



Canadian Interuniversity Sport  
Sport interuniversitaire canadien

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## CIS INTERNATIONAL PROGRAMS SERVICES

### ***ADOPT – AN – ATHLETE PROGRAM***

Dear athlete,

Congratulations on being chosen to compete for Canada in a FISU World University Championship or Universiade! This is a wonderful opportunity to compete in an international setting and to meet athletes from other countries.

As the administrators/coordinators of the Universiades and the World University Championships, CIS recognize the physical, emotional, and financial commitment you have made. To aid the Canadian delegation financially, CIS International Programs Services has established the **Adopt-an-Athlete** program. With this program, you are able to collect sponsorship money and in return, your sponsor(s) may be eligible for a tax receipt. The sponsorship money that you collect will be kept by the CIS International Programs Services and will be used to pay for general accommodations and meal expenses at the Games, travel to/from the Games, and other expenses such as administrative and/or team fees.

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 sponsors. 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 sponsorship moneys:

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;

Provincial Sport Governing Bodies.

While you are able to collect donations from anyone, your sponsors should be aware that anyone wanting a tax receipt must give their donations **unconditionally**. This means that, while sponsors may request that the money go to a specific sport, the money will go into a general "donation" fund for the CIS. In disbursing funds, the CIS International Programs Services will consider, but will not be bound by, the requests made by sponsors.

A list of the **estimated costs per participant** to attend the World University Championships, or Universiades, can be found in your information package. These costs will be paid to CIS International Programs Services by the athletes, sponsor(s) and/or National Sport Organization. These costs are based on 1) transportation costs, 2) accommodation and meal costs, 3) administration and entry fees, and 4) team uniform.

Good luck in your search for sponsorship. Keep in mind that decisions from potential sponsors take time – be sure to apply as quickly as possible. Should you have further questions, please contact CIS International Programs Services - (613) 562-5670, or e-mail – [canada@universitysport.ca](mailto:canada@universitysport.ca).

## **ROLE OF CANADIAN INTERUNIVERSITY SPORT (CIS)**

CIS is dedicated to providing international sporting opportunities for Canadian student athletes. These opportunities are offered through the CIS International Programs Services, which handles the administration, fund raising, and coordination of international sporting events.

To aid athletes attending the Winter or Summer World University Games and/or the World University Championships, the CIS has established the Adopt-an-Athlete Program. With the Adopt-an-Athlete Program, CIS is able to provide **tax receipts** for unconditional contributions of **\$25 or over; however, a minimum \$100 contribution is preferred**. Certain limitations and conditions are attached to contributions. Please see SPONSOR DONATION OPTIONS for details on these limitations and conditions.

### **SPONSOR DONATION OPTIONS**

Sponsors have two options for donations:

#### **Sponsor Donates Directly to the Athlete: No Tax Receipt Issued**

The sponsor issues a donation directly to the athlete.

Any terms of agreement between the athlete and sponsor (i.e. wearing a company logo, etc.) should be clearly written and signed by both parties.

No tax receipt is issued.

CIS does not collect or distribute moneys.

**Sponsor Provides an Unconditional Donation through the CIS: Tax Receipt May be issued**

**Please note that tax receipts cannot be issued to a Canadian team member's immediate family.**

The sponsor makes an unconditional donation to the CIS, accompanied by a letter saying the donation is of an unconditional nature.

The sponsor may request that the donation go to a specific sport delegation, however, as the donation is unconditional in nature, it will go into a general donation fund.

The money is kept in trust and is used first to pay accommodations and meal expenses, second to pay travel expenses, and third to pay other expenses (i.e. team fees, administrative fees, etc.) incurred in preparation for and at the World University Championships or the Winter or Summer World University Games.

The sponsor is issued a tax receipt for donations **of \$25 or over**.

In disbursing funds, CIS will consider, but will not be bound by, the requests made by sponsors.

**PROCEDURE FOR DONATING**

In order to obtain a tax receipt for a donation of \$25 or over, the following process must be followed:

Cheque is made payable to CIS (Canadian Interuniversity Sport).

With the cheque, a covering letter is attached for the unconditional donation. The attached letter/form must be used.

Forward cheques, along with the covering letter, to:

CIS International Programs Office

**Adopt-an-Athlete Program**

801 ave. King Edward Ave., Suite N205

Ottawa, Ontario, K1N 6N5

**Attention: International Programs Services**

# Recommendations and Examples for Items to be Included in Your Package to Potential Sponsors

## SAMPLE COVER LETTER

Date

Dear \_\_\_\_\_:

RE: CIS International Programs Services **Adopt-an-Athlete Program**

Hi, my name is \_\_\_\_\_ and I am currently a member of the National \_\_\_\_\_ Team. I have been chosen to compete for Canada at the 200\_\_ (event) (City), (Country).

As a student and athlete, I am committed to studying and training. While the Universiade / World University Championships are a tremendous opportunity to compete at an international sporting event and to meet athletes from other countries, unfortunately, they also create a huge financial burden. This financial commitment is unrealistic to achieve unless financial support is found. This is the reason for my letter to you.

Enclosed you will find information on the CIS International Programs Services Adopt-An-Athlete Program, as well as a personal package outlining my past performance and the delegations current needs. In return for a donation, you may be eligible to receive a tax receipt.

Thank you in advance for your serious consideration of my requests. I look forward to meeting with you to discuss a sponsorship partnership.

Sincerely,

Your Name

Full Address

Phone Number

## **Adopt-an-Athlete Overview**

The Adopt-an-Athlete Program was developed with two objectives in mind:

To aid Canadian post-secondary student athletes in finding financial assistance to enable compete in international sporting events.

To provide a means by which individuals and/or the corporate sector can "invest" in Canada's student athletes.

### **Why Donate?**

Financial constraint is one of the main reasons an athlete leaves national or international sport. It is incredibly time consuming for the majority of student athletes to attend university/college and to train for and compete in sporting events. Thus, after studying and training, there is little time or opportunity to earn or save money.

Many post-secondary student athletes are of such a high athletic caliber that they are able to represent Canada at international sporting events such as the Commonwealth and Olympic Games. However, to do this, outside support and financial assistance is required.

Once they retire from competitive sport, many athletes take up careers in the sporting arena. Attending international events gives these athletes the opportunities to make more contacts to aid in their job search.

### **Your Donation**

Your donation will assist CIS international programs by contributing to the following expenses:

Accommodation and meal costs

Transportation fees (to/from and during the Games)

Administrative and entry fees

### **Procedure for Donating**

In order to obtain a tax receipt, the following procedure must be followed:

Make your cheque payable to Canadian Interuniversity Sport.

Attach a covering letter for the unconditional donation with your cheque. The attached letter/form must be used.

Forward cheques, along with the covering letter, to:

CIS International Programs Office

**Adopt-an-Athlete Program**

801 King Edward Ave., Suite N205

Ottawa, Ontario, K1N 6N5

**Attention: International Programs Services**

Any questions or concerns can be directed at the athlete requesting sponsorship or CIS International Programs Services – (613) 562-5670 or [canada@universitiesport.ca](mailto:canada@universitiesport.ca).

## SUGGESTIONS FOR "CAREER HIGHLIGHTS PAGE"

### Current Roles:

i.e. Full-time student working towards a Bachelor of Education Degree at the University of\_\_\_\_\_.

i.e. Member of the National \_\_\_\_\_ Team currently training \_\_\_\_ hours per week.

i.e. Employee at \_\_\_\_\_.

### Current & Future Goals:

Include goals as an athlete and a student, and/or career goals.

You also may wish to include your training and competition schedule for the upcoming season.

### Events Participated In:

Include the name and year of the event and how well you performed.

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## **SAMPLE PROJECTED BUDGET FOR THE WORLD UNIVERSITY CHAMPIONSHIP OR UNIVERSIADE (PER PARTICIPANT)**

**Expenses:**

Accommodation and Meals	\$1000.00
(Based on \$60US/day)	
Travel Expenses	\$1500.00
Entry Fee	\$ 30.00
Administration fee	\$ 100.00
Team Uniform	\$ 150.00
<b>TOTAL</b>	<b>\$2780.00</b>

**PLEASE NOTE: THE FIGURES THAT APPEAR ON THIS PAGE ARE ONLY  
SAMPLE FIGURES, PLEASE REVIEW THE "ESTIMATED" COSTS FOR YOUR  
SPECIFIC EVENT.**

CIS International Programs Office

Adopt-an-Athlete Program

801 ave. King Edward Ave., Suite N205

Ottawa, Ontario, K1N 6N5

Attention: International Programs Services

Dear Sir:

We are pleased to provide support for CIS International Programs Services Adopt-An-Athlete Program. Enclosed, you will find a cheque in the amount of

\$\_\_\_\_\_. This donation is made **unconditionally**, and without any right, privileges, or personal benefit to me, and/or my organization, and/or my immediate family.

Without limiting the unconditional nature of my donation, I would suggest that support be provided to \_\_\_\_\_ (sport).

**I am aware that tax receipts cannot be issued to a Canadian team member's immediate family or individuals with the same last name.**

Sincerely,

\_\_\_\_\_

Signature

\_\_\_\_\_

Printed Name

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address

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This request for donation was made by \_\_\_\_\_

Athlete/Club