

In understanding EAICR's experience with sponsorship coupled with in-depth discussions with departmental personnel, review of relative program summaries/reports and discussion with other agencies, it is apparent that EAICR's current interpretation of sponsorship is relatively narrow. At present, there is an active translation of sponsorship as being philanthropic/donation oriented where an acceptable level of corporate return on their sponsorship is limited to tickets, a reception and/or mention in the programming.

There is, however, tremendous potential for EAICR to cultivate sponsorship as an integral part of their portfolio. Opportunities exist for EAICR to develop both the internal (departmental employees, mission representatives) and the external (cultural clients, corporations) players in terms of the understanding and appreciation for the process of sponsorship and event marketing as it is currently interpreted and applied within the leading corporations today.

Within this report CLA has provided EAICR with the tools to develop this level of understanding and furthermore to partner with the private sector to obtain increased sponsorship. The first and foremost area of priority is the training of the key players. Increasing the overall level of knowledge amongst all players will create an atmosphere of acceptance and personal commitment to the significance and ongoing development of sponsorship activities. It will also assist in enhancing the terms of more effective funding disbursement.