



Mommy's Little Mister Ball

2017 SPONSORSHIP OPPORTUNITIES

Event Date: Saturday, November 4, 2017

Event Location: Fantasyland Hotel, West Edmonton Mall



**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 – \$5,000 [Four (4) Available] _____	2
Platinum - \$3,500* [Eight (8) Available] _____	2
Gold - \$2,500 _____	2
Silver - \$1,500 _____	2
Corporate Table - \$1,000 _____	2
Bronze - \$500 _____	2
Benefits of Sponsorship _____	3
2017 Sponsorship Response Form _____	4
CRA Tax Receiving Guidelines _____	5



GENERAL INFORMATION

General Information

OUR ORGANIZATION

The Rainbow Society of Alberta is a registered charity dedicated to granting wishes for children who live in Alberta and have been diagnosed with life-threatening or severe chronic medical illnesses. Your impactful contribution will make memorable 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.



"I am very grateful for the adventure. This experience has opened my mind. It has given me more strength, purpose and motivation to face the challenges ahead I am thankful for everyone who helped make this trip the best ever and my dream come true."

– Claudia, a beautiful young girl born with Arthrogryposis Multiplex Congenita, had always dreamed of visiting the Kennedy Space Center in Florida. We're thrilled to say Claudia's dream came true in the summer of 2014!

EVENT INFORMATION

Moms are busy. It seems there's always somewhere to be; always something that must get done or something that's just not going to get done. And sometimes, it's time with their little guys that gets lost in the shuffle. For the first time, we invite Moms and their little Misters to enjoy an adventure filled night together. There'll be activities such as mother/son DJ dance, dinner, face painting, a hobby project station, candy bar, balloon artists, photo booth, and even visits from some of his favourite movie and comic book heroes! This year, we aim to raise \$9,000, before event costs of \$4,000.

Details	
Date	November 4, 2017
Tickets	\$165 per "Couple"; \$45 per Additional Child; Table of 8 for \$650 (4 Couples)
Location	Beverly Hills Ballroom, Fantasyland Hotel
Attendance	200 Guests; 25 Event Volunteers



SPONSORSHIP LEVELS

Sponsorship Levels

Our sponsors create the magic that becomes Mommy's Little Mister Ball. We're grateful for support in the way of **Monetary Sponsorships, Donation of Services or Products, or the Purchase of Individual & Group Tickets.**

PRESENTING – \$5,000 [FOUR (4) AVAILABLE]

Exclusive designation as Presenting Sponsors for this event – i.e. Mommy's Little Mister Ball 2017, presented by "your company name or logo".

PLATINUM - \$3,500* [EIGHT (8) AVAILABLE]

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

Dinner – Décor – Media – Photographer

* Includes financial contribution or equivalent in value added to the event with services provided. Cash equivalent donations of services or products only includes complimentary tickets for two (2) couples.

GOLD - \$2,500

Exclusive designation as Gold Sponsor on all event related communications. Includes financial contribution or equivalent in value added to the event with services/products provided.

Volunteer Sponsor* - Travel Raffle Prize Package - Candy Buffet – Other

* Exclusive designation as our Volunteer Sponsor for the event on all event related communications. Allows our volunteers to enjoy a meal in recognition of their hard work and dedication, as well as snacks and non-alcoholic beverages, courtesy of "your company".

SILVER - \$1,500

Exclusive designation as Silver Sponsor on all event related communications. Includes financial contribution or equivalent in value added to the event with services/products provided.

Photo Booth (Confirmed) – Balloon Artist(Confirmed) – Face Painting (Confirmed) –
Hobby Project – Lego Station - Other

CORPORATE TABLE - \$1,000

Exclusive signage on designated table with corporate name and logo and seating for eight (8).

BRONZE - \$500

Exclusive designation as Bronze Sponsor 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 – Other



BENEFITS OF SPONSORSHIP

Benefits of Sponsorship

In addition to making wishes come true for Albertan children fighting illnesses, becoming a sponsor for Mommy's Little Mister Ball truly makes a difference in our community. Events like this are only possible because of sponsors – you provide the financial footing for the event to get off the ground. Sponsors are the reason an event happens, and provide the framework for more wishes to come true for courageous kids battling life changing illnesses.

Benefit	Presenting \$5,000	Platinum \$3,500	Gold \$2,500	Silver \$1,500	Corporate Table \$1,000	Bronze \$500
Exclusive designation as Presenting Sponsor	✓					
Logo placement on primary event banner	✓					
Complimentary tickets	Table of 10	Table of 8*	2 Couples	1 Couple	Table of 8	Discount **
Corporate signage at event (provided by sponsor)	✓					
Mention in opening remarks	✓	✓				
Logo on all pre & post event advertising	✓	✓	✓	✓		
Prominent recognition in official media release	✓	✓				
Recognition in official media release			✓	✓		
Reserved table seating	✓	✓	✓	✓	✓	
Logo and thank you in official event program	✓	✓	✓	✓	✓	✓
Option to provide volunteers	✓	✓	✓			
Logo placement on signage at designated table	✓	✓			✓	
Social Media Recognition (Facebook/Twitter/Instagram/Email)	✓	✓	✓			
Logo or name placement & direct link on event webpage	✓	✓	✓	✓	✓	✓

*Cash equivalent donations of services or products only includes complimentary tickets for two (2) couples.

**Discounted ticket price at Bronze Level - \$120 for one (1) mom/son couple.

If none of these sponsorship options works for you, but you have other ideas that will make our event even better and help grant more wishes, we'd be happy to discuss the possibilities with you.



2017 SPONSORSHIP RESPONSE FORM

2017 Sponsorship Response Form

Yes, we are interested in sponsoring the **Mommy's Little Mister Ball** at the following level:

- Presenting Sponsor** **\$5,000**
- Platinum Sponsor** **\$3,500** or equivalent in services/products provided
- Gold Sponsor** **\$2,500** or equivalent in services/products provided
- Silver Sponsor** **\$1,500** or equivalent in services/products provided
- Corporate Table Sponsor** **\$1,000**
- Bronze Sponsor** **\$500** or equivalent in services/products provided
- Purchase Tickets** ___ x **\$165 each Mom/Son Couple**
 ___ x **\$45 each Additional Son**
 ___ x **\$650 Table of 8 (4 Mom/Son Couples)**

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 for the contribution. Please refer to the attached "CRA Tax Receipting Guidelines" for information on receipting gift in kind donations.

Sponsorship payments are due by **September 1, 2017**. To confirm your sponsorship, please complete the following and return by **email** to hollyp@rainbowsociety.ab.ca or **fax** to 780-469-2935.

Company/Organization: _____

Authorized By (Name): _____

Title: _____

Billing Address: _____

City/Prov.: _____

PC: _____

Phone: _____

Fax: _____

Email: _____

Signature: _____

Date: _____

Cheques can be made payable to "The Rainbow Society of Alberta".

To pay by credit card, please provide the following information:

(Please circle one)

Visa M/C AMEX Card#:

Expiry Date:

Card Security #:

Name on Card: _____

Signature: _____

Date: _____

Return form (with payment) to: Holly Pshyk, Fund Development Manager, The Rainbow Society of Alberta

1-6604 82 Avenue, Edmonton, AB T6B 0E7 **P:** 780-469-3306 **F:** 780-469-2935 **Email:** hollyp@rainbowsociety.ab.ca



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.

