**2nd Chance Trail Ride Society Sponsorship Guidelines**

1. Know Your Audience:

* Research: Before approaching any potential donor, research their interests and activities. Do their interest align with ours?
* Tailor Your Message: Adjust your message to resonate with the specific donor's values and priorities.

2. Focus on Impact:

* Highlight the Mission: Emphasize the organization's mission to support organ and tissue donation and assist transplant recipients and their families.
* Share Success Stories: Share compelling stories of individuals whose lives have been positively impacted by the Society's work.
* Quantify Impact: Showcase the tangible results of the Society's efforts (e.g., number of families assisted, funds raised, awareness campaigns conducted).
* Explain the "Why": Clearly articulate why the donor's support is crucial to the Society's continued success and the impact it will have on the community.

3. Emphasize the Value of Sponsorship:

* Clearly outline sponsorship levels and benefits: Explain the different levels of sponsorship, the associated benefits (e.g., recognition, event invitations), and the value each level provides to the donor.
* Highlight the Visibility: Emphasize the opportunities for brand recognition and community engagement through sponsorship.
* Position Sponsorship as an Investment: Frame sponsorship as an investment in the health and well-being of the community and a valuable contribution to a worthy cause.

4. Build Relationships:

* Personalize Your Approach: Build personal relationships with potential donors through face-to-face meetings, phone calls, or personalized emails.
* Show Gratitude: Express sincere gratitude **for any level of support**.
* Maintain Communication: Keep donors informed about the Society's activities and the impact of their contributions.

5. Utilize a Variety of Communication Channels:

* Social Media: Utilize social media platforms (Facebook, Instagram, etc.) to share stories, updates, and event information.
* Website: Maintain an informative and engaging website that clearly communicates the Society's mission, programs, and impact.
* Email Campaigns: Conduct targeted email campaigns to engage potential donors and keep them informed.
* Community Events: Participate in local events and community gatherings to raise awareness and connect with potential supporters.

6. Adhere to Ethical Fundraising Practices:

* Be transparent and honest: Clearly communicate the Society's mission, finances, and how donations will be used.
* Respect donor privacy: Treat all donor information with confidentiality.
* Follow all applicable laws and regulations: Ensure compliance with all relevant fundraising regulations.

Key Messaging Points:

* "Supporting organ and tissue donation, one life at a time."
* "Every donation makes a difference."
* "Join us in creating a brighter future for transplant recipients."
* "Invest in hope. Invest in life."

By following these guidelines, team members can effectively share the 2nd Chance Trail Ride Society's story with potential donors, build strong relationships, and secure the necessary support to continue their vital work.

For specific event contributions

**14th Annual Trail Ride** (May 10, 2025)

* Event Type: Trail ride on Alberta's Iron Horse Trail from Lindbergh to Heinsburg, with lunch, poker rally, and raffles. Lunch and Bandana are available for sale for non-riders.
* Sponsorship Opportunities:
	+ The priority for the ride is cash donations.
	+ We are also seeking 5 major prizes for the poker rally valued at $1000 or more. Recognition before, during and after the event.
	+ For poker rally, we are looking for 5 organizations to host a card draw site – tent, if they want food/beverages, to manage the tracking of the cards drawn. This would be a major sponsorship as well, recognition before during and after.
	+ Third, 3 door prizes, of at least $250 each.
	+ Lunch Sponsor: subscribed.
	+ Poker Rally Sponsor: Sponsor the poker rally, with branding on poker chips, cards, and signage at the rally stops.

**Tom's Tournament of Heroes Golf Tournament** (August 16, 2025)

* Event Type: Awareness-raising golf tournament at the Redwater Community Golf Course.
* Sponsorship Opportunities:
	+ Title Sponsor: Exclusive recognition as the title sponsor of the tournament, with prominent branding on all marketing materials, social media posts, and event signage.
	+ Hole Sponsor: Sponsor a specific hole on the golf course, with branding on signage at the tee box and green.
	+ Golf Cart Sponsor: Sponsor the golf carts used in the tournament, with branding on the carts.
	+ Beverage Cart Sponsor: Sponsor the beverage cart that provides refreshments to golfers on the course, with branding on the cart and beverage cups.
	+ Putting Contest Sponsor: Sponsor a putting contest, with branding on signage and prizes.
	+ Awards Banquet Sponsor: Sponsor the awards banquet following the tournament, with branding on tablecloths, centerpieces, and signage at the banquet.

**Green Tie Bash, New Year's Eve Celebration** (December 31, 2025) with Live Band

* Event Type: New Year's Eve gala at the Allied Arts Centre in Elk Point.
* Sponsorship Opportunities:
	+ Presenting Sponsor: Exclusive recognition as the main sponsor of the gala, with prominent branding on all marketing materials, social media posts, and event signage.
	+ Entertainment Sponsor: Sponsor the entertainment for the evening, such as a live band or DJ, with branding on stage banners and promotional materials.
	+ Champagne Toast Sponsor: Sponsor the champagne toast at midnight, with branding on champagne glasses and signage at the bar.
	+ Photo Booth Sponsor: Sponsor a photo booth for guests to capture memories, with branding on the photo booth backdrop and printed photos.
	+ Silent Auction Sponsor: Sponsor the silent auction, with branding on bid sheets and signage at the auction tables.
	+ Decor Sponsor: Sponsor the decorations for the gala, with branding on centerpieces, tablecloths, and other decorative elements.

Additional Sponsorship Opportunities for All Events:

* In-Kind Donations: Donate goods or services to support the events, such as food, beverages, printing services, or event supplies.
* Cash Donations: Directed to the Society and sponsor not requiring donation recognition. Ask the sponsor if they require a charitable tax receipt.
* Volunteer Support: Provide volunteers to assist with event setup, registration, or other tasks.

By offering a variety of sponsorship opportunities, the 2nd Chance Trail Ride Society can appeal to a wider range of potential donors and secure the necessary support to continue our important work.