

INFORMATION MANUAL



BIRDIES FOR CHARITY



TABLE OF CONTENTS

Program Goals & Background.....	Page 2
General Information	
Program Summary.....	Page 3
Guess the Birdies Contest.....	Page 4
Bonus Bucks Information.....	Page 5
Rules & Regulations	
Pledge Solicitations.....	Page 6
Guess the Birdies.....	Page 7
Helpful Hints.....	Page 8
Regions Charity Classic Support Team.....	Page 9



REGIONS CHARITY CLASSIC FOUNDATION

BIRDIES FOR CHARITY®

PROGRAM GOALS

Regions Charity Classic Foundation, Inc. is the non-profit organization managed by the Bruno Event Team. Regions Charity Classic (RCC) is Birmingham's premier Champions Tour golf event. RCC has entered a licensing agreement to conduct a Birdies for Charity® (BFC) program in conjunction with the 2010 Regions Charity Classic.

This program has proven to be very successful at other PGA Tour events. For example, the John Deere Classic raised more than \$4.79 Million alone in 2008. In its fifth year in Houston, TX, more than \$450,000 was raised with the BFC Program in conjunction with the Shell Houston Open. In 2009, Regions Charity Classic Foundation, Inc. raised more than \$200,000 using the Birdies for Charity program with over 140 charities benefiting!

RCC's strategic plan for Birdies for Charity is the following:

ORGANIZATIONAL OBJECTIVES:

1. Increase charitable contributions derived from the Regions Charity Classic Foundation, Inc.
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 third year of this program the RCC's goal is to raise \$300,000 (collectively) for the participating Alabama Charities. We also want to double the number of charities participating to 250.

FACTS

- 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, Regions Charity Classic Foundation, Inc., 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.

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 Friday through Sunday during the 2010 Regions 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
- 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 \$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 Regions Charity Classic in the past years are as follows:

2005 Tournament – 783 birdies
2006 Tournament – 800 birdies
2007 Tournament – 808 birdies
2008 Tournament – 738 birdies
2009 Tournament – 781 birdies

PLEDGE SOLICITATION:

- Each participating charity has the opportunity to solicit pledges from individuals and/or corporations. Regions Charity Classic Foundation, Inc. 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 800 birdies = \$16 pledge
 - Corporate Pledge - \$2.00 per birdie x 800 birdies = \$1,600 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 Charity Classic Foundation, Inc. (excluding individual charity organization mailing/solicitation expense)



“GUESS THE BIRDIES” CONTEST

GENERAL DESCRIPTION:

- To create additional excitement for the program, the Regions Charity Classic Foundation, Inc. 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 Champions Tour players Friday through Sunday of the Regions Charity Classic. 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 Friday through Sunday at the Regions 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 pledge form or when pledging online.

PRIZES:

The following prizes will be awarded: (more details to come)

1. **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 here 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 here in World Golf Village
 - two tickets for the World Golf Hall of Fame and the IMAX Theater
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** – Golf and Spa Packages from Ross Bridge Resort

BONUS BUCKS

Regions Charity Classic Foundation, Inc. will donate Bonus Bucks which will be distributed to the top three performing charities during the 2010 Birdies for Charity program. Bonus Bucks will be shared in proportion to the pledges collected on their behalf.

How Does Bonus Bucks Work?

Official Timeline:

March 1st, 2010 – Program Start Date

June 1st, 2010 – Donation Deadline (all donations must be mailed to me by this date)

June 16th, 2010 – 1st Collection Deadline for Payment

July 14th, 2010 – 2nd and **Final** Collection Deadline for Payment

The cut-off date for the collection of all pledges is July 14th, 2010. After that date, we will determine the top three 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 September.

Top Three Charities:

1st place – 100% match up to \$10,000

2nd place – 100% match up to \$5,000

3rd place – 100% match up to \$2,500

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.



PLEDGE SOLICITATION RULES & REGULATIONS

GENERAL RULES:

1. Participating charities must not solicit pledges in advance of the official pledge period as defined by the Regions Charity Classic Foundation, Inc. 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 Regions Charity Classic Foundation, Inc. will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to Regions Charity Classic Foundation prior to distribution.
3. Unauthorized use of the trademarks of Birdies for Charity® and the Regions 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 Regions Charity Classic Foundation, Inc. RCC 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 March 1, 2010-. Once this date passes, the charities may start turning in their pledges to Regions Charity Classic Foundation, Inc. The cut-off date is June 1, 2010.

Please mail or drop off all of the pledge forms collected by those dates to the Regions Charity Classic Foundation, Inc's office at *100 Grandview Place, Suite 110, Birmingham AL 35243 - Attention: Melanie Valekis*

6. Payments from Regions Charity Classic Foundation, Inc. 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 Regions Charity Classic Foundation, Inc.
8. **Payment of pledges is to be made to Regions Charity Classic Foundation, Inc. and not the soliciting charity. RCC 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 2010 Regions Charity Classic golf tournament. The guess may be any number. In the case of ties, the Grand Prize winner will be chosen randomly by RCC 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 2010 Regions Charity Classic tournament held on Friday through Sunday, during official rounds, Friday through Sunday, and during playoff. It will not include birdies made on the Monday through Thursday at the Pro-Am event.
5. Guesses for the Grand Prize will be taken up until Thursday, May 13th, 2010 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 Regions Charity Classic Tournament office located at 100 Grandview Place, Suite 100 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. RCC 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 Regions Charity Classic Foundation, Inc. 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 Regions 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 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 RCC Officials.

HELPFUL HINTS & TIPS

KNOW YOUR FACTS:

- Pledges are tax deductible. Regions Charity Classic Foundation, 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 tour players.
- Your charity receives what is collected. If RCC 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 by check must be made out to the Regions Charity Classic Foundation, 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 Charity Classic tickets provided as incentives for volunteers and/or donors
15. Local media campaign
16. Make it a competition with in
17. Take advantage of the Birdies booth onsite at tournament
18. Advertise the Guess the Birdies grand prize
19. Set a goal and have a thermometer to measure your success to create excitement
20. Gift certificate incentive for volunteers who raise the most
21. Always thank corporate sponsors immediately
22. Promote pledging up to 10 times which will increase the odds of winning a prize
23. Solicit pledges face-to-face (more personal)

REGIONS CHARITY CLASSIC FOUNDATION, INC.

Managed by:
Bruno Event Team

Ronnie Bruno
Chairman

Gene Hallman
President & CEO

Sabrina Butler
Regions Charity Classic Tournament Director

Melanie Valekis
Event Manager – Birdies for Charity
Direct Line: 205-262-2830
melanie@regionscharityclassic.com
<http://www.regionscharityclassic.com/birdies/>

Bruno Event Team
100 Grandview Place, Suite 110
Birmingham, AL 35243
205-967-4745 Office
205-967-9940 Fax
www.brunoeventteam.com

