

The following summarises the multi-year sponsorship strategy outlined in full detail in Section 5. The overriding priority is the immediate need for training of all key players in the fundamentals of the sponsorship process. Furthermore, this training program must be ongoing over the next 3 to 6 years in order that the learning maintain its effectiveness in the face of staff turnover, new clients and corporate partners, as well as increasing skill level of staff, clients and corporations.

MULTI-YEAR SPONSORSHIP OBJECTIVE

To increase private sector funding of cultural products.

MULTI-YEAR SPONSORSHIP STRATEGY

Strategy Overview

To implement a multi-year corporate relations development plan consistent with foreign policy priorities and available program funding.

Sub-Strategies

- 1) Provide EAICR departmental representatives with the tools for developing an appreciation for and understanding of
 - a) the Canadian sponsorship industry;
 - b) the private sector approach to sponsorship; and
 - c) the current level of relative cultural clients' sophistication toward sponsorship.
- 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 organizations do indeed have products and systems in place to assist corporations in meeting their needs.
- 3) Provide Canadian cultural groups with the practical means to approach and maintain open dialogue with the private sector on matters relating to securing sponsorship funding, as well as the means to enhance their cultural product to allow for leveraging of the sponsorship from a business goal orientation.
- 4) Provide information to the missions to increase their level of understanding of event marketing in general and appropriate steps to take to carry forward with a corporate contact when seeking sponsorship funding.
- 5) Establish, commit to and actively support the development of internal and/or external support procedures to reinforce and enhance the developing relationships between Canadian cultural clients and the private sector. This demands that a decision be made by EAICR as to the level of commitment in both manpower and funding to the initial training of all key bodies (EAICR, private sector, cultural groups, missions).