



The Glendale Golf & Country Club

Edmonton, AB
Thursday June 15, 2023
18 Hole Texas Scramble
1:30 PM Shotgun Start

Presented by:



In Support of:



**Donations matched up to 50% through Shaw Birdies For Kids (BFK)
presented by AltaLink.**

All monetary contributions including registration, SuperPass,
Mulligans, Raffle tickets and sponsorships will be eligible for tax
receipts through the Shaw Birdies For Kids program.



WWW.SWINGFOREDREAMS.CA/REGISTER



The Rainbow Society of Alberta

Our Organization

Giving the gift of hope by granting wishes for children in Alberta diagnosed with a severe chronic or life-threatening medical illness. Since its conception, The Rainbow Society of Alberta has completed over 1100 wishes in more than 320 communities across the province.

A wish can, and has, given children the power to believe that anything is possible. While the obvious benefit of a wish is the joy in the moment their wish is fulfilled, a wish also sends a powerful message – that a child's community cares about them, about their health, and that we're doing what we can to help heal them.

Event Information

Swing Fore Dreams presented by Rozen Steelworks in support of The Rainbow Society of Alberta will be held on June 15th, 2023 at The Glendale Golf & Country Club.

The 29th annual golf classic is a 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 \$100,000 after all event costs which will allow us to fulfill over 10 Dreams.

NEW!

Introducing a new and improved golf tournament experience for all your participation needs including all Swing Fore Dreams communications and the following features:



- Registration
- Presale Super Pass, Mulligans &/ Raffle Tickets

Scheduling
& Text Alerts

Live Scoring

You won't
miss a beat!

WWW.SWINGFOREDREAMS.CA/REGISTER



Tournament Partner

Richard John Evans Memorial Golf Tournament

In 2022, The Rainbow Society of Alberta joined forces with the Richard John Evans Memorial Golf Tournament. Thanks to the hard work and dedication of Randy & Deb Pollock, Brenda & John Evans and their many supporters, our 2022 tournament was our biggest success to date.



We are honored to announce that for the second year running, we will again be partnering with the Richard John Evans Memorial Golf Tournament. Over the years, they have contributed over half a million dollars to children charities in Alberta.

Memorial sponsorships are available to all attendees, the designated signage will be placed along the fairway links. Please see the "Richard John Evans Memorial Sponsorship" opportunities for more details on the package offered. Special thanks to this partnership and to The Glendale Golf & Country Club for hosting this prestigious charitable golf tournament.

Participating Birdies For Kids Event

Each year the Shaw Charity Classic crowns one golf champion and over 200 charity winners. 2023 will see The Rainbow Society of Alberta participating in Shaw Birdies for Kids (BFK) presented by AltaLink with all pledges made through the program eligible for a charitable tax receipt and matched UP TO 50%.

100% of proceeds pledged through the Shaw Birdies for Kids Presented by AltaLink, go directly to The Rainbow Society of Alberta, helping us fulfill dreams of Albertan children diagnosed with severe chronic or life-threatening illnesses.

Please carefully review payment terms on the form attached to ensure that your dollars are received by "Calgary Shaw Charity Classic Foundation" in order to participate in the matching program.



WWW.SWINGFOREDREAMS.CA/REGISTER



Sponsorship Opportunities

Presenting Sponsorship – \$12,500

- Your company name on all tournament promotional material and The Rainbow Society of Alberta event website page, shown as presented by "Your Company Name".
- Your company name included in all media covering and promotion.
- Acknowledgement of your sponsorship during dinner and the after party.
- Primary signage promoting your sponsorship.
- Complimentary Golf/Dinner for EIGHT (8) Representatives.

Platinum Sponsorships – \$8000

- Your company name on all tournament promotional material including but not limited to The Rainbow Society of Alberta website, the dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Platinum sponsor in wrap-up communications.
- Recognition by our emcee at the banquet.
- Complimentary Golf/Dinner for FOUR (4) Representatives.

① Dinner Sponsor

- Dedicated signage on each table to acknowledge your sponsorship.
- Opportunity for logo to be placed on wine bottles and distributed to each table at the banquet.

② Keynote Sponsor

- Dedicated signage on the banquet podium to acknowledge your sponsorship.
- Featured Guest exclusives; dinner, signatures & photo opportunity.

Gold Sponsorships – \$6000

- Your company name on all tournament promotional material and The Rainbow Society of Alberta event webpage, dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Gold sponsor in wrap-up communications.
- Complimentary Golf/Dinner for FOUR (4) Representatives.

① Welcome Sponsor

- Your company name on the welcome banner displayed on player arrival.

② Tournament Prize Sponsor

- Dedicated signage where all individual and team prizes are displayed throughout the day.
- Logo placement on item signage as the official tournament prize sponsor.

③ Feature Raffle Draw Sponsor

- Dedicated signage as the "Exclusive" Feature Raffle Draw Sponsor.
- Logo placed on the raffle tickets purchased by golfers.

WWW.SWINGFORDREAMS.CA/REGISTER



Sponsorship Opportunities Cont'd

Silver Sponsorships – \$3000

- Your company name on all tournament promotional material and The Rainbow Society of Alberta event webpage, dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Silver sponsor in wrap-up communications.
- Complimentary Golf/Dinner for TWO (2) Representatives.

① Golf Cart Sponsor

- Dedicated signage in the Golf Carts to acknowledge your sponsorship.
- Opportunity to provide branded water bottles for each golfer with your company logo/name.

② Putting Green Contest Sponsor

- Dedicated signage on the Putting Green to acknowledge your sponsorship.
- Opportunity to donate branded prize/prizes that can be won in contest. (see CRA Guidelines for tax receipt on value of prizes donated)

③ Volunteer Sponsor

- Signage in the volunteer staging area, logo on volunteer name badges, and logo on the volunteer dinner voucher.

④ Helicopter Ball Drop Sponsor

- Dedicated signage on the Helicopter ball drop location.
- Opportunity to participate in the announcement of the "closest to hole" winner.
- Company name and logo on the pre-sale purchase of raffle cash prize entries on our mobile app.



Bronze Sponsorships – \$1700

- Your company logo on the dedicated tournament website and app.
- Logo placement in e-communication to golfers and as a featured Bronze sponsor in wrap-up communications.
- Complimentary Golf/Dinner for TWO (2) Representatives.

① Food Hole Sponsor

- Dedicated signage on the sponsored food hole.
- Opportunity to prepare and provide a unique and personalized snack for participants.

② Beverage Cart Sponsor

- Dedicated signage on the sponsored beverage cart.
- Opportunity to provide a signature drink option and personalize the experience.

③ Beverage Hole Sponsor

- Dedicated signage on the sponsored beverage golf hole.
- Establish awareness of your brand and product through the offering of a complimentary beverage.

WWW.SWINGFOREDREAMS.CA/REGISTER



Sponsorship Opportunities Cont'd

Hole-In-One Sponsorships – \$1200

- Your company name and logo on featured Hole-In-One promotional material.
- Dedicated signage printed and placed at the sponsored golf hole.
- Opportunity to place a promotional item on the green; within the guidelines of The Glendale course rules.
- Logo placement in e-communication to golfers, sponsor feature in wrap-up communications; with option to provide picture or promotional prize materials.
- Please note the sponsor is responsible for their own insurance for prizes valued more than \$20,000.
- Complimentary Golf/Dinner for TWO (2) Representatives.

Richard John Evans Memorial Sponsor – \$850

- Your company/ logo printed on fairway lawn signs, placed alongside the partner RJE Memorial Sponsor signage.
- Recognition in the event program under tournament partners.
- Richard John Evans Memorial Partner sponsor recognition on a slide in the banquet slide presentation.
- Complimentary Golf/Dinner for ONE (1) Representatives.

Tournament Supporter Opportunities

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);
- On-Course Golf Accessories for participants &/ equipping carts; Golf balls, markers, tees etc. (approximately 125);
- Raffle/Door Prizes; Golf Swag, Equipment, Coolers, Electronics, BBQ/Smoker etc.
- Contest/Challenge Hole Prizes.

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

- Social media (Facebook and Twitter) recognition.
- Name printed on "Tournament Supporter" sign displayed at dinner and after party.
- A tax receipt for Gift-In-Kind donations (if applicable, as per CRA guidelines).

WWW.SWINGFOREDREAMS.CA/REGISTER



The Rainbow Society of Alberta

Yes, we are interested in sponsoring Swing Fore Dreams 2023 presented by Rozen Steelworks at the following level:

Platinum: Dinner Sponsor - \$8,000

Platinum: Keynote Sponsor - \$8,000

Gold: Welcome Sponsor - \$6,000

Bronze: Food Hole Sponsor - \$1,700

Gold: Tournament Prize Sponsor - \$6,000

Bronze: Beverage Cart Sponsor - \$1,700

Gold: Feature Raffle Draw Sponsor - \$6,000

Bronze: Beverage Hole Sponsor - \$1,700

Silver: Golf Cart Sponsor - \$3,000

Hole-In-One Sponsor - \$1200

Silver: Putting Green Contest Sponsor - \$3,000

Silver: Volunteer Sponsor - \$3,000

Richard John Evans Memorial Sponsor - \$850

Silver: Helicopter Ball Drop Sponsor - \$3,000

Early Bird Registration: _____ x **\$300** / Golfer **Total:** _____ (complete attached form)

(Early Bird Registration ends May 15, after this please select Regular Golf Registration)

Regular Golf Registration: _____ X **\$350** / Golfer **Total:** _____ (complete attached form)

Please Note: All monetary contributions including registration, donations and sponsorships will be eligible for tax receipts through the Shaw Birdies For Kids program. Please refer to the attached "CRA Tax Receipting Guidelines" for information on receipting gift in kind donations.

Company/Organization: _____

Authorized By (Name): _____ Title: _____

Billing Address: _____ City/Prov.: _____ PC: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Cheques can be made payable to "Calgary Shaw Charity Classic Foundation" Memo: The Rainbow Society of Alberta and mailed to: Suite 4700, 888 3rd Street, Bankers Hall West Tower, Calgary, AB T2P 5C5

Online credit card payment, under \$5000 can be submitted through our Birdies For Kids portal: <https://shawcharityclassic.com/charity/participating-charities/rainbow-society/>

Questions, comments, or enquiries can be directed to: Ashley Goulding - Fund Development Manager, The Rainbow Society of Alberta by emailing: ashleyg@rainbowsociety.ab.ca or calling 780-707-4416.

WWW.SWINGFORDREAMS.CA/REGISTER



The Rainbow Society of Alberta

2023 Golf Registration Form

Date: Thursday, June 15th, 2023
Location: The Glendale Golf and Country Club
Time: 1:30 pm Shotgun Start
Fees: \$300 per Golfer - Paid before May 15.
\$350 per Golfer - Paid after May 15

Includes:

Complete & return form to:
amys@rainbowsociety.ab.ca

Early Bird: \$ 300/golfer X _____ golfers = _____

After May 15: \$ 350/golfer X _____ golfers = _____

Golfer #1 Name	Special		
Billing Address:	Phone No:		
Email:			
Individual Payment Options (if applicable)	Cheque (Payable to: Calgary Shaw Charity Classic Foundation)		
Visa/MC Number:	Postal Code:	Expiry Date:	Security No.
Name on Card:	Signature:		
Golfer #2 Name	Special		
Billing Address:	Phone No:		
Email:			
Individual Payment Options (if applicable)	Cheque (Payable to: Calgary Shaw Charity Classic Foundation)		
Visa/MC Number:	Postal Code:	Expiry Date:	Security No.
Name on Card:	Signature:		
Golfer #3 Name	Special		
Billing Address:	Phone No:		
Email:			
Individual Payment Options (if applicable)	Cheque (Payable to: Calgary Shaw Charity Classic Foundation)		
Visa/MC Number:	Postal Code:	Expiry Date:	Security No.
Name on Card:	Signature:		
Golfer #4 Name	Special		
Billing Address:	Phone No:		
Email:			
Individual Payment Options (if applicable)	Cheque (Payable to: Calgary Shaw Charity Classic Foundation)		
Visa/MC Number:	Postal Code:	Expiry Date:	Security No.
Name on Card:	Signature:		

WWW.SWINGFORDREAMS.CA/REGISTER



The Rainbow Society of Alberta

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.

Should you have any questions, please contact:

Reuel Thomas, Executive Director, at 780-469-3306 or via email at reuel@rainbowsociety.ab.ca.

Registered Charity # 12998 8275 RR0001

WWW.SWINGFORDREAMS.CA/REGISTER

