

**Sub-Strategy #3:**

Provide Canadian cultural groups with the practical means to approach and maintain open dialogue with the private sector on matters relating to securing sponsorship funding, as well as the means to enhance their cultural product to allow for leveraging of the sponsorship from a business goal orientation.

*Rationale*

Research indicates that many cultural groups understand the value of corporate sponsorship relative to their own development. However, communication may break down relative to understanding how to either approach corporate representatives and how to identify to the corporate representative the inherent or created values their product can deliver.

*Tactics*

- Develop and institute a training program for targeted cultural clients identified as being prepared and willing to commit to a level of product development which would attract corporate sponsors. Use foreign policy objectives and available funding to determine funded recipients and/or offer subsidised registration fees.
- Develop and distribute a step by step sponsorship manual providing practical guidelines on "PARTNERING WITH THE PRIVATE SECTOR". This manual should also provide an overview of the event marketing industry and what corporations look to receive as a return on their sponsorship investment.
- For those cultural clientele that have not already done so, encourage the development of a board of directors no matter how "small" the client. This board will a) create a perception of credibility in the eyes of a prospective sponsor and b) provide a valuable link to the corporate community.