



Daddy's Little Sweetheart Ball

2018 SPONSORSHIP OPPORTUNITIES

Event Date: Saturday, March 3, 2018
NEW Event Location: Mirage Banquet Hall



The Rainbow Society of Alberta

A Child. A Wish. A Dream Come True!

TABLE OF CONTENTS

General Information _____	1
Our Organization _____	1
Event Information _____	1
Sponsorship Levels _____	2
PRESENTING – \$10,000 [ONE (1) Available] _____	2
PLATINUM – \$5,000 [TWO (2) Available] _____	2
GOLD - \$3,500 _____	2
SILVER - \$2,500 _____	2
BRONZE - \$1,500 _____	2
Volunteer Sponsor - \$2,500 _____	2
Corporate Table - \$1,000 _____	2
WISH SUPPORTER - \$500 _____	2
GIFT IN KIND _____	2
Benefits of Sponsorship _____	3
2018 Sponsorship Response Form _____	4
Thank You to Our 2017 Sponsors & Prize Donors _____	5
CRA Tax Receipting Guidelines _____	6



GENERAL INFORMATION

OUR ORGANIZATION

The Rainbow Society of Alberta is a registered charity dedicated to granting wishes for children ages 3 to 18 who reside in Alberta and have been diagnosed with a life-threatening or severe chronic medical illness. Your impactful contribution will make magical and 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.



"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

The first event of its kind in Edmonton, Daddy's Little Sweetheart Ball has become one of Edmonton's most anticipated events of the year and consistently sells out. This year, we aim to raise \$47,000 before event costs of \$17,000.

Dads will spend an enchanted evening with their little sweetheart(s), dressed up in their finest, and treated to an unforgettable night! The night includes a father/daughter DJ dance, dinner, face painting, candy buffet, crafts, photo booth, balloon art, special Princess guests, and special keepsake photos with a magical carriage!

Details	
Date	March 3, 2018
Tickets	\$180 per "Couple"; \$500 per Additional Child; Table of 8 for \$700 (4 Couples)
Location	Mirage Banquet Hall, Edmonton, Alberta
Attendance	500 Guests; 25 Event Volunteers



SPONSORSHIP LEVELS

PRESENTING – \$10,000 [ONE (1) AVAILABLE]

Exclusive designation as Presenting Sponsor for this event – i.e. Daddy’s Little Sweetheart Ball 2018, presented by “your company name or logo”. Includes TWO (2) tables of 10 with VIP seating.

PLATINUM – \$5,000 [TWO (2) AVAILABLE]

Exclusive designation as Platinum Sponsors on all event related communications. Each Platinum Sponsor receives a Table of 10 with VIP seating.

GOLD - \$3,500

Exclusive designation as a Gold Sponsor on all event related communications. This sponsorship level may, upon discussion, include a designated event activity or enhancement, such as:

Candy Buffet – Videographer- Princess Raffle Grand Prize – Princess Bears - Other

SILVER - \$2,500

Designation as Silver Sponsor on all event related communications. May include financial contribution or equivalent in value added to the event with services/products provided, such as:

Photo Booth - Grand Door Prize Draw - Corsage – Crafts – Other

BRONZE - \$1,500

Designation as Bronze Sponsor on all event related communications. May include financial contribution or services provided to the event, such as:

Balloon Artist – Face Painter– Photographer - Magician - Other

VOLUNTEER SPONSOR - \$2,500

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”.

CORPORATE TABLE - \$1,000

Exclusive signage on designated table with corporate name and logo and a table of 8.

WISH SUPPORTER - \$500

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

GIFT IN KIND

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



BENEFITS OF SPONSORSHIP

Benefit	Presenting \$10,000	Platinum \$5,000	Gold \$3,500	Silver \$2,500	Bronze \$1,500	Volunteer Sponsor \$2,500	Corporate Table \$1,000
Exclusive designation as Presenting Sponsor	✓						
Logo placement on primary event banner	✓						
Complimentary tickets	2 Tables of 10	1 Table of 10	3 Couples	2 Couples	1 Couple	2 Couples	Table of 8
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			✓	✓		✓	
VIP Reserved table designation	✓	✓					
Reserved seating			✓	✓		✓	✓
Logo placement in official event program	✓	✓	✓	✓		✓	
Company name listing 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	✓	✓	✓	✓	✓	✓	✓

If 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.



THANK YOU TO OUR 2017 SPONSORS & PRIZE DONORS



*Home & Auto Insurance



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.

