

- Provide cultural clients with access to the brochure and provide guidelines for the most effective means to use the brochure, i.e.:
  - as a stand alone education piece forwarded to a prospective sponsor as part of a two part series of mailings, the second part being the invitation on behalf of the corporation to further explain the opportunity as it relates to the product sponsorship offered;
  - as the introductory phase of a presentation to a prospective corporate sponsor and subsequently a "leave-behind";
  - as part of a sponsorship proposal kit.
  
- Distribute the brochure to the missions abroad as an educational tool for their own purposes and accompany it with guidelines on how to use the brochure effectively should the need arise.
  
- Distribute to key Canadian business councils/organisations as well as the individual cultural organising bodies within the art, academic and sport disciplines, i.e.:
  - Council for Business in Arts in Canada (CBAC);
  - national and local theatre groups
  - national and local sport groups
  - fundraising arm of universities
  
- The brochure should be accompanied by a letter outlining suggestions on how to use it effectively in meetings and presentations and for whom it might be of value within this organisation.
  
- Use existing distribution channels to create added awareness of initiatives, i.e., include the brochure as part of both Information Export and CanadExport distribution, as well as through the Canadian trade centres.
  
- Examples of successful sponsorship initiatives abroad should be added to brochure. Use information currently being gathered through initiatives with the Arts Majors and Canada Quest as basis for case studies.