

The following outlines a suggested format for a brochure that should be developed to complement EAICR's initiatives in sponsorship development.

PURPOSE OF BROCHURE

- To create awareness of the sophisticated sponsorship process that is available to the corporate community for use in meeting business objectives.
- To create awareness of the increasing level of sponsorship sophistication of Canadian cultural groups.
- Encourage corporate community to call the Program Champion for further information and/or a presentation on sponsorship opportunities available to them.

WHO SHOULD RECEIVE IT

- Business groups/associations.
- Prospective sponsors.

WHO SHOULD DELIVER IT

- EAICR cultural clients.

TIMING OF DISTRIBUTION

- It is important the EAICR, the designated program champion and cultural clientele have an established understanding of the sponsorship process as outlined in the Step By Step Manual *prior* to distribution of this brochure.
- This brochure also references case studies (EAICR currently gathering information) and a contact, both of which must be established prior to distribution of the brochure.