

“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 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 2010 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, June 3, 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 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, June 3rd 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 Monday **March 31, 2010**. Once this date passes, the charities may start turning in their pledges to Principal Charity Classic. The cut-off date is **June 30, 2010**.

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 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.**