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REGIONS TRADITION

BIRDIES FOR CHARITY®

PROGRAM GOALS

The Regions Tradition is Birmingham's premier Champions Tour golf event. PGA TOUR Charities, Inc. has entered a licensing agreement to conduct a Birdies for Charity® (BFC) program in conjunction with the 2012 Regions Tradition.

This program has proven to be very successful at other PGA TOUR events. For example, the John Deere Classic reports it raised more than \$4.79 Million alone in 2008. In its fifth year in Houston, TX, more than \$450,000 was reported raised with the BFC Program in conjunction with the Shell Houston Open.

Regions Tradition's strategic plan for Birdies for Charity is the following:

ORGANIZATIONAL OBJECTIVES:

1. Increase charitable contributions derived from the Regions Tradition.
2. Expand the number of Alabama charities benefiting from the tournament.
3. Reach a broader cross-section of the community.

BIRDIES FOR CHARITY GOAL:

Regions Tradition's goal is to raise \$250,000 (collectively) for the participating Alabama charities. We also want to increase the number of charities participating to 250.

FACTS

- Birdies for Charity is a fundraising program developed by Quad Cities Golf Classic Charitable Foundation (Quad Cities), a non-profit, tax-exempt 501(c)(3) organization established in the state of Iowa and host organization of the John Deere Classic.
- Quad Cities licenses the Birdies for Charity program to interested tournaments on the PGA TOUR, Champions Tour, Nationwide Tour and LPGA TOUR, to establish rules and regulations to be followed and to oversee compliance.
- *Birdies for Charity* is a registered trademark of Quad Cities and unauthorized use of the name and/or logo is strictly forbidden.





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- Quad Cities has no direct involvement in the Birdies for Charity program launched by a tournament. They do not fund the program on a local basis nor do they share in the proceeds raised by the sponsoring organization or participating charities.
- A nominal licensing fee is paid by the sponsoring organization – in this case, PGA TOUR Charities Inc. – for the right to conduct a Birdies for Charity program.





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PROGRAM SUMMARY

GENERAL DESCRIPTION:

- Birdies for Charity is a multi-level fundraising program designed to give participating charities the opportunity to generate contributions for their organization based on the number of “birdies” made by Champions Tour players Thursday through Sunday during the Regions Tradition.

The program has three primary components:

1. Solicitation of pledges from individuals and/or corporations
 2. “Guess the Birdies” contest
 3. Bonus Bucks
- Participating charities will solicit pledges of two (2) cents or more from the general public and/or corporate donors for every “birdie” made or donors can make a flat donation of \$15 or more.
 - In golf, a “birdie” is a score of one stroke better than “par” for any golf hole on the golf course. “Par” is the normal expected score of a golf professional on any given hole.

PLEDGE SOLICITATION:

- Each participating charity has the opportunity to solicit pledges from individuals and/or corporations. Regions Tradition will not solicit pledges for any participating charity.
- The following example shows how the value of a single pledge is calculated:
 - Individual Pledge - \$.02 per birdie x 900 birdies = \$18 pledge
 - Corporate Pledge - \$2.00 per birdie x 900 birdies = \$1,800 pledge

100% of the pledges collected will go to the individual charity that solicited the Birdies for Charity pledge. Administrative and promotional costs for the program will be paid by the Regions Tradition (excluding individual charity organization mailing/solicitation expense).





“GUESS THE BIRDIES” CONTEST

GENERAL DESCRIPTION:

- To create additional excitement for the program, Regions Tradition will sponsor a “Guess the Birdies” contest. Participants who complete an official pledge form (on paper or online) are eligible to guess the number of birdies that will be made by Champions Tour players Thursday through Sunday of the Regions Tradition. A pledge or donation is not necessary to play “Guess the Birdies” Contest.
- The total number of birdies will be calculated to include all birdies made by Champions Tour players on Thursday through Sunday at the Regions Tradition.
- The “Guess the Birdies” contest entry form is included on the Birdies for Charity pledge form. Participants must submit their guess for the “Guess the Birdies” contest when submitting the pledge form by paper or when pledging online.

PRIZES:

The following Grand Prize will be awarded:

GRAND PRIZE – A “Stay & Play” Package at the World Golf Hall of Fame in St. Augustine, FL!

The “Stay & Play” vacation package includes the following:

- a three-day, two-night stay at the Renaissance Resort Hotel in World Golf Village
- a round of golf for two at either Slammer & Squire or King & Bear golf courses
- a 1/2 hour golf lesson for two at the PGA TOUR Academy in World Golf Village
- two tickets for the World Golf Hall of Fame and the IMAX Theater

to the individual who correctly guesses the exact number of birdies made during the tournament. In case of ties, the Grand Prize winner will be determined by random drawing between participants who tied.

If no individual guesses the correct number, the Grand Prize will be awarded to the person who comes closest (without going over the total). In case of ties, a random drawing between participants who tied will determine the winner.

Regions Tradition will seek sponsors to provide additional prizes and, if obtained, may award weekly prizes by random drawing between pledges received as of the drawing date. Such prizes may include golf packages (including golf accessories), spa packages to Ross Bridge, and more!



RED DIAMOND BONUS BUCKS

Thanks to our sponsor Red Diamond, Regions Tradition will donate Bonus Bucks which will be distributed to the top ten performing charities during the 2012 Birdies for Charity program. Bonus Bucks will be awarded based on the pledges collected on their behalf.

How Does Bonus Bucks Work?

The cut-off date for the collection of all pledges is August 10th, 2012. After that date, we will determine the top ten charities based on their collected amount. We will include the bonus bucks check along with their final check which will be distributed at the end of December.

Top Ten Charities:

- 1st place – to receive \$10,000
- 2nd place – to receive \$7,500
- 3rd place – to receive \$5,000
- 4th place – to receive \$2,500
- 5th place – to receive \$1,000
- 6th place – to receive \$1,000
- 7th place – to receive \$1,000
- 8th place – to receive \$1,000
- 9th place – to receive \$500
- 10th place – to receive \$500

Are Bonus Bucks Paid On The Total Pledged or Total Collected?

Bonus Bucks are paid based on a charity's total pledges **paid**, not on the total pledges made.

Example: Charity A solicited \$20,000 in pledges, but only \$10,000 is collected. Charity A receives Bonus Bucks based on the \$10,000 collected.



Drink Fresh. Drink Red Diamond.™





RULES & REGULATIONS FOR PARTICIPATING CHARITIES

PLEDGE SOLICITATION:

1. Participating charities must not solicit pledges in advance of the official pledge period as defined by Regions Tradition. Charities may notify their constituents via normal communication (ex: newsletter) that they are participating in Birdies for Charity, but may not directly or indirectly request a pledge be made in advance of the official period. Failure to abide by this provision will result in expulsion from the program.
2. Limited use of the trademarks *Birdies for Charity* and *Regions Tradition* will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to Regions Tradition prior to distribution.
3. Unauthorized use of the trademarks *Birdies for Charity* and *Regions Tradition* is strictly prohibited and is grounds for expulsion from the program.
4. The participating charity is responsible for the collection and submission of all completed pledge forms to Regions Tradition. The tournament is not responsible for any pledge forms not received by the established deadline. Pledge forms that come in without the appropriate signature will not be processed and will be returned.
5. The official "Online Kick-Off" is February 14th, 2012. Once this date passes, charities may start turning in their pledges to Regions Tradition. The cut-off date is Wednesday, June 6th, 2012.

Please mail or drop off all pledge forms to the Regions Tradition's office at *100 Grandview Place, Suite 110, Birmingham AL 35243 - Attention: Jess Heppenstall.*
6. Payments to participating charities from PGA TOUR Charities, Inc. on behalf of Regions Tradition will be equal to 100% of the value of collected pledges. No payment will be made on uncollected pledges. Payments made over and above the pledge amount on individual pledges to a charity will be paid to that charity. (Example: person pledges \$.02 per birdie x 900 birdies = \$18 pledge. Person submits payment for \$20. Charity will receive the higher amount.)
7. Rules may be amended at anytime at the sole and absolute discretion of PGA TOUR Charities, Inc.
8. **Payment of pledges is to be made payable to PGA TOUR Charities Inc. and not the soliciting charity. PGA TOUR Charities, Inc. will make payment to the participating charities of all collected pledges earned by that charity. After the established deadline, a listing of all uncollected pledges will be provided to each charity organization.**



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“GUESS THE BIRDIES” CONTEST RULES & REGULATIONS

1. **NO PLEDGE, PURCHASE OR DONATION IS REQUIRED** to participate in the Guess the Birdies Contest or to become eligible to receive a prize. A pledge will not increase a participant's likelihood of winning a prize.
2. The Guess the Birdies Contest is open to legal residents of the continental United States who are 18 years of age or older. The contest is subject to all applicable laws and void where prohibited or restricted by law. A participant need not be present to win.
3. Only guesses made on official forms, including online at regionstradition.com/birdies-for-charity, will be eligible for prizes. No exceptions. Pledge forms (which contain the entry form) may be obtained at the Regions Tradition tournament office located at 100 Grandview Place, Suite 100 Birmingham, AL 35243, or will be mailed free of charge to anyone requesting one in writing.
4. Only one (1) Grand Prize will be awarded. The Grand Prize is a Stay & Play package at World Golf Hall of Fame in St. Augustine, Florida with an approximate retail value (ARV) of \$1,200.
5. The Grand Prize will be awarded to the person who guesses exactly the number of birdies made during the 2012 Regions Tradition golf tournament. The guess may be any number. In the case of ties, the Grand Prize winner will be chosen randomly by tournament officials from among those who correctly guess the exact number of birdies made. If no one guesses the exact number of birdies made, then the Grand Prize winner will be the person whose guess is the closest (without going over the total) to the actual number of birdies made during the tournament.
6. The exact number of birdies made during the tournament will include all birdies made by the Champions Tour players at the 2012 Regions Tradition tournament during official rounds, Thursday through Sunday, and during playoff. It will not include birdies made on Monday through Wednesday at the Pro-Am event.
7. Guesses for the Grand Prize will be accepted starting Wednesday, February 15th, 2011 and continuing until Wednesday, June 6th, 2012 at 12:00pm.
8. Champions Tour officials will determine the final number of birdies made. Grand Prize winner will be identified within approximately thirty days of the tournament by tournament officials.
9. The tournament's decisions and interpretations of these rules will be final and will be made in their sole and absolute discretion. No appeal or further review will be permitted.
10. Prizes may not be exchanged for cash. A list of prize winners may be obtained free of charge upon written request addressed to PGA TOUR Charities, Inc., Attn: Regions Tradition Birdies for Charity, PO Box 1065, Ponte Vedra Beach, FL 32004.
11. Winners are responsible for any costs and expenses not expressly listed in the prize (such as airfare, rental car, food/beverage and tips) and all sales taxes, registration fees, and income taxes associated with the prize.





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12. The Internal Revenue Code requires that withholding and backup rates are applied to the fair market value and should be collected from the prize winner before the prize is awarded. See IRS Publication 3079. Therefore, the winner will be required to pay to PGA TOUR Charities, Inc. for deposit with the IRS on behalf of the winner 28-31% of the ARV (approx. \$350) prior to acceptance of the prize.
13. Participants are limited to no more than 10 total guesses. Each guess must be on a separate pledge form or online entry form. If more than 10 guesses are received from any one participant, only the first ten guesses received and recorded will be eligible for prizes.
14. Potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility, liability/publicity release (where legal) within ten (10) days of notification attempt or the prize will be forfeited and an alternate winner may be selected. Return of prize or prize notification may result in disqualification and an alternate may be selected. All material submitted, including entries, becomes the sole property of the tournament and will not be acknowledged or returned. Acceptance of prize constitutes permission to tournament and its agencies to use winner's name, biographical information, pictures/portraits, likeness and/or voice, for purposes of advertising and trade without further compensation, unless prohibited by law. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this contest or use or redemption of prize. By participating in this contest, entrants agree to be bound by the Official Rules and the decisions of the tournament. Winner releases PGA TOUR Charities, Inc., Regions Tradition, and any other party associated with the development or administration of this contest, their parent, subsidiary, and affiliated entities, and each of their respective officers, directors, members, shareholders, employees, independent contractors, agents, representatives, successors and assigns from any and all liability for damages, losses or injury resulting from participation in the contest or acceptance or use of prize.
15. Directors, officers, and employees of the PGA TOUR, Inc. and the Bruno Event Team together with their families living in the same household are not eligible for the Grand Prize.
16. Certain prizes may be limited in size and type. All prizes must be picked up at the Regions Tradition tournament office within forty-five (45) days after confirmation of award is mailed to participant. All unclaimed prizes will be forfeited.
17. Clear, legible handwriting is the responsibility of all participants. The tournament shall not be responsible for any errors caused by poor penmanship.
18. The tournament is not responsible for the any entry forms received after Wednesday, June 6th, 2012 at 12:00PM.
19. These Rules may be amended without notice at any time in the sole and absolute discretion of Regions Tradition Officials.



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HELPFUL HINTS & TIPS

KNOW YOUR FACTS:

- Pledges are tax deductible. PGA TOUR Charities, Inc. is a 501(c)(3) charitable organization.
- 100% of all collected pledges will go directly to the organization securing the pledge. No pledge funds will be used for overhead, program administration or prizes.
- No money collected goes to Champions Tour players.
- The participating charity receives what is collected. If Regions Tradition does not receive the pledge amount by the established deadline, the charity will not receive the donation. After the deadline, a listing of all uncollected pledges will be provided to each charity.
- ***Pledge payment by check must be made payable to the PGA TOUR Charities, Inc.***

TIPS FOR A SUCCESSFUL PROGRAM

1. Create an e-blast/newsletter
2. Mail-out flyers - Write a formal letter along with pledge card (Handwritten makes it more personal)
3. Have Birdies logo & direct link to Birdies home page on your website
4. Motivate your volunteers using the Bonus Bucks as the incentive
5. Use your e-mail signature as a promo device (Birdies logo & link)
6. Make flyers
7. Advertise the program with an accessory (pin, t-shirt, sticker)
8. Form a Birdies for Charity committee
9. Get help from board members
10. Speaking engagement from Birdies Event Manager
11. One-on-one training
12. Set up a booth in a high traffic area
13. Solicit corporate sponsors
14. Use the free Regions Tradition tickets provided as incentives for volunteers and/or donors
15. Local media campaign
16. Make it a competition within your organization
17. Take advantage of the Birdies booth onsite at tournament
18. Set a goal and have a thermometer to measure your success to create excitement
19. Gift certificate incentive for volunteers who raise the most
20. Always thank corporate sponsors immediately
21. Promote pledging up to 10 times which will increase the odds of winning a prize
22. Solicit pledges face-to-face (more personal)





**BIRDIES FOR
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REGIONS TRADITION

**Managed by:
Bruno Event Team**

**Ronnie Bruno
Chairman**

**Gene Hallman
President & CEO**

**Sabrina Butler
Regions Tradition Co-Tournament Director**

**Bethany Powe
Event Manager – Birdies for Charity
Direct Line: 205-977-9336
bpowe@regionstradition.com
<http://www.regionstradition.com/birdies-for-charity.php>**

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