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The Principal
Charity Classic®

The Principal Charity Classic®

Background Information

The Principal Charity Classic® is an annual Champions Tour event at Glenn Oaks Country Club in West Des Moines. The Principal Charity Classic® presented by Wells Fargo is hosted by the Community Foundation of Greater Des Moines and is focused on charity and designed “FORE Our Kids.” The 2009 Principal Charity Classic Tournament will be May 26-31, 2009.

The Principal Charity Classic® is a wonderful community event in the metro area and contributes greatly to the economic vitality and quality of life in central Iowa. The tournament will also serve specifically as a way to raise money for local non-profit organizations supporting children. The Principal Charity Classic® has given \$1.7 million back to the community.

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 PGA Champion Tour players during The Principal Charity Classic®.
- 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 the PGA 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 2008 was 721.

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 per birdie x 800 birdies = \$16 pledge
 - Corporate Pledge - \$2.00 per birdie x 800 birdies = \$1,600 pledge
 - *Cumulative Pledges - \$7.00 per birdie x 800 birdies = \$5,600 pledge
 - *Determined by combining all individual and corporate pledges received by charity.
- 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 Principal Charity Classic® (excluding individual charity organization mailing/solicitation expense).

“Guess the Birdies” Contest

GENERAL DESCRIPTION:

- To create additional excitement for the program, The Principal Charity Classic 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 Principal 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 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 pledge form or when pledging online.

PRIZES:

The following prizes will be awarded:

1. **GRAND PRIZE** – 42” Flat Panel TV
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 equipment, spa packages, and more!



“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 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 2009 Principal 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 28th, 2009 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 28th 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. Participating charities must not solicit pledges in advance of the official pledge period as defined by the Principal Charity Classic. 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 Principal Charity Classic, Inc. will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to 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 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, February 26, 2009. Once this date passes, the charities may start turning in their pledges to Principal Charity Classic. The cut-off date is (to be determined).

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: Melanie Valekis

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 Principal Charity Classic.
8. **Payment of pledges is to be made to 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.
- 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 logo & direct link to Birdies home page on your website
4. Use your e-mail signature as a promo device (Birdies 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 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 with in
16. Take advantage of the Birdies 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)

**The Principal Charity Classic®
BIRDIES FOR CHARITY®**

Contact Information

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