



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

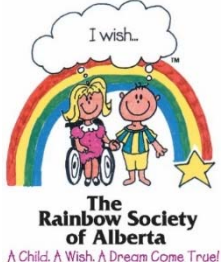


TABLE OF CONTENTS

General Information _____	1
Our Organization _____	1
Event Information _____	1
Sponsorship Levels _____	2
Presenting Sponsor – \$10,000 SOLD United Nurses of Alberta _____	2
Welcome Sponsor – \$5,000 _____	2
Dinner & After Party Sponsor – \$5,000 SOLD Johnson Insurance _____	2
Feature Raffle Draw Sponsor – \$5,000 _____	3
Tournament Prize Sponsor – \$5,000 _____	3
Putting Green Contest Sponsor – \$2,500 SOLD TO DevFacto _____	3
Golf Cart Sponsor – \$2,500 _____	3
Food Hole Sponsor – \$2,000 _____	4
Volunteer Sponsor – \$2,000 _____	4
Beverage Cart Sponsor - \$1,500 SOLD Vleeming Vleeming O’Neill LLP _____	4
Beverage Hole Sponsor - \$1,500 (2 Available) _____	4
Birdie Sponsor - \$1,000 (8 Available) _____	5
Hole-In-One sponsor - \$750 (4 Available) _____	5
Bogey Sponsor – \$750 (6 Available) Crowe Mackay _____	5
Wish Sponsor – \$500 _____	5
Tournament Supporter – Various _____	6
Golf Registration _____	6
2019 SFD Sponsorship Confirmation _____	7
2019 SFD Golf Registration Form _____	8
CRA Tax Receipting Guidelines _____	9



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.



"This wish is going to change my life!" Ben

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.

Date:	Friday, July 5, 2019
Location:	The Ranch Golf and Country Club (5 min. west of Edmonton)
Time:	Registration 12:00 pm, Shotgun Start 1:30 pm
Format:	18 Hole Texas Scramble
Golf Package:	\$190 per Golfer, \$740 per Foursome
Includes:	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 SOLD UNITED NURSES OF ALBERTA

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 with [Your Company Name] 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. Recognition of your sponsorship during dinner and the after party.
6. Opportunity for signage promoting 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 – \$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.

DINNER & AFTER PARTY SPONSOR – \$5,000 SOLD JOHNSON INSURANCE

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. Branded signage and centerpiece on each table to acknowledge your sponsorship.
4. Opportunity to provide a bottle 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.



SPONSORSHIP LEVELS

FEATURE RAFFLE DRAW SPONSOR – \$5,000

As the Feature Raffle Draw 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 as the “Exclusive” Feature Raffle Draw Sponsor.
4. Logo printed on the raffle swag item purchased by the golfers to participate in the raffle draw. TBD
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

TOURNAMENT PRIZE SPONSOR – \$5,000

As the Tournament Prize 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 where all individual and team prizes to be displayed & logo placement on item tags.
4. Opportunity to present the prizes to the winning teams and individual golfers.
5. Recognition in the event program.
6. Opportunity to commit to 1, 2, or 3 years for this specific sponsorship level.

PUTTING GREEN CONTEST SPONSOR – \$2,500 SOLD TO DEVFACTO

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.

GOLF CART SPONSOR – \$2,500

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.

SPONSORSHIP LEVELS

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.

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.

BEVERAGE CART SPONSOR - \$1,500 SOLD VLEEMING VLEEMING O'NEILL LLP

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.

BEVERAGE HOLE SPONSOR - \$1,500 (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.

SPONSORSHIP LEVELS

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.

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.

BOGEY SPONSOR – \$750 (6 AVAILABLE) CROWE MACKAY

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.

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.



SPONSORSHIP LEVELS

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!



Much like other little girls her age, Reena likes Shopkins, Peppa the Pig, and doing all sorts of crafts with her big sister. What sets her apart though, is her recent diagnosis of Kawasaki's Disease with large coronary artery aneurysms. Reena and her family spent a week on their wish trip to Disney World, and dad shared these words with us *"We're grateful and really blessed to have had this kind of experience. Overwhelming is an understatement, it was really a dream vacation coming true not just for Reena but for the whole family."*

If it weren't for our wonderful volunteers, our dedicated sponsors, and our generous donors, we couldn't make wishes like Reena's come true! So, from the bottom of our hearts, we say Thank You!!

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; **OR** register online at
www.swingforedreamsgolfclassic2018.eventbrite.ca

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

Golfer #1 Name	Meal: Steak Chicken Special
Billing Address:	Phone No:
Email:	
Individual Payment Options (if applicable)	Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC Number: _____ Postal Code: _____	Expiry Date: _____ Security No. _____
Name on Card: _____	Signature: _____
Golfer #2 Name	Meal: Steak Chicken Special
Billing Address:	Phone No:
Email:	
Individual Payment Options (if applicable)	Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC Number: _____ Postal Code: _____	Expiry Date: _____ Security No. _____
Name on Card: _____	Signature: _____
Golfer #3 Name	Meal: Steak Chicken Special
Billing Address:	Phone No:
Email:	
Individual Payment Options (if applicable)	Cheque (Payable to The Rainbow Society of Alberta)
Visa/MC Number: _____ Postal Code: _____	Expiry Date: _____ Security No. _____
Name on Card: _____	Signature: _____
Golfer #4 Name	Meal: Steak Chicken Special
Billing Address:	Phone No:
Email:	
Individual Payment Options (if applicable)	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. If you have any questions please contact: **Craig Hawkins, Executive Director**, at 780-469-3306 or via email at craigh@rainbowsociety.ab.ca.

