

- *Forbes*
 - *Globe and Mail Report on Business*
 - *Sponsorship News*
 - *Special Events Report*
- Reference "Canada Who's Who"
 - Reference Canadian Almanac and Directory for further listing of related trade journals, publications.

Tips on How to Find Sponsors

- Check existing sponsors of other events/activities. It may be time for a change in their sponsorship direction or they may be dissatisfied with the current delivery system. Your planned approach may provide the delivery system they expect.
- Consider how companies advertise. You may see ways in which your activity can help the company make the advertising tangible and meet their business needs.
- Consider the slogan currently being used by a company. Does it relate to your product?