



INFORMATION GUIDE & COMMITMENT FORM

JUNE 4 — 10, 2012
SHOAL CREEK





BIRDIES FOR CHARITY

Birdies for Charity is a fundraising program designed to give charities and schools the opportunity to raise funds by generating contributions based on the number of birdies made by Champions Tour players at the Regions Tradition.

GENERAL INFORMATION

- A birdie is one stroke better than par which is the normal expected score
- There are an average of 900 birdies made during a major championship
- One \$0.02 pledge would equal \$18.00 for your organization (based on 900 birdies)
- There are NO risks for your organization and NO out of pocket expenses or fees
- All administrative costs will be handled by the Regions Tradition
- All billing and collection will be handled by the Regions Tradition
- Each participating organization will receive 100% of their collected donations
- This is a FREE program for 501(c)(3) charities, school bands, athletic teams and booster clubs
- Each participating organization will receive 4 Weekly Good-Any-Day Grounds Passes to use as incentives
- Be one of the top earning charities and win BONUS BUCKS (details on page 3)
- Donors try to “Guess the Birdies” and could win the Grand Prize





FACT SHEET

Tournament Dates: June 4 – 10, 2012

Pledge Period Dates: February 14th – June 10th

Website: www.regionstradition.com/birdies-for-charity

Average Birdie Amount: 900

Minimum Pledge Amount: \$0.02 per birdie

Minimum Flat Donation: \$15

Deadline for pledges and flat donations: June 11th

Deadline for Collection: August 10th

2011 Birdie Amount: 940

2011 Amount Raised: \$260,000

2011 Bonus Bucks: based on collected amount

- | | |
|----------------------------------|---------------------------------|
| 1st Place - Match up to \$10,000 | 6th Place - Match up to \$1,000 |
| 2nd Place - Match up to \$7,500 | 7th Place - Match up to \$1,000 |
| 3rd Place - Match up to \$5,000 | 8th Place - Match up to \$1,000 |
| 4th Place - Match up to \$2,500 | 9th Place - Match up to \$500 |
| 5th Place - Match up to \$1,000 | 10th Place - Match up to \$500 |



Thank you to our Bonus Bucks Sponsor, Red Diamond!

Drink Fresh. Drink Red Diamond.

“Guess the Birdies” Contest*

- Every donor has the chance to Guess the Birdies that will be made during the tournament.
- Grand Prize is a “Stay & Play Package” at the World Golf Hall of Fame in St. Augustine, FL (see website for more details)

Deadline for Guess the Birdies: Wednesday, June 6th at 12:00 p.m.

Weekly Drawings for Donors: Dependent on securing sponsors to donate items, all donors may be entered into a drawing to win prizes each Friday starting March 2. If conducted, the final weekly prize will be a \$1,000 gift certificate to Diamonds Direct!

* Please see the Rules and Regulations in the BFC Manual online



Birdies for Charity Contact Information:

Jess Heppenstall
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BIRDIES FOR CHARITY



COMMITMENT FORM

Please fill out this form if your organization would like to participate in the 2012 Birdies for Charity Program conducted by PGA TOUR Charities, Inc.

A copy of your IRS non-profit determination letter and W-9 must accompany registration form

Charity Name: *(please print)* _____

Main Contact _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax: _____

E-mail Address: _____

Charity Website: _____

Tax ID#: _____

Signature: _____

The above signer represents he/she has the authority to bind the charity to compliance with all rules and regulations of the Program



Please fax or mail this form to:

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