

Fundraising – Sponsorship vs Donations



Sponsorship and donations are different, but are both ways of fundraising:

Sponsorship can be used for any expenses/fees. It is an arrangement made between you and the person 'sponsoring' you in the event. You can both decide where this money goes and how it is used.

Donations are a 'GIFT' which is wholly and solely for the charity – Goes directly to GIVIT and no rally related expenses are taken out.

Sponsorship

Sponsorship is an arrangement between you and the person/business sponsoring you in the event and there is a mutual benefit. You receive direct (cash or in kind) support to participate in the rally and they receive exposure by way of having their business advertised on your car. Sponsoring a car, person or crew in the RBR has many benefits and any business attaching their name and brand to a car can receive some excellent and wide spread exposure. Refer to this sponsors document:

http://www.roadbossrally.com.au/uploads/1/0/3/0/10308945/rbr_sponsor_letter.pdf

To claim it as a business related advertising/marketing expense, most sponsors will want a tax invoice or receipt of some sort. You can produce and issue a receipt yourself detailing the transaction. Road Boss Rally can provide a Tax Invoice (includes GST) to sponsors so long as that money is being used toward your event entry and/or individual fee's.

Please feel free to contact Jamie or Michelle Lawson should you have any questions regarding sponsorship:

jamie@roadbossrally.com.au 0427633098, michelle@roadbossrally.com.au

Donations

Donations attract a 'Tax Deductible' donation receipt, which is issued by GIVIT. If your supporter or sponsor wants a Tax Deductible Receipt, monies need to be paid direct to GIVIT. To issue a Tax Deductible Receipt, GIVIT needs a name and contact (email or postal address) also.

Money to GIVIT can be paid by:

- MyCause website - Follow this link, search for Road Boss Rally then scroll to your car number and click on it. Donations here can only be made via a Credit Card. <https://www.mycase.com.au/charity-fundraising-events> Once you find your car number and click on it, you can then copy and paste the URL and send it out to your contacts and/or put it on your FaceBook page. Your friends/family may be inclined to donate via your car number. They will then be emailed a tax deductible receipt directly.
- Cash / Direct Deposit – Bank Account Details are: GIVIT Listed Ltd BSB: 034 064 A/c: 293493 Please use RBR & your Car No: as reference. Eg. RBR 46
- Cheques - Money in any form is welcome. These can be posted to: PO Box 3061 NEWSTEAD 4006

Should you donate to GIVIT using cash, direct deposit or cheque, please send a quick email to their finance department. You will need to let them know:

- You are going on the Road Boss Rally
- Your Car No
- Whether you/donator require a tax deductible receipt
- Where to send it
- For Cash/Direct Deposits, amount of donation

Email address is: finance@givit.org.au