



SWING FORE DREAMS LADIES GOLF CLASSIC

SPONSORSHIP OPPORTUNITIES

Event Date: Saturday, September 15, 2018

Event Location: The Dunes Golf & Winter Club



**The
Rainbow Society
of Alberta**

A Child. A Wish. A Dream Come True!

Canada Revenue Agency Charitable Registration # 12998 8275 RR0001

TABLE OF CONTENTS

General Information _____	1
Our Organization _____	1
Event Information _____	1
Sponsorship Levels _____	2
Presenting Sponsor – SOLD Liquid Edge Oilfield Services _____	2
Welcome Sponsor - \$2,500 _____	2
Media Sponsor _____	2
Brunch Sponsor - \$2,000 _____	3
Golf Cart Sponsor - \$1,500 _____	3
Champagne Sponsor - \$1,000 _____	3
Food Hole Sponsor - \$1,000 _____	3
Beverage Hole Sponsor - \$1,000 _____	4
Hole-In-One Sponsor – SOLD The Dunes Golf & Winter Club _____	4
Feature Activity Hole Sponsor - \$750 _____	4
Proxy Prize Hole Sponsor - \$500 _____	4
Purse Raffle Cash Prize Sponsor - \$500 _____	5
Purse Raffle Sponsor – In-Kind _____	5
Wish Supporter Sponsor - \$150 _____	5
Tournament Supporter – Various _____	5
Contact Information _____	6
Sponsorship Response Form _____	7
Swing Fore Dreams Ladies Golf Classic Registration _____	8
CRA Tax Receipting Guidelines _____	9



GENERAL INFORMATION

General Information

OUR ORGANIZATION

The Rainbow Society of Alberta – Giving the gift of hope by granting wishes for children in Alberta diagnosed with a severe chronic or life-threatening medical illness.

With the support of our community partners, we can make magical and memorable wishes come true for courageous children dealing with pain, frustration, physical limitations and challenges, hospital stays, and lengthy rehabilitation, all while trying to just be a child. The lasting effects of a wish come true for these children are immeasurable, and the memories made will boost their spirits on even their most challenging days.



"Thank you so much! We had a wonderful, whirlwind, exciting, once-in-a-lifetime vacation, thanks to you! Our family will be forever grateful for the memories and experience this trip has given us. Our stay at Give Kids the World Village was absolutely awesome, and all the volunteers and staff were amazing! We felt like royalty at every theme park, and had so much fun. We truly would not have been able to give our kids a trip as jam-packed and exciting as this was!"

5 year old Opal had her dream trip to Disney World come true!

EVENT INFORMATION

Swing Fore Dreams Ladies Golf Classic

Tournament Date: Saturday, September 15, 2018

Tournament Location: The Dunes Golf & Winter Club

This tournament, attended by women in the Grande Prairie region, sold out in 2017 with net proceeds of \$39,000. The Swing Fore Dreams Ladies Golf Classic features a 9 hole Texas Scramble tournament with a champagne brunch, caddy auction, activity prize holes, hole-in-one opportunities, food and beverage holes, golfer swag, and exciting raffle draws! Located at a premiere golf course, and with an expected sell-out of 72 golfers, there's ample opportunity for you to maximize your sponsorship dollars.

Let's make a difference together. We've set a bold target of raising \$50,000 before event costs of \$10,500 at the 2018 Swing Fore Dreams Ladies Golf Classic and we need your help to reach this goal and make wishes come true!

SPONSORSHIP LEVELS

Sponsorship Levels

PRESENTING SPONSOR – SOLD LIQUID EDGE OILFIELD SERVICES

As the Presenting Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 4 representatives from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page, shown as “Swing Fore Dreams Ladies Golf Classic presented by Your Company Name”.
3. Your company name on radio advertising for the tournament, noted as above.
4. Opportunity to present a branded gift to all golfers (*gifts to be mutually agreed upon within budget).
5. Acknowledgement during the caddy auction in recognition of your contribution.
6. Signage acknowledging your sponsorship.
7. Recognition in the event program.
8. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

WELCOME SPONSOR - \$2,500

As the Welcome Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 2 representatives from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Your company name on the “Welcome” banner displayed during registration.
4. Opportunity to present a branded gift to golfers at Registration (*gifts to be mutually agreed upon within budget).
5. Recognition in the event program provided to participants.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

MEDIA SPONSOR

You’ll provide radio or television advertising for the event, as well as on your website and in social media.

1. Complimentary golf for 2 representatives from your company.
2. Opportunity to be the Master of Ceremonies at the event (champagne brunch and caddy auction).
3. Your company name on all tournament promotional material and The Rainbow Society event website page.
4. Acknowledgement during the caddy auction in recognition of your contribution.
5. Recognition in the event program provided to participants.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

SPONSORSHIP LEVELS

BRUNCH SPONSOR - \$2,000

As the Brunch Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 1 representative from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. All tables will have printed recognition with your company name.
4. Acknowledgement during the caddy auction and brunch in recognition of your contribution
5. Recognition in the event program provided to participants.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

GOLF CART SPONSOR - \$1,500

As the Golf Cart Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 1 representative from your company.
2. Opportunity to present a branded gift to all golfers (*gifts to be mutually agreed upon within budget).
3. Your company name on all tournament promotional material and The Rainbow Society event website page.
4. Your company name featured on the official tournament rule sheet and itinerary displayed in each golf cart.
5. Recognition in the event program provided to participants.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

CHAMPAGNE SPONSOR - \$1,000

As the Champagne Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 1 representative from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Printed sponsorship signage on the champagne table.
4. Recognition in the event program provided to participants.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

FOOD HOLE SPONSOR - \$1,000

(2 AVAILABLE) 1 SOLD – MG ENVIRO

As a Food Hole Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 1 representative from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Opportunity to showcase your company at one of the food holes, signage provided.
4. Recognition in the event program provided to participants.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

SPONSORSHIP LEVELS

BEVERAGE HOLE SPONSOR - \$1,000

(2 AVAILABLE)

As a Beverage Hole Sponsor, you will receive the following exposure and benefits:

1. Complimentary golf for 1 representative from your company.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Signage at the drink hole acknowledging your sponsorship.
4. Recognition in the event program provided to participants.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

HOLE-IN-ONE SPONSOR – SOLD THE DUNES GOLF & WINTER CLUB

As the Hole-In-One Sponsor, you will receive the following exposure and benefits:

1. Brunch Invitation for 1 representative from your company. (Golf not included.)
2. A designated hole with 18" x 27" signage* acknowledging your sponsorship (*size may be adjusted accordingly).
3. Your company logo on The Rainbow Society event website page.
4. Recognition in the event program provided to participants.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

FEATURE ACTIVITY HOLE SPONSOR - \$750

(2 AVAILABLE) 1 SOLD – 3CIS

As a Feature Activity Hole Sponsor, you will receive the following exposure and benefits:

1. Brunch Invitation for 1 representative from your company. (Golf not included.)
2. A designated hole with 18" x 27" signage* acknowledging your sponsorship (*size may be adjusted accordingly).
3. Your company logo on The Rainbow Society event website page.
4. Recognition in the event program provided to participants.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

PROXY PRIZE HOLE SPONSOR - \$500

(6 AVAILABLE) 1 SOLD – ELITE VAC & STEAM

As a Proxy Prize Hole Sponsor, you will receive the following exposure and benefits:

1. A designated hole with 12" x 18" signage* acknowledging your sponsorship (*size may be adjusted accordingly).
2. Your company logo on The Rainbow Society event website page.
3. Recognition in the event program provided to participants.
4. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

SPONSORSHIP LEVELS

PURSE RAFFLE CASH PRIZE SPONSOR - \$500

As the Purse Raffle Cash Prize Sponsor, you will receive the following exposure and benefits:

1. Designated signage acknowledging your sponsorship of the Purse Raffle Cash Prize.
2. Your company logo on The Rainbow Society event website page.
3. Recognition in the event program provided to participants.
4. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

PURSE RAFFLE SPONSOR – IN-KIND

As the Purse Raffle In-Kind Sponsor, you will receive the following exposure and benefits:

1. Designated signage acknowledging your in-kind donation of the purses for the Purse Raffle Draw.
2. Your company logo on The Rainbow Society event website page.
3. Recognition in the event program provided to participants.
4. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

WISH SUPPORTER SPONSOR - \$150

(UNLIMITED)

As a Wish Supporter Sponsor, you will receive the following exposure and benefits:

1. Name displayed on “Wish Supporter” sign displayed at the Champagne Brunch and post-tournament reception.
2. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

TOURNAMENT SUPPORTER – VARIOUS

(UNLIMITED)

A Tournament Supporter is a business or individual who contributes to The Rainbow Society through the following:

- Team prizes (please advise prior to tournament of intent to donate);
- Raffle Prizes;
- Gift Bags or Swag for golfers;
- Door prizes/Contest prizes.

As a Tournament Supporter, you will receive the following:

1. Name displayed on “Tournament Supporter” sign displayed at Champagne Brunch and post-tournament reception.
2. A tax receipt for Gift-In-Kind donations (as per Canada Revenue Agency regulations).

CONTACT INFORMATION

Contact Information

To be a sponsor for the Swing Fore Dreams Ladies Golf Classic, please contact:

Ruth White (Volunteer Tournament Organizer)

Phone: 780-296-4444

Email: nrwhite@persona.ca

For more information about The Rainbow Society of Alberta, please contact:

Holly Pshyk

Fund Development Manager, The Rainbow Society of Alberta

1-6604 82 Avenue NW

Edmonton AB T6B OE7

Phone: 780-469-3306

Email: hollyp@rainbowsociety.ab.ca



SPONSORSHIP RESPONSE FORM

Sponsorship Response Form

Yes, I/We are interested in sponsoring the **Swing Fore Dreams Ladies Golf Classic** at the following level:

- Welcome Media Brunch Golf Cart Champagne Food Beverage
 Feature Activity Proxy Hole Purse Cash Prize Purse In-Kind Wish Supporter
 Tournament Supporter – Donation Of: _____

I/We would like to commit to: 1 (One) Year 2 (Two) Years 3 (Three) Years

- Golf Registration: _____ x \$125 per Golfer Total: _____ (complete attached form)
 _____ x \$500 per Foursome Total: _____ (complete attached form)

Please Note: As per Canada Revenue Agency, sponsorship contributions include advantages and benefits for the sponsor which does not allow for a tax receipt to be issued. Please refer to the attached "CRA Tax Receiving Guidelines" for information on receiving gift in kind donations.

Company/Organization: _____

Authorized By (Name): _____

Title: _____

Address: _____

City/Prov.: _____

PC: _____

Phone: _____

Fax: _____

Email: _____

Signature: _____

Date: _____

Please return this response form by email to:

Ruth White nrwhite@persona.ca

Phone: 780-296-4444



SWING FORE DREAMS LADIES GOLF CLASSIC REGISTRATION

Swing Fore Dreams Ladies Golf Classic Registration

Date: Saturday, September 15, 2018
 Location: The Dunes Golf & Winter Club
 Time: 11:30 am Registration, 12:30 pm Champagne Brunch;
 3:30 pm Shotgun Start
 Fees: \$125 per Golfer or \$500 per Foursome
 Includes: 9 Hole Texas Scramble, Power Carts, Champagne Brunch, Swag Bags, Proxy Holes, Prizes, Food & Beverage Holes, Caddy Auction, & More!



2018 Golf Registration Form – Register before August 23, 2018 to be entered to win the Early Bird Prize!

Please complete and email form to nrwhite@persona.ca or register *ONLINE* at swingforedreamsgp2018.eventbrite.ca.

Golfer #1 Name		
Billing Address:	Phone No:	
Email:		
Individual Payment Options (if applicable)		Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC/Amex Number:	Expiry Date:	Security No.
Name on Card:	Postal Code:	Signature:
Golfer #2 Name		
Billing Address:	Phone No:	
Email:		
Individual Payment Options (if applicable)		Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC/Amex Number	Expiry Date:	Security No.
Name on Card:	Postal Code:	Signature:
Golfer #3 Name		
Billing Address:	Phone No:	
Email:		
Individual Payment Options (if applicable)		Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC/Amex Number:	Expiry Date:	Security No.
Name on Card:	Postal Code:	Signature:
Golfer #4 Name		
Billing Address:	Phone No:	
Email:		
Individual Payment Options (if applicable)		Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC/Amex Number:	Expiry Date:	Security No.
Name on Card:	Postal Code:	Signature:



CRA TAX RECEIPTING GUIDELINES

CRA Tax Receipting Guidelines

Canada Revenue Agency (CRA) allows registered charities such as **The Rainbow Society of Alberta** to issue tax receipts under the following guidelines. We adhere to these guidelines to protect our donors as well as the children in our wish granting program. An official tax deduction receipt will be issued if:

1. Property - usually cash or a gift - is transferred by a donor to The Rainbow Society of Alberta;
2. The transfer is voluntary; and
3. The transfer is made without expectation of return. No benefit of any kind may be provided to the donor or to anyone designated by the donor, except where the benefit is of nominal value.
4. A gift is a transfer of property, not of services. No donation tax credit is available for the performance of services rendered without remuneration or compensation. A professional who wants to receive a donation receipt for time and professional skill donated to a charity must first bill the charity for the services performed and then donate the amount he or she is paid back to the charity. This process shows that a true donation has been made and provides an audit trail for both parties. We are happy to facilitate this transaction.

To receive a tax receipt, you must provide your *full name and complete mailing address*.

In order to save on donated dollars, we issue charitable tax receipts by email, therefore an email address is required.

Gift Certificates and Gift Cards

If a company wants to donate a Gift Certificate or Gift Card, the following steps should be followed:

1. The Rainbow Society will purchase a gift certificate/card for an agreed-upon amount,
2. The company will make an equal cash or cheque donation to The Rainbow Society,
3. The Rainbow Society will issue a tax receipt to the company for the cash donation.
CRA Rationale: If the gift certificate/card is not ever redeemed, then the business has received a tax benefit for no cost to them. This process creates a simple paper trail and shows the donor's intent.

**Note:* An individual (not the issuing business) who donates a gift certificate/card to a charity is entitled to a tax receipt for the fair market value of the certificate/card.

Donating an Item (also known as a Gift-in-Kind)

If an individual or company wants to donate an item, the following steps should be followed:

1. The company donates an item and provides an official company invoice showing the "fair market value" of the item (GST is not included). **Hand-written invoices cannot be accepted.**
2. The invoice must clearly state "Donation" on it, with a total balance of \$0.00 left owing.
3. The Rainbow Society will issue a tax receipt for the fair market value.

Auction Items

Buying an item at an auction does not entitle you to a tax receipt, as you have received a tangible item in exchange for your money. However, you are eligible to receive a tax receipt for the difference of what you paid versus the fair market value of the item. *Example:* If you purchased a painting for \$1000 and the reported fair market value of the painting is \$500, you are eligible for a tax receipt for the difference of \$500. For an official donation receipt to be issued, the fair market value of the property the bidder receives cannot exceed 80% of the purchase price.

Sponsorship and Advertising

This kind of gift normally takes place at events such as a golf tournament, and is not eligible for a tax receipt. If a company pays for sponsorship and is receiving advertising at the event, only a non-tax deductible **Business Receipt** may be issued. *Rationale:* CRA deems that advertising the company's name is an advantage that has value.

For more information regarding the conduct of charities or the federal government guidelines regarding tax receipts, please visit www.cra-arc.gc.ca/tax/charities. If you have any questions please contact: **Craig Hawkins, Executive Director**, at 780-469-3306 or via email at craigh@rainbowsociety.ab.ca.