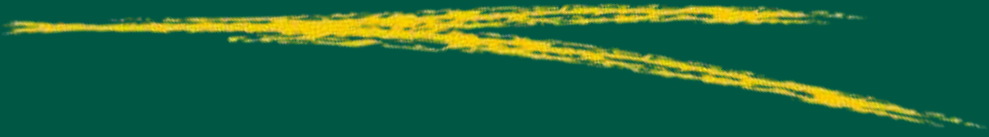


Adopt-An-Athlete Program

INFORMATION GUIDE





Website: www.sasksoccer.com

Adopt – An – Athlete Program

Congratulations on your participation in a Saskatchewan Soccer Association High Performance Stream! This is a wonderful opportunity to train and compete alongside and against other talented athletes from across Saskatchewan and beyond and to work with highly trained and dedicated coaches and support staff.

To aid the athletes in the High Performance Stream, Saskatchewan Soccer has established the Adopt – An – Athlete Program. With this program, you are able to collect sponsorships or donations and, in return, your donor(s) may be eligible for a charitable tax receipt.

Enclosed is an information package for the Adopt-an-Athlete program. Included in this package are suggestions for the types of information you should provide when approaching potential sponsors or donors. You might want to consider approaching individuals or organizations in your home community and/or where you currently live.

The following are a few suggestions of whom you might approach to request sponsorships/donations:

- Businesses where you previously worked or currently work;
- Businesses where you have contacts;
- Local community groups such as Kinsmen, Lions Club, Legion, Rotary Club, Shriners, Kiwanis, etc.;
- Local Recreation Departments;
- Local Municipalities;

Sponsorship money that you collect will be put directly towards your expenses as a participant in Saskatchewan Soccer Association's High Performance Stream. Sponsors are not eligible for a tax receipt. Donation money that you collect will be used by Saskatchewan Soccer to offset the overall expenses for High Performance Stream programs. Further descriptions and definitions of sponsorship and donation are contained within this package.

While you are able to collect sponsorships from anyone, your donors should be aware that anyone wanting a tax receipt must give their donations **unconditionally**.

Good luck in your search for sponsorship and donation. Keep in mind that decisions from potential sponsors/donors take time – be sure to apply as quickly as possible. Should you have further questions, please contact our Coordinator of Communications and Funds Development at 306-519-9093 or ccfd@sasksoccer.com.

Best regards,

Saskatchewan Soccer Association
#300 – 1734 Elphinstone, Regina, Sk. S4T 1K1



Website: www.sasksoccer.com

Adopt – An – Athlete Program

Tax Receipts/Charitable Tax Receipts

There are two types of receipts available to sponsors/donors. The first type of receipt is a **tax receipt**. A tax receipt is simply a record of the amount that has been sponsored/donated to Saskatchewan Soccer Association and has no value in terms of a tax deduction. This is similar to the receipt you would receive from a store if you were to purchase something. A tax receipt is available to anyone who sponsors/donates to Saskatchewan Soccer. Businesses or individuals who wish to receive a tax receipt from Saskatchewan Soccer should complete the attached Saskatchewan Soccer Association Sponsorship/Donation Form and submit it along with their sponsorship/donation.

The second type of receipt that could potentially be available to your donors is a **charitable tax receipt**. A charitable tax receipt is used as a tax deduction by donors. There are very strict rules with regards to eligibility for businesses or individuals to receive a charitable tax receipt. Please refer to the “Unconditional Donation to Saskatchewan Soccer Association” and “Procedures for Donating” sections of this document for further information on eligibility to receive a charitable tax receipt.

Sponsorship and Donation

There are two types of groups that an athlete can approach for sponsorship/donation:

1. Private
2. Corporate

1. Private Sponsorship/Donation

This type of sponsorship/donation is financial support from private individuals (friends, relatives, neighbors, teachers, acquaintances, etc.) who simply want to help pay for your training and competition expenses and who do not expect anything in return for their contribution. This type of private sponsorship/donation can be viewed as “philanthropic” giving, generally meaning that the sponsor/donor believes in you, your sport, or in helping people. Money they provide to you is considered a “gift” and as such, there is no financial benefit to a private sponsor/donor; however, private donors may also want to be recognized for their donation through a charitable tax receipt. In these cases, there are specific procedures that must be followed.

2. Corporate Sponsorship/Donation

Corporate or business sponsorship/donation is support from a business entity that is interested in helping further your soccer career but may also be interested in receiving a benefit from the sponsorship.

Some benefits that could be of interest to businesses include company logos on training kit, travel clothing or equipment, affiliation of company name with your program or team or formal recognition on a website or in a news release. Please be advised that you, as an individual athlete, CAN NOT enter into these types of agreements. Only Saskatchewan Soccer Association has the authority to provide these types of benefits. Should

one of your potential sponsors/donors be interested in these properties or being a larger sponsor/donor, please refer them to Saskatchewan Soccer Association.

There are three types of support that athletes can obtain to help subsidize training and competition expenses:

1. Direct Athlete Sponsorship
2. Direct Athlete/Program Donation
3. Unconditional Donation to Saskatchewan Soccer Association

1. Direct Athlete Sponsorship: Not eligible for Saskatchewan Soccer Tax Receipt or Charitable Tax Receipt

The individual or business issues a sponsorship directly to the athlete. Any terms of agreement between the athlete and sponsor should be clearly written and signed by both parties and must be approved by Saskatchewan Soccer. No tax receipt is issued for direct athlete sponsorship.

Saskatchewan Soccer Association does not collect or distribute funds.

2. Direct Athlete/Program Donation: Tax Receipt Available, not eligible for Charitable Tax Receipt

The individual or business makes a donation to the athlete/team/program directly. A direct Athlete/Program donation must be accompanied by the completed Direct Athlete/Program Donation Form. Direct Athlete/Program Donations will be applied directly to the costs association with the team, program or athlete identified on the form.

The procedure for a Direct Athlete/Program Donation is as follows:

- Athlete/Program Donation Form must be completed and accompany donation
- Any program, team and/or individual whom the donor wishes to receive the donation should be completed in the appropriate section of the Athlete/Program Donation Form
- Cheque is made payable to Saskatchewan Soccer Association
- Package must be submitted to:
Saskatchewan Soccer Association
#300 – 1734 Elphinstone, Regina, Sk. S4T 1K1

3. Unconditional Donation to Saskatchewan Soccer Association: Tax Receipt Available, Charity Tax Receipt May be Issued

The individual or business makes an unconditional donation to Saskatchewan Soccer, accompanied by a National Sport Trust Fund Donor Form stating that the donation is of an unconditional nature (see attached sample). The donor may request that the donation go to a specific program, however, as the donation is unconditional in nature, it will go into a general donation fund separate of Saskatchewan Soccer Association's general operating account and donation records will be kept separate.

The donor may be issued a charitable tax receipt by Sask Sport through the National Sport Trust Fund for donations **of \$25 or greater**. In disbursing funds, Saskatchewan Soccer will consider, but will not be bound by, the requests made by donors.

Please note that charitable tax receipts cannot be issued to a team member's immediate family. By law society definition, "immediate family" means the spouse (which expression may include a de facto spouse or partner of the same sex), or a child, grandchild, sibling, parent or grandparent of a practitioner.

The procedure for an Unconditional Donation to Saskatchewan Soccer is as follows:

- In order to obtain a charitable tax receipt to be issued, the donation must be of \$25 or greater
- National Sport Trust Fund Donor Form must be completed and accompany donation
- Any Program which the donor wishes to receive the donation should be completed in the appropriate section of the Donor Form. Please note that unconditional donations can not be made to individual athletes or teams.
- Cheque is made payable to National Sport Trust Fund
- Package must be submitted to:
 - Canadian Council of Provincial & Territorial Sport Federations Inc.
 - National Sport Trust Fund – Saskatchewan Chapter
 - 1870 Lorne Street, Regina, SK S4P 2L7

Getting Started – Creating the Sponsorship/Donation Package

In order to approach individuals and/or businesses for sponsorship/donation, it is essential that you have a plan. By creating a Sponsorship/Donation Package, potential sponsors/donors are able to better understand the sport, the program in which you are participating and you as an individual. They will also be able to see where their money is going and the benefits of sponsoring/donating to you. In short, with a high quality Sponsorship/Donation Package, you will be more likely to secure funding!

To begin creating your Sponsorship/Donation Package, compile a comprehensive name and address list of acquaintances and people you know. Think globally and include people who live in your community as well as in other cities or provinces. Ask your parents if you can include the names of their friends, co-workers, employers, etc. Enter these names into a computerized mailing list.

Consider any personal contacts in the business community, friends of the family, etc. Search online for company names and contacts. Look for companies that advertise in soccer or sport related magazines. Watch sporting event programs to see which companies are patrons. These companies probably have a budget for sponsorship and may be more likely to sponsor an athlete. Ask your friends and associates for companies they know of in your area that might be willing to sponsor an athlete. Other potential prospects for sponsorship include:

- Community, Civic or Service Organizations (Lions Club, Rotary Club, etc.)
- Professional Associations
- Clubs

Create a three-part **Sponsorship/Donation Package** that explains who you are and what you are seeking. The three parts include:

1. Cover letter
2. Resume
3. Expense sheet

1. Cover Letter

The cover letter should explain your reasons for contacting the individual. Briefly explain your goals and objectives and how you plan to achieve them.

Many people you contact may not be knowledgeable about the sport. Illustrate your level of soccer. Let them know that you are participating in a High Performance Stream Program and provide some details on the training commitments and competitions in which you will be participating.

If you have a specific goal, explain it. For example, if you are trying to raise money to go to Nationals, tell them about the qualification process and the number of events you have to attend in order to qualify. Explain the number of training sessions and the responsibilities you have as a high performance athlete. Explain the length of time you will be at the competition and the expenses necessary to get you there (training, airfare, hotel, food, chaperone, entry fees, etc. – refer to the documents provided by Saskatchewan Soccer for this information). Talk about the potential of getting scholarships and being scouted for the national program by Canadian Soccer and even the possibilities of playing professionally.

Close by asking for their support.

Provide specific instructions on how the individual can contribute, where to send the cheques, and to whom the cheques should be made payable.

If you are working with a target date, don't forget to include that date. Do not give the impression that their contribution is tax deductible.

If you don't have a personal contact at a company, direct your letter to the President or to the Director of Marketing. Call the company to find out who that person is and get the correct spelling of his or her name. Discuss goals, accomplishments, and why you have chosen this company.

2. Resume

The resume should detail your achievements, honors, etc., both inside and outside of soccer

3. Expense Sheet

The expense sheet should outline your annual training and competition expenses. You might want to summarize the Saskatchewan Soccer program documents as provided at the beginning of the season.

Once your information is compiled and typed, have someone proofread it to make sure that it is clear, concise and error free. Print the number of copies you need and personally sign each cover letter. Mail to the potential sponsors.

Follow-up call

It is important to make follow-up calls for every cover letter that was sent out. Ask if the individual received the letter and arrange for a meeting. If possible, schedule the meeting at your practice field. This will give the potential sponsor/donor a better feeling for the sport, and may excite them into a sponsorship/donation agreement. If they prefer an office meeting, try to arrange to have video of your performances and a computer in the meeting room so that they can watch you in action.

The Meeting

When deciding what to wear, choose an outfit that is business casual. (Men: nice pants, shirt and tie. Women: a nice pantsuit or a simple skirt and blouse).

Remember to bring your sponsorship kit, including your proposal and a listing of your annual training expenses.

Be very enthusiastic, as the negotiation process may be difficult.

You may wish to bring a parent to the meeting for support, but it is important that you go and not just your parents as this will give a personal connection for the company/individual to you.

Have a general idea of what to ask for (in your proposal), however, before stating a specific dollar figure, try to find out what they can give. Instead of throwing out the first number, ask, "How much funding is available?" and "Does the company have a budgeted amount for this type of sponsorship/donation?"

When explaining your reasons for needing a sponsorship, try to focus the attention on your goals, what they require (costs associated with coaching, training, travel, equipment, etc.) and how you plan to reach them.

Refer to your proposal when it comes time to discuss the details of the sponsorship. Be prepared to leave your sponsorship kit with the potential sponsor.

Make sure to find out when they will be getting back to you or when to contact them again. If the company agrees to enter into a sponsorship agreement for promotional purposes, then be sure to follow up with a written and signed contract specifically stating what will transpire throughout the sponsorship.

Thank you Letters

Always send a letter thanking every potential sponsor/donor you met with for their time, even if they have declined a sponsorship/donation. They may reconsider.

Tracking your sponsorships/donations

Once you begin to secure sponsorships/donations, it is very important that you keep track of any funding that you obtain. As some individuals and businesses will submit their sponsorship/donations directly to Saskatchewan Soccer Association, please ensure you complete the attached "Sponsorship/Donation Tracking Form" and submit it to Saskatchewan Soccer after you have completed your search for sponsors.

Services that you provide for your sponsor/donor

Once an agreement is entered into with a sponsor/donor, the easy part is over. The hard part is keeping your sponsor/donor happy. Services for your sponsor/donor include the following points:

- Live up to your end of the contract and more (promoting your sponsor/donor whenever there is an opportunity).
- Acknowledge the contributions of your sponsor/donor (see below for ideas)
- Invite the sponsor/donor to events, competitions and functions.
- Make your sponsor/donor feel like “part of the team.”

Reaching a sponsorship/donation contract is not the end of a deal, but the beginning of a relationship.

Acknowledgments of contributions

Once you receive support from a sponsor/donor, immediately send a personal thank you note to that person. Do not delay in this step! Try to be personal, expressing gratitude for their support.

Creating a relationship with your sponsors/donors

The people who sponsor/donate to you will be interested in hearing from you. Instead of being someone who just contacts them when you want something, contact them when you want to share information about yourself and your endeavors. By doing so, you can turn a one-time contributor into a returning contributor throughout your soccer career. The following are ideas that can help you get started on the road to building and maintaining good relationships with your private sponsors:

1. Create your own webpage

Update it often so that it reflects the most current information about you and your progress.

2. Create a newsletter to send to your sponsors/donors

You don't have to spend a great deal of money on this, but it should look good. Solicit help from friends, family members or a teacher who knows how to use newsletter software. Have someone edit your text to make sure that it reads properly.

Some ideas for articles and information to include in your newsletter or on your webpage are:

- a) Your recent achievements in the sport
- b) A diary of your recent travels to a competition
- c) Recent photos: you at a competition or on the medal podium, working out in the gym, socializing with other athletes, or in front of a national or international monument
- d) Training updates
- e) Updates of training camps you have attended, what you learned, what you are implementing in your training regiment
- f) Did you get named to a high performance team or program? Tell what this means, how many are selected, etc.
- g) Highlight a story about your coach, i.e., his/her history or expertise in soccer, any recent accomplishments or honors awarded to the coach.
- h) Talk about any fun or interesting stories relating to your training or cross training

- i) Give schedules of your upcoming competition season, where you will be competing, how people can get tickets to watch, etc.
- j) Create a “thank you” section that acknowledges your sponsors. If any attended one of your competitions, make a special mention of your appreciation.
- k) At the end of the newsletter or web page, include information on how people can begin or continue to support your training. Give an email address where they can contact you, and address for mailing cheques, etc.

3. *Communicate via e-mail*

Give sponsors/donors your e-mail address and encourage them to keep in touch with you. Likewise, ask for their e-mail addresses and send periodic updates to them.

4. *Send post cards*

When on the road at a competition or training camp, send post cards to your sponsors/donors explaining where you are and what you are doing there.



Adopt – An – Athlete Program

Sample Cover Letter

<For Private Sponsorship/Donation>

Individual Name

Address

Phone

Date

Potential Sponsor/Donor's name

Address

Dear (Mr. or Mrs.):

Opening:

Explain your reasons for needing their support and what your plans are once you receive a contribution.

Body:

Briefly explain your goals and objectives and how you plan to achieve them. Describe how their support will enable you to focus on these goals and objectives. Attach resume for additional information.

Closing:

Give specific instructions on how they can contribute. Thank them for their time and list where and when they can reach you or when you will call, to discuss further details.

Sincerely,

(Signature)

Type your name



Adopt – An – Athlete Program

Sample Cover Letter

<For Corporate Sponsorship/Donation>

Individual Name
Address
Phone
Date

Potential Sponsor/Donor's Name
Job Title
Company Name
Address

Dear (Sponsor):

Opening:

State your reasons for writing, identify the sponsorship/donation for which you would like to receive consideration, if applicable, or explain your reasons for needing their support and what your plans are once you receive a contribution and indicate how the contact was made.

Body:

Describe why you should be considered for sponsorship/donation and how the company can benefit from serving as your sponsor/donor, if applicable, or briefly explain your goals and objectives and how you plan to achieve them. Describe how their support will enable you to focus on these goals and objectives. Give concrete examples of results, experiences, accomplishments and goals that will make the company want to sponsor/donate to you. Refer the potential sponsor/donor to your attached resume for additional information.

Closing:

Thank the individual for his or her time. List where and when they can reach you, and when you will call to discuss further details.

Sincerely,
(Signature)

Type your name

Sample Resume

“Joseph Soccer Player”

Permanent Address

Phone

Present Address

Phone

E-mail Address

Long-term Athletic Objective:

Include a short statement describing your athletic career goals, i.e., “It is my goal to make the Canadian Olympic Mens/Womens Soccer Team or to play for a NCAA/CIS University Soccer Team that will enable me to pursue both my athletic and academic interests, etc.”

Short-term Athletic Objective:

Include a short statement describing your goals for the upcoming soccer season, i.e., “My short-term goal is to make the Canada Games Team or High Performance Team/Program and to help my team achieve [an identified goal at an important competition].”

Career Highlights:

List, in reverse chronological order, your best performances in club, provincials, national and international (if applicable) competitions. Use your bio as a guide for this section.

Education:

List, in reverse chronological order, schools and universities attended, graduation dates, degrees earned, and major fields of study.

If currently enrolled in school, list an expected graduation date. List any school honors you have received.

Employment:

List, in reverse chronological order, any employment experiences that would be an asset in the eyes of the potential sponsor.

Personal Information:

List any information that will enhance your resume and suggest your personality, determination and commitment. Discuss how much time is spent in training, why you have chosen to dedicate yourself to soccer, the aspects of soccer you like the most and special awards or honors (athletic or non-athletic).

Include any interests and goals outside soccer.

Volunteer Activities:

Provide information about volunteer work that you perform on a regular basis.



Adopt – An – Athlete Program

Sponsorship and Donation Tracking Form

Name of Sponsor/Donor

Sponsorship/Donation Amount

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total:

Name: _____

Program/Team: _____

Signature: _____



Saskatchewan Soccer Association
Adopt-an-Athlete Program
#300 – 1734 Elphinstone, Regina, Sk. S4T 1K1
Attention: Leanne Schellenberg - Coordinator of Communications and Funds Development

Adopt – An – Athlete Program

Athlete/Program Donation Form

Dear Sir or Madam:

We are pleased to provide support for Saskatchewan Soccer Association Adopt-An-Athlete Program.

Enclosed, you will find a cheque in the amount of \$ _____.

I would like my donation to support the following athlete/team/program:

Sincerely,

Tax Receipt (non-charitable) can be issued in the following name or business (Printed Name)

Address:

** Please make cheques payable to “Saskatchewan Soccer Association”.



Canadian Council of Provincial & Territorial Sport Federations Inc.
National Sport Trust Fund – Saskatchewan Chapter
1870 Lorne Street, Regina, SK S4P 2L7

DONOR FORM

I am voluntarily and unconditionally donating the sum of \$_____ to the National Sport Trust Fund administered by the Canadian Council of Provincial & Territorial Sport Federations Inc. (CCP&TSF), to benefit the development of amateur sport in Canada on a nation-wide basis. I understand that the CCP&TSF can direct my donation to an amateur sport cause of their choice; however my preference is that my gift be used to support the following cause:

Consistent with the income tax interpretations of —qualifying donations , this contribution is made voluntarily without any conditions and **no benefit will accrue to me (or related parties) as a result of my donation.** I confirm that this donation does not or will not reduce any obligation, directly or indirectly that I (or related parties) have for —non qualifying expenses such as membership, training, or program registration fees, travel expenses or other like expenses that I would normally be required to pay to the recipient sport organization or any related or affiliated body. **I also understand that civil penalties can be imposed against me for the misrepresentations of tax matters.** Based on these facts, I understand that an official receipt for tax purposes will be issued.

NAME OF DONOR: _____
(first name) (initial) (surname)

ADDRESS: _____

CITY: _____ PROVINCE: _____ PCODE: _____

EMAIL: _____

Signature of donor

Donation date

****Please make cheques payable to the National Sport Trust Fund.**

Receipts will be mailed in January. If you would prefer to receive your receipt at the time of your donation, please check here. _____