



THEMES FOR 2008

Heritage & Sponsorship | Heritage & Cultural Tourism

At the heart of the major issues surrounding Heritage, the 2008 show will step up its development at the international level and ask the basic questions arising from these themes.

Sponsorship:

"Tous mécènes!..." - *Everybody can be a sponsor* - from private individuals to the great multinational corporations; today **heritage sponsorship is accessible to everyone**:

- **major corporations**, the most costly sites: Versailles, Le Louvre, Mont Saint Michel, etc.
- **associations**, sponsorship of special sites of interest: mills, chapels, farms, manors, etc.
- **private individuals**, sponsorship of local cultural assets: fountains, church towers, bread ovens, etc.

Sponsorship is a question of method and planning as well as one's love and passion for the project...

| Sponsorship and Heritage: how to identify **the right sponsor**? | Patronage, Sponsorship, Partnership, Subsidies... **which kind of aid** and support is best suited to each project? | From the private individual to multinationals...from local heritage to major work sites...who are **the key players in sponsorship**? | The **different forms of sponsorship**: financial sponsorship, skill sponsorship, technological sponsorship, means sponsorship, participative sponsorship, etc. | How to prepare a sponsorship file and organise a **partnership strategy**? | The Development of **Foundations**: what types, under what forms?

Cultural Tourism:

One of the foremost reasons travellers choose to visit a particular country is to discover its cultural assets. Cultural tourism is an indication of a country's "cultural health" and represents up to a 20% share of the tourist market. The authorities get significantly involved in cultural tourism and work toward its lasting development.

| What kind of **tourist offers** need to be set up to develop cultural heritage? Routes, itineraries, circuits, etc. | **Tourist practices** are changing and a new cultural tourism is developing: how to meet this specific demand? | In what way is cultural tourism a **factor in economic and social development**? | What are the **dangers** threatening cultural sites in the face of mass tourism? How to protect heritage on a long-term basis? | How to interest and educate **the visitors** in the proper practices of cultural tourism? | Cultural tourism...Elite tourism...moving toward **social openness**?

The Salon International de Patrimoine Culturel will answer these questions, pay tribute to initiatives, open doors to restoration sites, and increase the standing of those who are helping to carry out the projects. It will spotlight cultural tourist offers, the treasures of our heritage, and the players who contribute to their development.