

## **PREFACE**

The following report offers a strategy for EAICR to partner with the private sector to increase funding. The strategy reflects a standard process which should be used as a foundation upon which to build a localized approach.

The first step is to develop an understanding and appreciation for the fundamental elements involved in approaching the private sector for support. This is outlined in the report herein. The second step is specific to ICR's objective of exporting Canadian cultural products to priority markets and obtaining funding from corporations within those local markets. This step requires that information be obtained relative to the market in which the activity will occur ie/ the cultural variables that will impact the standard process. The process must then be adapted and 'massaged' to recognize these cultural variables.

This report focuses on a standard approach to partnership with the private sector. Although it is not represented here, additions to the report should focus on the local cultural variables in the priority markets which will impact any partnership relationship.