



# Mommy's Little Mister Ball

## 2018 SPONSORSHIP OPPORTUNITIES

**Event Date:** Friday, October 26, 2018

**Event Location:** Mirage Banquet Hall, Edmonton

Canada Revenue Agency Charitable Registration # 12998 8275



**The  
Rainbow Society  
of Alberta**

*A Child. A Wish. A Dream Come True!*

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# 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. Your sponsorship is integral in making magical wishes come true for courageous children dealing with pain, frustration, physical limitations, hospital stays, and rehabilitation, all while still trying to just be a child.



*"We wanted to say a big THANK YOU for making Sammy's wish come true! Our Disney trip was amazing and Sammy would say each day, 'This is the best day ever!' His favorites were the Radiator Springs Cars Land ride, Star Wars Tours ride and the Toy Story Midway Mania ride. We also spent a day at Laguna Beach (first time for the kids to see the ocean). Sammy and I would sit on the sand and let the waves come up and splash us. He loved it! We feel so fortunate and grateful for The Rainbow Society of Alberta for giving us such wonderful memories to cherish!"*

### EVENT INFORMATION

Moms are boo boo fixing, snack dispensing, cartoon watching, rule giving, clothes cleaning, monster killing, heart mending, full time everything, SUPERHEROES! We invite moms to bring their little mister to a superhero themed night filled with exciting activities and lasting memories. Some of the highlights will be the dinner/dessert buffet, face painting, balloon art, photo booth, DJ dance party, creation station, candy buffet, the mom boutique, and even visits from some favourite movie and comic book heroes! This year, we aim to raise \$18,000, before event costs of \$8,000.

Details	
Date	Friday, October 26, 2018
Tickets	\$180 per "Couple"; \$50 per Additional Child; Table of 8 for \$710 (4 Couples)
Location	Mirage Banquet Hall <b>*New Location</b>
Attendance	200 Guests; 20 Event Volunteers



# SPONSORSHIP LEVELS

## Sponsorship Levels

### LEGENDS PRESENTING SPONSOR – \$7,000 (1 AVAILABLE)

Exclusive designation as the Presenting Sponsor for this event – i.e. Mommy's Little Mister Ball 2018, presented by "your company name or logo". **Includes TWO (2) Tables of TEN (10) Guests .**

### MARVEL - \$5,000 (4 AVAILABLE)

Exclusive designation as MARVEL Sponsor on all event related communications. This sponsorship level may, upon discussion, include primary event activity, such as:

Candy Buffet – Videographer – Raffle Grand Prize – Take Home Gift - Other

### SUPERMAN- \$3,000 (5 AVAILABLE)

Designation as a SUPERMAN Sponsor on all event related communications. May includes financial contribution or equivalent in value added to the event with services/products provided. Opportunities for sponsorship include:

Creation Station - Photo Booth – Décor – Door Prize Draw – Guest Characters - Other

### WONDER WOMAN- \$2,000 (5 AVAILABLE)

Designation as a WONDER WOMAN Sponsor on all event related communications. May include financial contribution or equivalent in value added to the event with services/products provided. Opportunities for sponsorship include:

Photographer – Registration Welcome – Corsage – Mister Gifts – Mom Gifts – Volunteers - Other

### CAPTAIN AMERICA- \$1,500 (5 AVAILABLE)

Designation as a CAPTAIN AMERICA Sponsor, on all event related communications. May include financial contribution or equivalent value added to the event with services/products provided. Opportunities for sponsorship include:

Balloon Art – Face Painting – Entertainers – Other

### THOR TABLE SPONSORS- \$1,000 (10 AVAILABLE)

Designation as a THOR TABLE SPONSOR on all event related communications. Exclusive signage on a designated table of 8 (4 couples) with corporate name and logo.

### TRUSTY SIDEKICK- \$500 (UNLIMITED)

Designation as a TRUSTY SIDEKICK on select event related communications. Includes financial contribution or equivalent in value added to the event with services/products provided.

Mom Swag Bag Contribution – Son Swag Bag Contribution – Event Enhancements – Branded Products - Other

### HULK-IN-KIND DONATION (UNLIMITED)

Donations of an item or offer for the Superhero Raffle will be recognized on signage and may qualify for a tax receipt.



# BENEFITS OF SPONSORSHIP

## Benefits of Sponsorship

Benefit	LEGENDS \$7,000	MARVEL \$5,000	SUPERMAN \$3,000	WONDER WOMAN \$2,000	CAPTAIN AMERICA \$1,500	THOR TABLE \$1,000	TRUSTY SIDEKICK \$500
Exclusive designation as Presenting Sponsor	✓						
Logo placement on primary event banner	✓						
Opportunity to address the guests	✓						
Complimentary tickets	2 Tables of 10	1 Table of 10	3 Couples	2 Couples	1 Couple	1 Table of 8	
Logo placement on sponsor banner	✓	✓	✓	✓	✓	✓	✓
Mention in opening remarks	✓	✓					
Specific brand awareness opportunities (TBD)	✓	✓	✓	✓			
Logo on all pre & post event advertising	✓	✓	✓	✓	✓	✓	✓
Prominent recognition in official media release	✓	✓					
Recognition in official media release			✓	✓	✓		
VIP Reserved table designation	✓	✓				✓	
Reserved seating			✓	✓	✓		
Logo placement in official event program	✓	✓	✓	✓	✓	✓	
Designated signage at an event activity			✓	✓	✓		
Option to provide volunteers	✓	✓	✓				
Logo placement on signage at designated table	✓	✓				✓	
Social Media Recognition & Frequency	✓✓✓✓	✓✓✓	✓✓	✓✓	✓	✓	✓
Logo or name placement & direct link on event webpage	✓	✓	✓	✓	✓	✓	✓





# 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](http://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](mailto:craigh@rainbowsociety.ab.ca).

