

To develop a plan to prepare a multi-year sponsorship strategy to further extend the opportunities that are currently available to EAICR.

The *primary objective* of this proposal is to develop a strategy to work with the private sector.

The following process will be implemented:

Research

The Contractor will work with EAITC's representative to determine the number of activities in the fields of artistic promotion, academic relations and international sports the Department is currently involved in. The Contractor will categorise these activities and evaluate them on present business objectives.

Analysis

The Contractor will, in consultation with the Departmental representative, determine the relevance of these objectives or develop new objectives to meet the present environment or demands. The Contractor will develop a set of criteria out of the objectives which would include guidelines to determine what amount of spending or percentage of total budget would be appropriate per activity category/event.

Recommendations

The Contractor will recommend:

- how best to leverage those activities which satisfy the established objectives and criteria;
- how to gracefully exit over time from those activities which do not satisfy the established objectives and criteria;
- an overall sponsorship strategy that would assist the Department in determining when to say "yes" to becoming involved in an activity, and how to say "no";
- a specific sponsorship strategy that would establish guidelines to partner up with corporations in the private sector;
- suggest practical ways the cultural clientele could engage more corporate funding.

Reports

The Contractor will provide status reports in coincidence with the schedule of reports, a presentation on research, analysis and recommendations as required prior to May 31, 1991 and a final presentation May 31, 1991.