

# RULES & REGULATIONS FOR PARTICIPATING CHARITIES

## GENERAL RULES:

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 14<sup>th</sup>, 2012. Once this date passes, charities may start turning in their pledges to Regions Tradition. The cut-off date is Wednesday, June 6<sup>th</sup>, 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.**

# **“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](http://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 US\$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 14<sup>th</sup>, 2011 and continuing until Wednesday, June 6<sup>th</sup>, 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.
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. \$372) 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.