

Be A Sponsor

Dominion of Canada Rifle Association



The Dominion of Canada Rifle Association (DCRA) is actively seeking sponsorships with companies and corporations, both national and international.



The Dominion of Canada Rifle Association was founded in 1868 and incorporated by an act of Parliament, to promote and encourage the pursuit of excellence in marksmanship as a positive and significant contribution to Canada. The goals are sportsmanship and excellence in shooting; to represent shooters from across the country and to welcome competitors from around the world.

The DCRA is a not-for-profit, Registered Canadian Amateur Athletic Association that operates financially in accordance with law and regulation established by the Income Tax Act.

Association with the DCRA offers sponsors at all levels:

- ✓ Credibility
- ✓ Good reputation
- ✓ Positive values
- ✓ Canada wide membership
- ✓ A sport whose membership covers the entire spectrum of age, gender, occupation, profession, trade and physical ability
 - ✓ Supports national and elite programs
 - ✓ Supports junior programs
- ✓ Focus on athletic precision and leadership

Association with the DCRA offers ...

- ✓ Low risk; the DCRA will be around for a long time to come.

The F-Class World Championship 2017 will be hosted by Canada at Connaught Range August 8th – 17th. Officially sanctioned National Teams from Canada will continue to compete annually in the UK. The 150th anniversary of the founding of the DCRA is in 2018. The Junior Program will continue to be developed. All of these events and other Programs lend themselves to both new and on-going sponsorship opportunities.



Why is the DCRA seeking sponsors?

Many events are using sponsorship support to offer more exciting programs for their members. Sponsorships also help to defray the rising costs for events and programs for many non-profit Organizations and the DCRA is no exception.

There are a number of DCRA events during the year that currently benefit from sponsorships. However, we are always looking for new sponsors that can provide our members with new opportunities and new experiences.

Providing opportunities for our sponsors and members to interact directly with one another, share information about and try new products from various suppliers is a benefit to both parties.

Sponsorship

- What is it?
- How does it differ from charitable giving?
- How might companies and corporations benefit from a sponsorship with the DCRA?

What is sponsorship?

Sponsorship is the financial or in-kind support of an activity, used primarily to reach specified business goals. It is currently one of the fastest growing forms of marketing and can provide a company with multiple opportunities in exchange for financial support.

How do Sponsors differ from donors with respect to the DCRA, a not-for-profit Organization?

Sponsors differ from donors in that sponsors do not receive a charitable tax receipt from the DCRA. A sponsor may claim their goods and services/value-in-kind as part of their own business expenses but not as a charitable donation. The sponsor receives numerous benefits in exchange for their sponsorship.

Donors

to a not-for-profit charitable Organization
receive a charitable tax receipt in exchange for
their cash/financial donation.

Why would your company be interested in sponsorship?

When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of the event and/or Organization.

Sponsors can:

Broaden their competitive advantage by increasing their credibility, image and prestige in sponsoring events attracting their target market.

Sponsorship offers the possibility of achieving several goals at once.

According to Schmader and Jackson in their book, *Special Events: Inside and Out*, a company can benefit from sponsorship in many ways, such as:

➤ **Enhancing Image/Shaping Consumer Attitudes**

Often companies are looking to improve how they are perceived by their target audience. Sponsoring events of Organizations that appeal to their market are likely to shape buying attitudes and help generate a positive reaction.

➤ **Driving sales**

Sponsorship geared to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. For instance, companies that manufacture shooting & gun related products use sponsorship for display and encourage sampling of their products all in an effort to encourage sales. Food and beverage companies often use sponsorship to create an awareness of their products through sampling. Companies and corporations have a myriad of products geared to certain target audiences that they want feedback on and sponsorship provides them with that opportunity.

➤ **Creating positive publicity/heightening visibility**

Every sponsor is seeking as much exposure as possible in both electronic and print media. Positive publicity helps create heightened visibility of products/services. Sponsorship can often generate media coverage that might otherwise not have been either affordable or available.

BE A SPONSOR

Following is a list of upcoming DCRA events and all listings are available for sponsorship consideration:
(as per DCRA website)

July 8 – 23, 2016
147th Imperial Meeting
Bisley, England

August 10 – 12, 2016
F-Class National Championships
Connaught Ranges, Ottawa, ON, Canada

August 13 – 15, 2016
Black Powder National Championships
Connaught Ranges, Ottawa, ON, Canada

August 12 – 20, 2016
Canadian Fullbore Rifle Championships
Connaught Ranges, Ottawa, ON, Canada

August 25 – September 2, 2016
National Service Conditions
Championship
Connaught Ranges, Ottawa, ON, Canada

August 19 - 27, 2017
Canadian Fullbore, F-Class & Black
Powder Rifle Championships
Connaught Ranges, Ottawa, ON, Canada

August 8 – 17, 2017
F-Class World Championships
Connaught Ranges, Ottawa, ON, Canada

August 2018
Black Powder World Championships
Special 150th Anniversary F-Class &
Fullbore Championships



CONNAUGHT RANGE

The Dominion of Canada Rifle Association has developed a comprehensive Sponsorship Package to share with potential sponsors. This package covers the following:

- ❖ Standards and Guidelines
- ❖ What an association with the DCRA offers sponsors at all levels
 - ❖ Sponsorship levels and recognition on DCRA website
- ❖ Sponsor opportunity and/or recognition in DCRA print materials
 - ❖ Ad opportunities in the Marksman Magazine
 - ❖ High end sponsorship recognition
 - ❖ Sponsorship Agreement details
 - ❖ Sponsor commitment
 - ❖ Timelines and contact points
 - ❖ Sponsorship Evaluation

Each sponsorship is different and will require negotiating different elements, flexibility and engagement of both parties on various levels.

When a sponsorship has been carried out successfully, the DCRA will make all efforts to engage that sponsor in future events and programs.

**To discuss a potential sponsorship opportunity
with the DCRA, please contact**

Madge Twolan or Gary Bowman

Business Development & Fundraising Committee

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