



Honorary Chair  
**MATT BENNING**  
Professional Hockey Player

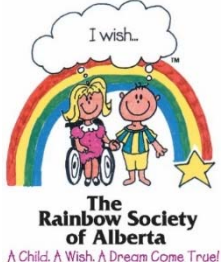


# 2019 SPONSORSHIP PACKAGE

## SWING FORE DREAMS RAINBOW SOCIETY GOLF CLASSIC

**Event Date:** Friday, July 5, 2019  
**Event Location:** The Ranch Golf and Country Club

Canada Revenue Agency Charitable Registration # 12998 8275 RR0001



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# 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

This popular tournament provides the perfect opportunity for sponsors and participants to network with new or potential clients and strengthen relationships with existing business contacts in a relaxed and fun environment. Furthermore, you will receive great exposure before, after, and on the day of the event. Your sponsorship contribution will provide the foundation needed for the event to be successful, helping to reach our goal of raising \$57,000 before event costs of \$21,000.

<b>Date:</b>	Friday, July 5, 2019
<b>Location:</b>	The Ranch Golf and Country Club (5 min. west of Edmonton)
<b>Time:</b>	Registration 12:00 pm, Shotgun Start 1:30 pm
<b>Format:</b>	18 Hole Texas Scramble
<b>Golf Package:</b>	\$190 per Golfer, \$740 per Foursome
<b>Includes:</b>	Golf Swag, Tailgate Party & Driving Range, Food & Beverage Golf Holes, Hole-In-One Challenges, Activity Holes, BBQ Dinner, After Party, Prizes, & Much More!

# SPONSORSHIP LEVELS

## Sponsorship Levels

### PRESENTING SPONSOR – \$10,000

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

1. Complimentary **Golf/Dinner for 8 Representatives.**
2. Your company name on all tournament promotional material and The Rainbow Society event website page, shown as “Swing Fore Dreams Rainbow Society Golf Classic presented by Your Company Name”.
3. Your company name included in all media advertising and promotion.
4. Opportunity to present a branded gift to all golfers (\*gifts to be mutually agreed upon within budget).
5. Acknowledgement of your sponsorship during dinner and the after party.
6. Primary signage promoting your sponsorship.
7. Feature recognition in the event program.
8. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
9. A Business Receipt.

### WELCOME SPONSOR – \$5,000

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

1. Complimentary **Golf/Dinner for 4 Representatives.**
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 provide each golfer with a beverage voucher printed with your company logo.
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
7. A Business Receipt.

### DINNER & AFTER PARTY SPONSOR – \$5,000

As the Dinner & After Party Sponsor, you will receive the following exposure and benefits:

1. Complimentary **Golf/Dinner for 4 Representatives.**
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on each table to acknowledge your sponsorship.
4. Opportunity to provide 2 bottles of wine for each table at the dinner banquet.
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
7. A Business Receipt.

# SPONSORSHIP LEVELS

## PUTTING GREEN CONTEST SPONSOR – \$2,500

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

1. Complimentary **Golf/Dinner for 2 Representatives + 2 Additional Guest DINNER ONLY** tickets.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on the Putting Green to acknowledge your sponsorship.
4. Opportunity to provide prizes to be won in the Putting Contest.
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
7. A Business Receipt.

## GOLF CART SPONSOR – \$2,500 SOLD TO AURORA

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

1. Complimentary **Golf/Dinner for 2 Representatives + 2 Additional Guest DINNER ONLY** tickets.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage in the Golf Carts to acknowledge your sponsorship.
4. Opportunity to provide “Snack Bag” for each golfer with your company logo/name.
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
7. A Business Receipt.

## FOOD HOLE SPONSOR – \$2,000

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

1. Complimentary **Golf/Dinner for 2 Representatives + 2 Additional Guest DINNER ONLY** tickets.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on the sponsored food hole.
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt.

## VOLUNTEER SPONSOR – \$2,000

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

1. Complimentary **Golf/Dinner for 2 Representatives + 2 Additional Guest DINNER ONLY** tickets.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Signage in the volunteer staging area, logo on volunteer name badges, and logo on the volunteer dinner voucher.
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt.

# 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/Dinner for 2 Representatives (applicable for monetary sponsorship)**.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on the sponsored beverage golf hole.
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt (available for monetary sponsorship).

## BIRDIE SPONSOR - \$1,000 (8 AVAILABLE)

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

1. Complimentary **Golf/Dinner for 2 Representatives**.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on a designated Feature Activity golf hole or with a designated Raffle Draw.
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt.

## HOLE-IN-ONE SPONSOR - \$750 (4 AVAILABLE)

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

1. Complimentary **Golf/Dinner for 1 Representative**.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on the sponsored Hole-In-One golf hole.
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt (available for monetary sponsorship).

## BOGEY SPONSOR – \$750 (6 AVAILABLE)

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

1. Complimentary **Golf/Dinner for 1 Representative**.
2. Your company name on all tournament promotional material and The Rainbow Society event website page.
3. Dedicated signage on a designated golf hole with a Proxy Prize Activity (Longest Drive, Closest to Pin, etc.).
4. Recognition in the event program.
5. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
6. A Business Receipt.



# SPONSORSHIP LEVELS

## WISH SPONSOR – \$500

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

1. Name printed on “Wish Sponsor” sign displayed at registration and at the dinner and after party.
2. Acknowledgment through social media platforms.
3. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.
4. A Business Receipt.

## TOURNAMENT SUPPORTER – VARIOUS

A Tournament Supporter is a business or individual who contributes to Swing Fore Dreams with the following:

- Team prizes, 4 each of an item (please advise prior to tournament of intent to donate);
- Raffle Prize(s);
- Gift Bags and/or Golf Swag for golfers (approximately 125 golfers);
- Door Prizes;
- Contest/Challenge Hole Prizes.

As a Tournament Supporter, you or your business will receive the following:

1. Social media (Facebook and Twitter) recognition.
2. Name printed on “Tournament Supporter” sign displayed at dinner and after party.
3. A tax receipt for Gift-In-Kind donations (if applicable, as per Canada Revenue Agency regulations).

## GOLF REGISTRATION

Support the Swing Fore Dreams Rainbow Society Golf Classic by participating as an individual or register a team.

**\$190 per golfer or \$745 per team of four.** Your golf includes:

- 18 Hole Texas scramble,
- Power Carts;
- Driving Range Warm-up;
- Lunch;
- Tons of Prizes;
- Golf Swag;
- Food and Beverage Holes;
- Activity & Challenge Holes;
- Hole-In-One Opportunities;
- Dinner, After Party, and Much More!

# 2019 SFD SPONSORSHIP CONFIRMATION

## 2019 SFD Sponsorship Confirmation

Yes, we are interested in sponsoring the **Swing Fore Dreams Rainbow Society Golf Classic** at the following level:

- |  |          |  |         |
|--|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor      | \$10,000 | <input type="checkbox"/> Volunteer Sponsor   | \$2,000 |
| <input type="checkbox"/> Welcome Sponsor         | \$5,000  | <input type="checkbox"/> Beverage Sponsor    | \$1,000 |
| <input type="checkbox"/> Dinner/ Party Sponsor   | \$5,000  | <input type="checkbox"/> Birdie Sponsor      | \$1,000 |
| <input type="checkbox"/> Putting Contest Sponsor | \$2,500  | <input type="checkbox"/> Hole in One Sponsor | \$750   |
| <input type="checkbox"/> Golf Cart Sponsor       | SOLD     | <input type="checkbox"/> Bogey Sponsor       | \$750   |
| <input type="checkbox"/> Food Hole Sponsor       | \$2,000  | <input type="checkbox"/> Wish Supporter      | \$500   |

Tournament Supporter: We would like to donate a prize or items for the golfer Loot Bags. Please describe item:

- Golf Registration: \_\_\_\_\_ x \$190 per Golfer      Total: \_\_\_\_\_ (complete attached form)  
 \_\_\_\_\_ x \$745 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 Receipting Guidelines" for information on receipting gift in kind donations.*

To confirm your sponsorship or donation, complete the following and **email** to [hollyp@rainbowsociety.ab.ca](mailto:hollyp@rainbowsociety.ab.ca).

Company/Organization: \_\_\_\_\_

Authorized By (Name): \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/Prov.: \_\_\_\_\_ PC: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Options:**

- 1) **Cheques can be made payable to** "The Rainbow Society of Alberta" and mail to:  
*#7, 12122 68 Street, Edmonton, AB T5B 1R1*
- 2) **To pay by credit card**, please call 780-469-3306 or email [hollyp@rainbowsociety.ab.ca](mailto:hollyp@rainbowsociety.ab.ca).

Questions, comments, or enquiries can be directed to Holly Pshyk, Fund Development Manager, The Rainbow Society of Alberta by emailing [hollyp@rainbowsociety.ab.ca](mailto:hollyp@rainbowsociety.ab.ca) or call 780-469-3306.





# 2019 SFD GOLF REGISTRATION FORM

## 2019 SFD Golf Registration Form



**Date:** Friday, July 5, 2019  
**Location:** The Ranch Golf and Country Club  
**Time:** 12:00 pm Registration, 1:30 pm Shotgun Start  
**Fees:** \$190 per Golfer or \$745 per Foursome  
**Includes:** 18 Hole Texas Scramble, Power Carts, Lunch, Golf Swag, Activity Holes, Prizes, Dinner & After Party, & Much More!

**Complete & return form to:**

[hollyp@rainbowsociety.ab.ca](mailto:hollyp@rainbowsociety.ab.ca); **OR** register online at [www.swingforedreamsgolfclassic2018.eventbrite.ca](http://www.swingforedreamsgolfclassic2018.eventbrite.ca)

\$190/golfer X \_\_\_\_\_ golfers = \_\_\_\_\_  
 \$745/foursome = \_\_\_\_\_

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

