

## INTRODUCTION

### **i) WHO SHOULD USE THIS MANUAL?**

Any group, organisation or individual who would like to approach private corporations for funding of an activity or who would like to enhance current funding.

### **ii) WHAT WILL THIS MANUAL HELP YOU DO?**

This manual has been developed and provided with the intention of sharing a standard approach or process to partnering with the private sector with various cultural clientele (arts, academic or sport groups). This approach has evolved over the last 30 years in Canada and has become an accepted standard method of practice among corporate leaders in event marketing (Petro-Canada, Canadian Tire, Coca-Cola, etc.). This process is consistent for all disciplines (arts, academic or sport) and within any industry. The variables which *do* affect the process are 1) the individual who should receive your proposal (i.e., marketing, public relations, sales, CEO); and 2) the current level of sophistication relative to the practise of sponsorship within that corporation.

"Partnering With the Private Sector" provides you with the general background on the development of this process, as well as the key steps to practice it.

This manual first takes you through the background of sponsorship as an industry to understand how it has evolved over the last three decades and the kind of role it will play in the 1990's (Section 1). Secondly, we look at sponsorship from the viewpoint of the corporation considering why corporations sponsor events, how their needs and objectives are changing and we provide practical tactics that you can utilise to increase the value of your event (Section 2). Next we take you through a step by step process to partnering with the private sector. This process outlines from start to finish the generic practice of approaching, securing and maintaining corporate sponsors (Section 3).

The last three sections (Sections 4-5) provide you with specifics of varying industries and how you might change your approach when dealing with corporations in those industries, where to access corporate contacts and where to look for support systems in a number of countries around the world.