

Read Section 6 - *Resources Available To You* for a listing of organised bodies and companies available to help you with particular elements of your sponsorship program. The resources range from within Canada and abroad.

Read Section 7 - *Sample Reference Materials* on an as-needed basis. These formats are taken from actual Canadian event marketing programs held within the last three years. You should use only those elements which apply and add/delete other elements as necessary. In reviewing these formats, you may feel burdened by too many organisational tools; however, it is important to remember that the sharing of these organising devices amongst your team and your sponsor's team will help to maintain, not only a level of confidence in your ability to deliver, but it will also reinforce the professional, caring image of your event. They also *work!*