

them to the level of understanding concurrent with EAICR departmental representatives, missions abroad, cultural clients and targeted corporations. EAICR might then commit seed funding to the further development and extension of CBAC to include a mandate for international development. This development could be linked through an established international network of 15 affiliated associations and is a natural extension of the domestic activities.

Similar relationships might also be fostered with the Canada Council, BCA, BCNI and Canadian trade associations as well as established organisations within the academic and sport disciplines.

This initiative should be supported in its initial years by the EAICR program champion. The long term goal is to transfer the funding leadership of the sponsorship initiatives at the international level to the relative bodies and/or private sector with ongoing support from EAICR.

- Use established/planned activities (conferences, seminars, meetings) as a forum for obtaining feedback/direction on the recommendations herein and for creating awareness of EAICR's long term objective and commitment to increasing private sector funding.
- Continuously add information to the Step By Step Manual in terms of providing additional learning that will increase the likelihood of obtaining private sector funding. For example:
 - add case studies of successful sponsorship initiatives (EAICR research in progress);
 - add feedback from missions on cultural variances that could impact sponsorship;
 - add feedback from any relevant conferences, seminars, etc.