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## Background Information

The Allianz Championship is an annual Champions Tour event at The Old Course at Broken Sound in Boca Raton, Florida. The Allianz Championship will be celebrating six years in South Florida and will be held February 6-12, 2012.

The Allianz Championship contributes to the economic vitality and quality of life in Southern Florida. The tournament will also serve as a way to raise money for local non-profit organizations.

## Program Summary

### GENERAL DESCRIPTION:

- Birdies fore 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 Allianz Championship.

#### **The program has two primary components:**

1. Solicitation of pledges from individuals and/or corporations
  2. “Guess the Birdies” contest
- The primary goal of the Birdies fore 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 Allianz Championship (Friday through Sunday of tournament week; February 10-12, 2012)
  - 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 for a golf professional on any given hole.

### PLEDGE SOLICITATION:

- Each participation charity has the opportunity to solicit pledges from individuals and/or corporations. The Allianz Championship will not solicit pledges for any participation charity.
- The following example shows how the value of a single pledge is calculated and how the cumulative pledges for participating charity is determined:  
Individual Pledge: \$0.02 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 fore Charity pledge. Administrative and promotional costs for the program will be paid by The Allianz Championship (excluding individual charity organization mailing/solicitation expense).

## **“Guess the Birdies” Contest**

### **GENERAL DESCRIPTION:**

- To create additional excitement for the program, The Allianz Championship 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 Allianz Championship. 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 of The Allianz Championship.
- 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:**

**GRAND PRIZE:** 2 Tickets to the Masters

The individual who correctly guesses the exact number of birdies made during the tournament will be awarded two tickets to the Masters. In case of ties, the Grand Prize winner will be determined by random drawing between participants that tied.

In case of ties, a random drawing between participants who tied will determine the winner.

### **“Guess the Birdies” Contest Rules & Regulations**

1. NO PLEDGE, PURCHASE OR DONATION IS REQUIRED to participate in the Birdies fore 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 fore 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 to 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 Allianz Championship golf tournament. The guess may be any number. In case of ties, the Grand Prize winner will be chosen randomly by Allianz Championship Officials from among those who correctly guess the exact number of birdies made.
4. The exact number of birdies made during the tournament will include all birdies made by the Champions Tour players at the 2012 Allianz Championship tournament held on Friday through Sunday (Feb. 10-12, 2012) during official rounds and during playoff. It will not include birdies made on Monday through Thursday a the Pro-Am event.
5. Guesses for the Grand Prize will be taken up until Thursday, February 9, 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 Allianz Championship Tournament Office located at 6450 East Rogers Circle, Boca Raton, FL 33487 or an entry form will be mailed/emailed 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. Allianz Championship 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 Allianz Championship and Pro Links Sports 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 Allianz Championship Tournament Office with in 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 fo 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, February 9, 2012 at 12 AM Midnight of the tournament.
16. These Rules may be amended without notice at any time in the sole and absolute discretion of Allianz Championship Officials.

## Pledge Solicitation and Rules

### GENERAL RULES:

- Participation charities must not solicit pledges in advance of the official pledge period as defined by the Allianz Championship. You may notify you constituents via normal communication (i.e.. Newsletter) that you are participation in Birdies fore 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.
- The participating charity is responsible for the collection and submission of all complet ed pledge forms to the Allianz Championship. The Allianz Championship is not respon sible for any pledge card not received by the established deadline. Pledge forms that come in without appropriate signature will be returned and not processed.
- The official “Online Kick-Off” is **11-1-2011**. Once this date passes, the charities may start turning in their pledges to the Allianz Championship. The cut off date is **2-09-2012** Please mail or drop off all of the pledge forms collected by those dates to the Allianz Championship at:  
Attention: Danielle Husby · 6450 East Rogers Circle · Boca Raton, FL · 33487
- Payments from the Allianz Championship 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 the charity. (Example: A person pledges \$0.02 per birdie x 800 birdies = \$16 pledge).
- Rules may be amended at anytime at the sole and absolute discretion of the Allianz Championship.
- **Payment of pledges is to be made to the Allianz Championship and not the soliciting charity. The Allianz Championship will make payment to the participations charities of all collected pledges earned by that charity. After the established deadline, a listing of all uncollected pledges will be proceed to each charity organization.**

## Helpful Hints

### KNOW YOUR FACTS:

- Pledges are deductible. The Allianz Championship 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 the Allianz Championship 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 Allianz Championship.**

### HELPFUL HINTS:

- Create an e-blast/newsletter
- Mail out flyers - Write a formal letter along with pledge card
- Have Birdies logo and direct link to Birdies home page on your website
- Use your email signature as a promo device (Birdies long and link)
- Make flyers
- Advertise the program with accessory (pin, t-shirt, sticker)
- Form a Birdies fore Charity committee
- Get help from board members
- Solicit corporate sponsors
- Make it a competition with in your charity
- Advertise the Guess the Birdies grand prize
- Always thank corporate sponsors immediately

**Contact Information**

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Tournament Office  
6450 East Rogers Circle  
Boca Raton, FL 33487  
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Fax: 561-241-4658  
www.allianzchampionship.com

Please send pledge forms to:  
Allianz Championship  
Attn: Danielle Husby  
6450 East Rogers Circle  
Boca Raton, FL 33487