

- Consider the feasibility of acknowledging excellence in sponsorship by Canadian companies with the established Export Awards program and the Financial Post awards program.
- Consider the development of a media relations program to enhance awareness of sponsorship activities through credit in the media. Reference ABSA's success in their campaign for crediting sponsors.
- Use the Relative Value Assessment model and/or the Selection Criteria model (see Appendices 10.1 and 10.2) provided herein as a means for assisting in establishing criteria for funding. These models focus on those elements of a sponsorship which can satisfy business directives.

These models *do not* judge the cultural value of an activity and thus are not to be considered a tool to rationalise funding on the basis of cultural value.

These models *do* assist in establishing whether or not the activity currently has the potential to develop those elements which will attract private sector funding, i.e., whether or not the activity is marketable as defined in event marketing terms.

- Use the Relative Value Assessment/Selection Criteria model as a means for assisting in determining when to reduce or eliminate funding for a particular activity.

These models will provide assistance to EAICR in that, where a decision must be made to reduce or eliminate funding, EAICR can use these models to assist in determining which activity has the inherent or potential elements necessary to attract corporate sponsors.

- Establish semi-annual review procedures.

The semi-annual reviews should include an assessment of progress to date on a more global scale including feedback from both internal representatives as well as missions, cultural clients and follow-up with contacts in the private sector.

- Develop partnerships with established domestic and international organisations to assist in the development of key contacts at targeted corporations. For example, with regard to exporting of art related products, EAICR might consider developing a relationship with CBAC or a similar organisation - provided that CBAC is capable of assisting EAICR in meeting foreign policy objectives. At present the CBAC operates with a staff of three and a mandate to assist in the partnering of business in the arts in Canada. EAICR might consider initial training of the members to bring