefits you will receive with the Supporting Grant Funding

Yes

No

IF YES, PLEASE DETAIL THESE ADDITIONAL BENEFITS BELOW:

---

---

**Q5b**  
The possibility of receiving Supporting Grant Funding should have played some part in encouraging you to sponsor your chosen arts organisation or even. It is not a reward for arts organisations raising sponsorship, but is designed to encourage businesses to sponsor and develop a continuing arts sponsorship programme.



**APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME**

**Form B**

---

---

---

---

**Q6 & 7**

This information (questions 6 and 7) is needed for us to assess the sponsorship for inclusion in the Business Day/BASA Awards for Business and Arts.

**6. YOUR SPONSORSHIP PAYMENT**

a. Please give the total amount you are paying to the arts organisation for this sponsorship, cash or in-kind.

**R** **CASH**

---

**R** **IN KIND**

---

What is the additional leverage (marketing/PR) spend on the project?

**R** **CASH**

---

**R** **IN KIND**

---

b. What is/are the exact date(s) of payment?

---

c. What are the dates of your financial year?

---

d. In addition to sponsorship, do you have a commercial relationship with the arts organisation you are sponsoring? Yes  No

If yes, is it in any way connected to the sponsorship, which is the subject of this application? Yes  No

If the answer to either parts of 6.4 is yes, please give details.

---

---

---

---

---

---

---

---

---

---

---



APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME

**Form B**

---

**7. STATUS OF THE SPONSOR**

a. Is this the first time you have sponsored the arts? Yes  No

b. Are you an established sponsor of the arts? Yes  No

If yes in which year did you first sponsor the arts?

---

Are there any other arts activities that you are sponsoring in your current financial year? Yes  No

If yes please give details below

---

---

**8. BASA AWARDS**

The BASA Awards recognise and encourage excellence and innovation in the field of business support for the arts. I herewith give BASA permission to automatically enter our sponsorship of this arts project into the next BASA Awards.

Yes

No

**9. SPONSOR'S DECLARATION**

(to be signed by an authorised signatory of the business and not an agent)

I, for and on behalf of \_\_\_\_\_ (Sponsor)

undertake that all the information given on this form and any other information or representation made to BASA is accurate and complies with the rules of the Supporting Grant Scheme. The sponsor undertakes to inform BASA immediately if any information on this form needs updating, or if the nature of the sponsorship changes in any way.

I agree to be available for contact by BASA to give further details, or I authorise

\_\_\_\_\_ (as named in 2.e) to speak for and on my behalf.



APPLICATION FORM FOR THE BUSINESS SPONSORS FOR  
THE FUNDING UNDER THE SUPPORTING GRANT SCHEME

**Form B**

Signature

Print name

Position

Date