

# INFORMATION MANUAL



# BIRDIES FOR CHARITY

**NAVISTAR**<sup>®</sup>

**LPGA** *Classic*

PRESENTED BY



MONACO RV

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## PROGRAM GOALS

Navistar LPGA Classic is the Alabama River Region's premier golf event. Navistar LPGA Classic has entered a licensing agreement to conduct the Birdies for Charity® (BFC) program in conjunction with the 2009 Navistar LPGA Classic.

In 2008, Birdies for Charity raised over \$20,000 with over 30 local charities benefitting! In its second year in Birmingham we raised over \$200,000 in conjunction with the Regions Charity Classic, benefiting over 140 charities.

The Robert Trent Jones Golf Trail Foundation is optimistic that the BFC program has unlimited potential. Through a partnered commitment with Montgomery/Prattville charities, the BFC program is a winning combination.

### ORGANIZATIONAL OBJECTIVES:

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

### BIRDIES FOR CHARITY GOAL:

For our second year of this program, Navistar LPGA Classic's goal is to raise \$50,000 (collectively) for the participating charities.



## BIRDIES FOR CHARITY FACT SHEET

- Birdies for Charity® is a non-profit, tax-exempt 501(c)(3) corporation established in the state of Iowa.
- The Corporation was formed for the purpose of licensing 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 by licensees and to oversee compliance.
- Birdies for Charity® is a registered trademark of Birdies for Charity, Inc. unauthorized use of the name and/or logo is strictly forbidden.
- The Corporation has no direct affiliation with the Champions TOUR, the sanctioning body of professional golf tournaments on the “regular PGA TOUR, the Champions TOUR and the Nationwide TOUR, or the LPGA TOUR.”
- Participating tournaments enter a licensing agreement with the Corporation and agree to abide by the specific rules established for the Birdies for Charity® program.
- The Corporation 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, Navistar LPGA Classic, for the right to conduct a Birdies for Charity® program.
- The activities of the Corporation are currently conducted by volunteers acting on behalf of the volunteer trustees of the Corporation. There is no paid staff at this time.



# BIRDIES FOR CHARITY

## 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 LPGA players Thursday through Sunday during the Navistar LPGA Classic.

#### **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 one (1) cent or more from the general public and/or corporate donors for every “birdie” made or donors can make a flat donation of \$10 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. Total “birdies” made at the 2008 Navistar LPGA Classic was 1,524. (2007 – 1,301 birdies)

### PLEDGE SOLICITATION:

- Each participating charity has the opportunity to solicit pledges from individuals and/or corporations. The Robert Trent Jones Golf Trail Foundation will not solicit pledges for any participating charity.
- The following example shows how the value of a single pledge is calculated:
  - Individual Pledge - \$0.01 per birdie x 1400 birdies = \$14.00 pledge
  - Corporate Pledge - \$1.00 per birdie x 1400 birdies = \$1,400 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 Navistar LPGA Classic (excluding individual charity organization mailing/solicitation expense).**

# “GUESS THE BIRDIES” CONTEST

## GENERAL DESCRIPTION:

- To create additional excitement for the program, The Robert Trent Jones Golf Trail Foundation will sponsor a “Guess the Birdies” contest. Participants who commit to a minimum pledge or donation or a completed official pledge form are eligible to guess the number of birdies that will be made by LPGA players Thursday through Sunday of the Navistar LPGA Classic. A pledge or donation is not necessary to play “Guess the Birdies” Contest.
- 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 pledge form or when pledging online.

## PRIZE:

The following prize will be awarded:

1. **GRAND PRIZE – A 3-day, 2-night stay at any of the Trail Resorts, plus 2 days of unlimited golf! Please visit <http://www.rtgolf.com/trail/resorts.htm> to view all of the Trail Resorts.**
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.
  1. 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.

## BONUS BUCKS

The Robert Trent Jones Golf Trail Foundation will donate Bonus Bucks which will be distributed to the top two performing charities during the 2009 Birdies for Charity program. Bonus Bucks will be shared in proportion to the pledges collected on their behalf.

### How Does Bonus Bucks Work?

The cut-off date for the collection of all pledges is November 4, 2009. After that date, we will determine the top two 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 Two Charities:

- 1<sup>st</sup> place – 100% match up to \$1,000
- 2<sup>nd</sup> place – 100% match up to \$500

#### Official Pledge Period:

July 20<sup>th</sup> – November 4<sup>th</sup>, 2009

After this date, we will determine the Bonus Bucks Final Standings

## 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.

## PLEDGE SOLICITATION RULES & REGULATIONS

### GENERAL RULES:

1. Participating charities must not solicit pledges in advance of the official pledge period as defined by The Robert Trent Jones Golf Trail Foundation. 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 Birdies for Charity® and the Navistar LPGA Classic will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to The Robert Trent Jones Golf Trail Foundation prior to distribution.
3. Unauthorized use of the trademarks of Birdies for Charity® and Navistar LPGA 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 Navistar LPGA Classic. The Robert Trent Jones Golf Trail Foundation 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 July 20, 2009. Once this date passes, the charities may start turning in their pledges to Navistar LPGA Classic. The pledge/donation cut-off date is November 4, 2009.
6. Please mail or drop off all of the pledge forms collected by those dates to the Navistar LPGA Classic's office at *100 Grandview Place, Suite 110; Birmingham AL 35243 - Attention: Melanie Valekis*
7. Payments from The Robert Trent Jones Golf Trail Foundation 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 \$.01 per birdie x 1400 birdies = \$14 pledge. Person submits payment for \$20. Charity will be paid the higher amount).
8. Rules may be amended at anytime at the sole and absolute discretion of The Robert Trent Jones Golf Trail Foundation.

9. *Payment of pledges is to be made to [The Robert Trent Jones Golf Trail Foundation \(RTJ Foundation\)](#) and not the soliciting charity. They 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 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 2009 Navistar LPGA Classic golf tournament. The guess may be any number. In the case of ties, the Grand Prize winner will be chosen randomly by Navistar LPGA Classic 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 LPGA players at the Navistar LPGA Classic tournament held on Thursday through Sunday, during official rounds and during playoff. It will not include birdies made during any Pro-Am event.
5. The last day you can Guess the Birdies for the Grand Prize will be Wednesday, September 30, 2009.
6. LPGA 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 Navistar LPGA Classic's tournament office located at 100 Grandview Place, Suite 110 Birmingham, AL 35243 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.
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 Navistar LPGA Classic, The Robert Trent Jones Golf Trail Foundation, Sunbelt Golf, 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 Navistar LPGA Classic's 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 Wednesday of the tournament. However, we will take monetary donations up until November 4, 2009.
17. These rules may be amended without notice at any time in the sole and absolute discretion of Navistar LPGA Classic Officials.



# HELPFUL HINTS

## KNOW YOUR FACTS:

- Pledges are tax deductible. The Robert Trent Jones Golf Trail Foundation 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.
- Your charity receives what is collected. If The Robert Trent Jones Golf Trail Foundation 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 Robert Trent Jones Golf Trail Foundation*

## KNOW THE PRIZES:

- A complete list of all prizes can be provided to you.

## WHO GETS THE MONEY AND HOW WILL IT BE USED:

- Donors will want to know who will receive the funds they pledge.
- Donors will want to know how the money will be used.
- Have a specific purpose for the gifts.
  1. A gift to the general fund is harder to sell.
  2. Be specific with your plans.
    - For example:
      - It will be used for playground equipment.
      - It will be used to purchase new band uniforms.
- Have a specific goal in mind for how much you want to raise.

## USE YOUR RESOURCES:

- Don't make one person do all the work.
- Build a sales force from within your organization.
- Direct mail will work if you follow-up with a personal telephone call.

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