

CONTEST RULES

- 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.
- Contest begins February 14, 2011 and ends June 6, 2012 at 12:00pm.
- Open to legal residents of the continental United States who are 18 years of age or older. Subject to all applicable laws and void where prohibited or restricted by law. Need not be presented to win.
- Grand Prize is a Stay & Play package at World Golf Hall of Fame in St. Augustine, Florida with an approximate retail value (ARV) of US\$1,200 and includes a 3 day, 2 night stay at the Renaissance Resort Hotel in World Golf Village, a round of golf for 2 at either Slammer & Squire or King & Bear golf courses, a 1/2 hour golf lesson for 2 at the PGA TOUR Academy in World Golf Village, 2 tickets for the World Golf Hall of Fame and the IMAX Theater.
- Only one grand prize will be awarded to the individual who guesses the exact number of birdies made during the 2012 Regions Tradition. If no one guesses the exact number, then the winner will be the individual whose guess is closest (without going over). Ties will be resolved by random drawing. No substitution or exchanges of prize.
- Champions Tour officials will determine the final number of birdies made. Winner will be identified within approximately thirty days of the tournament by tournament officials.
- Winner is 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.
- 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. 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 \$372) prior to acceptance of the prize.
- Participants are limited to no more than 10 total guesses. Each guess must be on a separate pledge form or online entry form.
- Directors, officers, employees of PGA TOUR, Inc. and Bruno Event Team together with their families living in the same household are not eligible.
- Contributions are tax deductible to the extent allowed by law.
- **All contributions should be made payable to PGA TOUR Charities Inc.**

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JUNE 4-10, 2012 · SHOAL CREEK · BIRMINGHAM, ALABAMA

RED DIAMOND BONUS BUCKS



Drink Fresh. Drink Red Diamond.

REGIONSTRADITION.COM/BIRDIES-FOR-CHARITY

FORE CHARITIES!



Charity begins on the golf course at the Regions Tradition. You have the opportunity to make a charity a big winner by participating in the Birdies for Charity program. Participating charities receive **every single penny** of the donations generated! Additionally, you have a chance to win a great prize when you pitch in to help the soliciting charity!

WHAT IS A BIRDIE?

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.

HOW CHARITIES WIN

Make a (2) two cent or more per birdie pledge
OR
Make a flat donation of \$15 or more

HOW YOU CAN WIN

Guess the number of birdies and be entered for a chance to win the "Stay and Play Package" at the World Golf Hall of Fame in St. Augustine, FL!

WHAT IS THE AVERAGE BIRDIE TOTAL?

It is expected that approximately 900 birdies will be made by the Champions Tour players during the 2012 tournament.

RETAIN THIS PORTION FOR YOUR RECORDS

If approximately 900 birdies are made during the tournament, my total pledge would be:

2 cents = \$18	10 cents = \$90
4 cents = \$36	15 cents = \$135
5 cents = \$45	20 cents = \$180

I PLEDGE \$. PER BIRDIE

GUESS THE BIRDIES CONTEST

Make a guess of the total number of birdies made by Champions Tour players during the 2012 Regions Tradition. A correct guess could win the "Stay and Play Package" at the World Golf Hall of Fame in St. Augustine, FL!
(full details at www.regionstradition.com)

I GUESS _____ TOTAL BIRDIES WILL BE MADE

*Void where prohibited by law. No donation or pledge required.
More details on back*

GRAND PRIZE



Drink Fresh. Drink Red Diamond.

RED DIAMOND BONUS BUCKS

The top ten (10) charities who raise the most will receive bonus bucks from the Regions Tradition thanks to Red Diamond.

1st Place: \$10,000	6th Place: \$1,000
2nd Place: \$7,500	7th Place: \$1,000
3rd Place: \$5,000	8th Place: \$1,000
4th Place: \$2,500	9th Place: \$500
5th Place: \$1,000	10th Place: \$500

OFFICIAL PLEDGE FORM

FILL OUT THIS FORM OR GO ONLINE AND PLEDGE AT WWW.REGIONSTRADITION.COM/BIRDIES-FOR-CHARITY

STEP 1: PLEDGE

I PLEDGE \$. PER BIRDIE
(minimum \$0.02)

OR

FLAT DONATION OF \$ _____ (MINIMUM OF \$15)

CHECK NUMBER: _____ (READ BELOW)

PLEASE MAKE CHECKS PAYABLE TO: PGA TOUR Charities, Inc.

STEP 2: GUESS THE BIRDIES

I GUESS THAT _____ BIRDIES WILL BE MADE
No purchase necessary. Void where prohibited by law.

STEP 3: PLEASE PRINT CLEARLY

FIRST NAME _____ LAST NAME _____

E-MAIL ADDRESS _____

COMPANY NAME (ONLY IF USING COMPANY ADDRESS) _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ TELEPHONE (INCLUDING AREA CODE) _____

CREDIT CARD NUMBER _____ EXP. DATE & CVV# (ON BACK OF CC) _____

SIGNATURE _____

IF MAKING A PLEDGE PLEASE CHECK HERE TO BE INVOICED AFTER THE TOURNAMENT, OTHERWISE PLEASE INCLUDE YOUR METHOD OF PAYMENT.

CHARITY NAME