

## 10.3 CLA METHODOLOGY

### RESEARCH

- Meetings held with departmental representatives to obtain information on and discuss current programs, sponsorship endeavours.

See Appendix A for contact list.

- Program summaries/reports gathered from both a general (EAICR) and a specific department (art, academic, sport) viewpoint.

See Appendix B for document summary.

- Internal meeting held to discuss review information gathered and to discuss and obtain agreement to conceptual outline of final report.
- Meetings held with outside groups to discuss sponsorship endeavours/current practices/possibilities.

See Appendix A for contact list.

### ANALYSIS

- Ongoing internal and external discussion/analysis to determine applicability of tactics currently used by EAICR in seeking out corporate partners/funding; in particular, determining applicability vis-a-vis market (corporate community) demands/environment.