



THE RAINBOW SOCIETY OF ALBERTA TRAIL RIDE

2019 SPONSORSHIP OPPORTUNITIES



Event Date: Sunday, August 18, 2019

Event Location: Cooking Lake/Blackfoot Provincial Rec Area

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

Many riders return year after year to uphold the tradition of riding to make wishes come true, and some have been with us since the very beginning, 28 years ago. There is no registration fee, we simply ask each rider to raise a minimum of \$50 in pledge donations. In the history of the Rainbow Trail Ride, participants have raised \$300,000! As a sponsor of this event, your support will ensure each of our riders has a memorable day out on the trails and can sit back and relax after the ride to enjoy a good meal and a chance to win fabulous prizes all while raising funds to make wishes come true. We aim to raise \$15,000 before event costs of \$900.

| | |
|----------------------|--|
| Date: | Sunday, August 18, 2019 |
| Location: | Cooking Lake/Blackfoot Provincial Rec Area – Central Staging |
| Time: | Breakfast 8:30 am, Registration 9:00 am, Ride Commences 10:00 am |
| Format: | 10 km or 15 km Trail Ride |
| Registration: | FREE with a minimum of \$50 raised in pledge donations |
| Includes: | Continental breakfast, beautiful day on the trails with your favourite horse and good friends, a hearty lunch, prizes, and more! |

SPONSORSHIP LEVELS

Sponsorship Levels

GIDDY UP – \$1,500

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

1. Invitation for FOUR (4) Guests to join the “Ride & Roundup”.
2. Your company logo and link on The Rainbow Society event website page.
3. Primary signage promoting your sponsorship.
4. Your company name included in all media advertising and promotion.
5. Opportunity to contribute to commemorative gift to be presented to all riders.
6. Acknowledgement of your sponsorship during the BBQ portion of the event.

WILD WEST –\$1000

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

1. Invitation for TWO (2) Guests to join the “Ride & Roundup”.
2. Your company logo and link on The Rainbow Society event website page.
3. Signage at the event recognizing your sponsorship.
4. Your company name included in all media advertising and promotion.
5. Acknowledgement of your sponsorship during the BBQ portion of the event.

HOWDY PARTNER –\$500 (OR EQUIVALENT VALUE IN ITEM DONATION)

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

1. Your company logo and link on The Rainbow Society event website page.
2. Signage at the event recognizing your sponsorship.
3. Your company name included in all media advertising and promotion.
4. Acknowledgement of your sponsorship during the BBQ portion of the event.

HAPPY TRAILS – \$100 - \$250

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

1. Your company logo and link on The Rainbow Society event website page.
2. Signage at the event recognizing your sponsorship.
3. Acknowledgement of your sponsorship during the BBQ portion of the event.

SPONSORSHIP LEVELS

YEE-HAW –PRIZE “GIFT IN KIND” DONATION

As a Yee-Haw Sponsor, you will receive the following exposure and benefits:

1. Signage acknowledging your donation displayed with the prize selection.
2. Recognition of your donation during the BBQ portion of the event.
3. Tax receipt for your gift in kind donation (if applicable by CRA guidelines).

TRAIL RIDE REGISTRATION

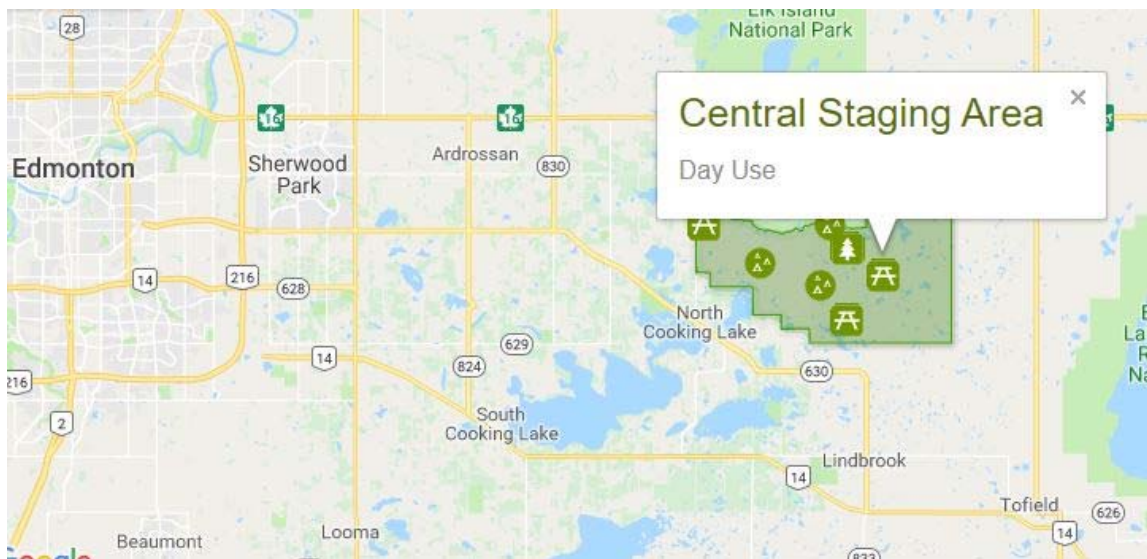
Support the Rainbow Trail Ride by participating as a rider or register as a group.

Registration is FREE with a minimum of \$50 raised per rider in Pledge Donations. Your day includes:

- Complimentary Breakfast Pastries & Beverages;
- 10 km or 15 km trail ride;
- BBQ Lunch;
- Prizes;
- And Rider Swag.

Pledge Donations can be collected using the Pledge Form and/or by creating a personalized Fundraising Page through www.canadahelps.org.

Note: Riders must be 18 years of age or be accompanied on the trails by an adult.



2019 TRAIL RIDE SPONSORSHIP CONFIRMATION

2019 Trail Ride Sponsorship Confirmation

Yes, we are interested in sponsoring the **Rainbow Trail Ride** at the following level:

I/We would like to commit to: 1 (One) Year 2 (Two) Years 3 (Three) Years

- | | | | |
|--|---------|--|---------------|
| <input type="checkbox"/> Giddy Up Sponsor | \$1,500 | <input type="checkbox"/> Howdy Partner Sponsor | \$500 |
| <input type="checkbox"/> Wild West Sponsor | \$1,000 | <input type="checkbox"/> Happy Trails Sponsor | \$100 - \$250 |

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.

- Yee-Haw Prize "Gift In Kind" Donation: We would like to donate a prize gifts for the Trail Riders.

Item Description:

- Trail Ride Registration - Total Number of Riders Attending: _____ (complete attached form)

To confirm your sponsorship or donation, complete the following and **email** to 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) Payment by **Credit Card** can be made by contacting **Holly Pshyk** at **780-469-3306**

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



2019 TRAIL RIDE REGISTRATION FORM

2019 Trail Ride Registration Form



Date: Sunday, August 18, 2019
Location: Cooking Lake/Blackfoot Provincial Rec Area
Time: 8:30 am Breakfast, 9:00 am Registration, 10:00 am RIDE!
Fees: FREE with Minimum \$50 Raised in Pledge Donations
Includes: Continental Breakfast, 10 km or 15 km Trail Ride, BBQ Lunch, and Prizes

Complete & return form to:

hollyp@rainbowsociety.ab.ca; OR call Holly Pshyk at
 780-469-3306

| |
|---|
| Total Number of Riders Attending: _____ |
|---|

| | |
|------------------------|------------------|
| Rider #1 Name: | |
| Email: | Phone No: |
| Rider #2 Name: | |
| Email: | Phone No: |
| Rider #3 Name: | |
| Email: | Phone No: |
| Rider #4 Name: | |
| Email: | Phone No: |
| Rider #5 Name: | |
| Email: | Phone No: |
| Rider #6 Name: | |
| Email: | Phone No: |
| Rider #7 Name: | |
| Email: | Phone No: |
| Rider #8 Name: | |
| Email: | Phone No: |
| Rider #9 Name: | |
| Email: | Phone No: |
| Rider #10 Name: | |
| Email: | Phone No: |



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.