

**Sub-Strategy #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.

***Rationale***

It is necessary for these employees to have this background in order to be able to support and commit to the development of the remaining strategies recommended herein.

***Tactics***

- Review EAICR Multi-Year Sponsorship Strategy giving particular consideration to the development of the event marketing industry as it has evolved from straight sponsorship/donation programs as well as the manual outlining how to partner with the private sector.
- Develop and institute a staff training and planning program on event marketing as the means to elevate the current level of understanding in preparation for addressing situations as they arise from the cultural clients. This could be a separate program or it could be integrated to current training activities.
- Training should be ongoing over the next 3-6 years in the form of retraining, advanced training and training for new staff and clients.
- Support procedures should be implemented either with the return of the "trainer" or access to a constant external source (TBD) as needed.