

2012 BIRDIES FOR CHARITY INFORMATION MANUAL



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Background Information

The Principal Charity Classic is an annual Champions Tour event held at Glen Oaks Country Club in West Des Moines. It is a wonderful community event in the metro area and contributes greatly to the economic vitality and quality of life in central Iowa. In the past five years, The Principal Charity Classic has distributed \$3 million to local non-profit organizations supporting children.

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 during The Principal Charity Classic.

The program has three primary components:

1. Solicitation of pledges from individuals and/or corporations
 2. “Guess the Birdies” contest
 3. Bonus Bucks
- The primary goal of the Birdies for Charity program is to successfully solicit and collect pledges of two (2) cents or more from the general public and/or corporate donors for every “birdie” made by Champions Tour players during The Principal Charity Classic (Friday through Sunday of tournament week).
 - 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. Total “birdies” made at The Principal Charity Classic in 2010 was 795. In 2011, there were 879 “birdies” made.

PLEDGE SOLICITATION:

- Each participating charity has the opportunity to solicit pledges from individuals and/or corporations. The Principal Charity Classic will not solicit pledges for any participating charity.
- The following example shows how the value of a single pledge is calculated and how the cumulative pledges for a participating charity is determined:
 - Individual Pledge - $\$.02 \text{ per birdie} \times 800 \text{ birdies} = \16 pledge
 - Corporate Pledge - $\$2.00 \text{ per birdie} \times 800 \text{ birdies} = \$1,600 \text{ pledge}$
- **100% of the pledges collected will go to the individual charity that solicited a Birdies for Charity pledge. Administrative and promotional costs for the program will be paid by The Principal Charity Classic (excluding individual charity organization mailing/solicitation expense).**

“Guess the Birdies” Contest

GENERAL DESCRIPTION:

- To create additional excitement for the program, John Deere Financial will sponsor a “Guess the Birdies” contest. Participants who commit to a minimum pledge, flat donation, or completed an official pledge form are eligible to guess the number of birdies that will be made by Champions Tour players Friday through Sunday of The Principal Charity Classic.
- The total number of birdies will be calculated to include all birdies made by the Champions Tour players from Friday through Sunday at The Principal Charity Classic.
- The “Guess the Birdies” Contest Entry Form will be included on the Official Birdies for Charity Pledge form as well as the Online Form. Participants must submit their guess for the “Guess the Birdies” contest when submitting a pledge form or when pledging online.

PRIZES: Provided by John Deere Financial

The following prizes will be awarded:

1. **GRAND PRIZE** – Provided by John Deere Riding Financial
2. 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 that 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.
3. **ADDITIONAL PRIZES** – Provided by John Deere Financial.

BONUS BUCKS: Provided by Sammons Financial Group

“Bonus Bucks” are back this year. If a charity reaches a total of \$1,500 in flat donations or \$1.50 in penny pledges they will receive a 25% match of total pledges collected by July 16, 2012. The top 25 charities will also receive additional bonus bucks, up to \$2,500. This year our goal is to generate \$200,000 for Birdies for Charity.

*Charities eligible to receive Bonus Bucks, will receive \$.25 for every \$1.00 collected, up to \$25,000 in collected pledges.



“Guess the Birdies” Contest Rules & Regulations

1. **NO PLEDGE, PURCHASE OR DONATION IS REQUIRED** to participate in the Birdies for Charity Contest or to become eligible to receive a prize. A pledge will not increase a participant’s likelihood of winning a prize.
2. The Birdies for Charity Contest is open to all participants who are 18 years of age or older. The contest is void where prohibited or restricted by law. A participant need not be present to win.
3. Only one (1) Grand Prize will be awarded. The Grand Prize will be awarded to the person who guesses exactly the number of birdies made during the 2012 Principal Charity Classic golf tournament. The guess may be any number. In the case of ties, the Grand Prize winner will be chosen randomly by PCC 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.
4. The exact number of birdies made during the tournament will include all birdies made by the Champions Tour players at the 2012 Principal Charity Classic tournament held on Friday through Sunday, during official rounds and during playoffs. It will not include birdies made on the Tuesday through Thursday at the Pro-Am events.
5. Guesses for the Grand Prize will be taken up until Thursday, May 31, 2012 at midnight.
6. Champions Tour Officials will determine the final number of birdies made.
7. Only guesses made on official entry forms, including online forms, will be eligible for prizes. No exceptions. Entry forms may be obtained at the Principal Charity Classic Tournament office located at 2771 104th Street, Suite I Urbandale, IA 50322 or an entry form will be mailed free of charge to anyone requesting one in writing or who calls the tournament office.
8. The Judges’ decisions and interpretations of these Rules will be final and will be made in their sole and absolute discretion. No appeal of further review will be permitted. PCC Officials will appoint the contest Judges.
9. Prizes may not be exchanged for cash. A list of all prizewinners may be obtained free of charge upon written request addressed to the tournament office.
10. Winners are responsible for all sales taxes, registration fees, and INCOME TAXES on all prizes.
11. 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.
12. Directors, Officers, and Employees of the Principal Charity Classic and the Bruno Event Team together with their families are not eligible for the Grand Prize.
13. Certain prizes may be limited in size and type. All prizes must be picked up at the Principal Charity Classic Tournament Office within forty-five (45) days after notification of award is mailed to participant. All unclaimed prizes will be forfeited.
14. Clear, legible handwriting is the responsibility of all participants. The tournament shall not be responsible for any errors caused by poor penmanship.
15. The tournament is not responsible for the “Guess the Birdies” guesses on entry forms received after Thursday, May 31st at 12:00PM Midnight of the tournament.
16. These Rules may be amended without notice at any time in the sole and absolute discretion of PCC Officials.

Pledge Solicitation and Rules

GENERAL RULES:

1. You may notify your constituents via normal communication (ex: newsletter) that you 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 trademarks of the Birdies for Charity and The Principal Charity Classic will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to The Principal Charity Classic prior to distribution.
3. Unauthorized use of the trademarks of Birdies for Charity and The Principal Charity Classic 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 The Principal Charity Classic. PCC is not responsible for any pledge cards not received by the established deadline. Pledge forms that come in without the appropriate signature will be returned and not processed.
5. The official "Online Kick-Off" is Thursday October 6th, 2012. Once this date passes, the charities may start turning in their pledges to The Principal Charity Classic. The cut-off date is June 3, 2012.

Please mail or drop off all of the pledge forms collected by those dates to The Principal Charity Classic office at 2771 104th Street, Suite I, Urbandale, IA 50322 - Attention: Scott Levy

6. Payments from Principal Charity Classic 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 800 birdies = \$16 pledge. Person submits payment for \$20. Charity will be paid the higher amount).
7. Rules may be amended at anytime at the sole and absolute discretion of The Principal Charity Classic.
8. **Payment of pledges is to be made to The Principal Charity Classic and NOT the soliciting charity.** PCC 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.



The Principal Charity Classic

BIRDIES FOR CHARITY

Helpful Hints

KNOW YOUR FACTS:

- Pledges are deductible. The Principal Charity Classic 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 Tour players or the Tournament..
- Your charity gets what is collected. If PCC does not receive the pledge amount by the established deadline, your charity will not receive the donation. After the deadline, a listing of all uncollected pledges will be provided to each charity organization.
- *Pledge payment must be made to The Principal Charity Classic.*

HELPFUL HINTS:

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 for Charity logo & direct link to Birdies for Charity home page on your website
4. Use your e-mail signature as a promotional tool (Birdies for Charity logo & link)
5. Make flyers
6. Advertise the program with an accessory (pin, t-shirt, sticker)
7. Form a Birdies for Charity committee
8. Get help from board members
9. Speaking engagement from Birdies for Charity Event Manager
10. One-on-one training
11. Set up a booth in a high traffic area
12. Solicit corporate sponsors
13. Use the free Principal Charity Classic tickets provided as incentives for volunteers and/or donors
14. Local media campaign
15. Make it a competition within your organization, board members and staff
16. Take advantage of the Birdies for Charity booth onsite at tournament
17. Advertise the Guess the Birdies grand prize
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)



Together, anything's possible.



The Principal
Charity Classic®

Presented by WELLS FARGO



The Principal Charity Classic BIRDIES FOR CHARITY

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