

secure private sector funding. For example, companies operating in Commonwealth countries could play an important role in funding the Games and related sport activities in exchange for publicity derived from being official Games sponsors. Furthermore, it is proposed that Governments would not be the primary source of funding indefinitely. As the proportion of Government funding decreases, so would the authority of Governments in the affairs of the Trust.

It is proposed that Trust revenues be derived from four sources:

- Government contributions;
- investment revenues;
- licensing and rights; and
- donations and other contributions.

This inevitably involves the question of how the value of the rights to the Games might best be exploited. Should a new logo be designed for the purposes of the Trust? The maximization of the marketing opportunities associated with such rights might be an important element in financing future Games.

The Trust would need a governing Board to manage revenues, regulate disbursements, and otherwise exercise the mandate of the Trust. On this Board, there would be an equitable mix of Government and sporting institutions, of donor and recipient countries, and of all regions of the Commonwealth. An executive or secretariat body might be established by the Board to facilitate ongoing management of the Board's affairs.