

Suggested Format

Front Copy: Want To Improve Your Bottom Line?
Try Sponsorship.
It *Does* Work.

Inside Copy: Mission Statement (TBD)

(Left Page) What Sponsorship Can Do For You

- Break through the communication clutter.
- Reach fragmented market groups in a cost effective and synergistic way.
- Reach your key channel of distribution with a "once-in-a-lifetime" opportunity to influence buying decisions.
- Impact brand loyalty erosion by offering/creating a strong emotional appeal that adds value to purchase.

Motivate Employees

- Create awareness and/or improve/change image of product or service.
- Provide forum for business to business development.

(Right Page) What We Can Provide

- Sophisticated *proven* sponsorship process.
- Recent case studies with international success.
- Worldwide network of affiliated organisations who can provide guidance in local markets on *effective* program development and execution.
- Information on sponsorship opportunities relevant to your business needs.
- Information on the proven process used to leverage the sponsorship investment to meet your specific business needs.
- Proven effective tactics to leverage your sponsorship investment.
- Information on sponsorship awards and incentive programs specifically designed for corporations.

(Back Page) We Can Help

If you are interested in improving your business results from sponsorship please call us.

contact TBD

We are committed to ongoing development of sponsorship of Canadian cultural endeavours.