



TRAVELERS CHAMPIONSHIP

Birdies for Charity Frequently Asked Questions

What is a Birdie?

Each golf hole has a predetermined number of strokes to get the ball into the hole called par. A Birdie is a score of one stroke under par on a golf hole. PGA TOUR Professionals are anticipated to make 1500 – 2200 birdies during the 2008 Travelers Championship.

How does Birdies for Charity work?

- Participating nonprofits simply solicit pledges based on the number of birdies made.
- Pledges can be as low as one penny!
- The more pledges you gather, the more funds you'll raise.
- If 1500 birdies are made:
 - 1¢ = \$15 10¢ = \$150 \$1.00 = \$1500
- Sign up with the Travelers Championship and we'll provide the materials you need to get started.
- Solicit pledges- ask your current donors, sponsors, friends and family!
- Submit all pledge forms or direct your donors to make an online pledge on TravelersChampionship.com
- At the conclusion of the tournament, the Travelers Championship and Haggett Longobardi, A Division of J.H. Cohn, LLP, will handle billing and pledge collection with your donors.
- After three rounds of billing, the Travelers Championship will send you a check for 100% of pledges received. It's that easy!

Sounds great! Who's eligible?

All 501 (c)(3) organizations registered in Connecticut.

What is in it for "you"?

Connecticut's PGA TOUR event, the Travelers Championship is proud to participate in the PGA TOUR's tradition of Giving Back, which supports charitable groups around the nation. The Travelers Championship is a registered 501 (c)(3) and all proceeds of the tournament are donated to the Travelers Championship Co-Charities, The Hole in the Wall Gang and The Greater Hartford Jaycees. In addition, the Travelers Championship offers Birdies for Charity as an easy, effective fundraiser, in which all charities in our community can benefit.

What are Birdies Bonus Bucks?

- Proudly sponsored by Haggett Longobardi, A Division of J.H.Cohn, LLP, the Top 10 pledge getting charities will receive a share of \$15,000 in Birdies Bonus Bucks.
- Eligibility will be determined based on pledges collected by October 15, 2008.
- Charities must raise at least the amount of the bonus to be eligible. For example, to earn the 1st Place prize, that charity must raise at least \$5,000 in collected pledges.

So, what can we earn? Don't forget- this is on top of the money you earn through pledges!

1st Place: \$5,000	6th Place: \$1,000
2nd Place: \$2,500	7th Place: \$500
3rd Place: \$2,500	8th Place: \$500
4th Place: \$1,000	9th Place: \$500
5th Place: \$1,000	10th Place: \$500



90 State House Square, 8th Floor, Hartford, CT 06103
860-502-6801 birdies@travelerschampionship.com





TRAVELERS CHAMPIONSHIP



How do you keep track of which pledges go to which charity?

Each charity is assigned a unique BIRD CODE. It is imperative that the charity ensures their BIRD CODE be written on the pledge card before the pledge is submitted. We recommend filling in the BIRD CODE line before distributing any pledge cards.

Will you provide us a list of the donors, contact information and amount pledged at the end of the Birdies campaign?

Yes, a list on Microsoft Excel will be provided to you with the check you receive.

What is your collection procedure?

We send an invoice three times. We will keep you participating charities posted on the progress and will notify you if we are not successful in collecting the pledge.

Will you use our donor information for any other mailing or solicitation purposes?

No. All donor information will remain confidential and will not be used for any other purpose other than processing pledge collections.

Will you provide a tax receipt to anyone who donates over \$250? Is the pledge considered tax deductible?

Checks should be made out to Travelers Championship, which is a 501 (c)(3), and are therefore considered tax deductible. A tax receipt will be provided according to IRS laws.

Does a donor have to pledge based on the number of birdies or can they just make a donation?

One-time donations are accepted.

Should we collect the pledge forms or should they send them to you?

It would be best to collect the pledge forms so you can verify that your bird code is on the forms and your donors "remembered" to send them in. However, they may also return the forms directly to us at the address provided on the form.

When are pledges due?

All pledge forms MUST be submitted by June 22, 2008.

Are the pledge forms available electronically? Do you have any other marketing pieces available to help us implement a campaign?

Electronic pledge forms and posters are available for download from TravelersChampionship.com. Printed posters are available upon request.

Who can I contact for further information?

Jessica Boardway
860-502-6801

jboardway@travelerschampionship.com



90 State House Square, 8th Floor, Hartford, CT 06103
860-502-6801 birdies@travelerschampionship.com

