

### **Sub-Strategy #2:**

Educate the private sector on the opportunities available for meeting business objectives through leveraging of sponsorships of the various Canadian cultural products and that these cultural organisations do indeed have products and systems in place to assist corporations in meeting their needs.

### ***Rationale***

Corporations understand that there are many *sponsorship* opportunities available. However, many do not understand that the sponsorship can be *translated into an integrated event marketing program* which can be utilised as a viable business tool. This business tool, if developed properly can meet their business objectives.

Thus it is necessary firstly to inform the private sector of the value of event marketing (i.e., the leveraging of a sponsorship) as a tool to meet business objectives. Secondly, to give them the confidence in the sophistication of the delivery system behind the product (art, academic or sport related) they have sponsored.

### ***Tactics***

Develop a brochure as a "sell-piece" to market both the cultural products available to the private sector and the sophistication of the infrastructures behind these products which are capable of delivering a product that will meet business objectives.

Use this "sell-piece" as a means to condition the private sector to believing in and supporting sponsorship of Canadian cultural products both domestically and more specifically on the international level.

### ***Distribution Strategy***

- **Target companies** with a *demonstrated* interest in sponsorship and/or international business developments (i.e., those which have an office *already* established in another country).
  - Use foreign policy objectives to establish countries and industries of priority.
  - Use established and new information networks to access decision makers who should receive the brochure. Decision makers would include those who handle marketing, advertising and/or communications budgets.
  - Cultural clientele should include this brochure as part of either an introductory letter and/or sponsorship proposal being forwarded to a prospective sponsor.