

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 in our community. The Principal Charity Classic® is proud to offer the Birdies for Charity program during the 2011 tournament. The Principal Charity Classic, along with your help, hopes to raise additional funds for local charities in 2011!



The Principal Charity Classic®

Presented by **WELLS FARGO**

The Principal Charity Classic®

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Birdies for Charity Sponsor

SAMMONS
FINANCIAL GROUP

Prize Sponsor



Media Sponsor



Birdies for Charity

2771 104th Street, Suite I

Urbandale, IA 50322

(515) 279-4653

www.principalcharityclassic.com/birdies

OFFICIAL PLEDGE FORM



The Principal Charity Classic®

Presented by **WELLS FARGO**

June 1 - 5, 2011

Glen Oaks Country Club
West Des Moines, Iowa

Sponsored by

SAMMONS
FINANCIAL GROUP



Sponsored by:



The Principal Charity Classic® was thrilled to distribute \$620,000 of tournament proceeds to local charities in 2010 including: Blank Children's Hospital, Bravo Greater Des Moines, Community Foundation of Greater Des Moines, United Way of Central Iowa, Variety—The Children's Charity Birdies for Charity participants also benefited, raising nearly \$90,000.

The Birdies for Charity® program is a fundraising vehicle through which participating organizations solicit pledges from supporters based on the number of birdies made by PGA Champions Tour players during the three-day Principal Charity Classic. Participating organizations will keep **100%** of the pledges collected on their behalf.

\$50,000 in Bonus Bucks

Each Charity will receive a match of 25% if a charity reaches \$1,500 in total money raised or \$1.50 in penny pledges. The more money raised, the more bonus bucks a charity will receive.

How it Works

Participants can either make a one-time flat donation (minimum \$10), or a pledge of **\$0.02** or more for each birdie made by Champions Tour players during the 2011 Principal Charity Classic (June 3 - 5).

What is a Birdie?

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. For example on a par 4, a score of 3 is a birdie.

Which Organizations are Participating?

A list of Birdies for Charity participating organizations can be found on the tournament website:

www.principalcharityclassic.com/birdies

You can look through the list to choose the organization that you would like your pledge to benefit. Make sure you fill in the charity name and corresponding number when completing the pledge card.

Keep for Your Records

If **800** birdies are made during the 2011 Principal Charity Classic, my total pledge will be:

.02 = \$16 .03 = \$24 .04 = \$32
.05 = \$40 .10 = \$80 .15 = \$120

I pledged \$ _____ per birdie (\$0.02 minimum)

I guessed _____ birdies would be made

I pledged \$ _____ one-time donation (\$10 min)

Guess the Birdies Contest

Enter to WIN a John Deere Riding Mower!

As an added incentive to donors, each person who makes a pledge to Birdies for Charity will be given the opportunity to guess the total number of birdies made by Champions Tour players during the 2011 Principal Charity Classic. One correct prediction will win a John Deere Riding Mower. Donors also qualify to win other prizes through random drawings conducted by The Principal Charity Classic.

- Contest is open to participants who are 18 years of age or older.
- One guess allowed per Birdies for Charity pledge.
- No more than 10 total entries per participant.
- Ties and alternate prizes are determined by a random drawing.
- Deadline for entries is Thursday, June 2, 2011.

Prize Sponsor - John Deere Financial



Pledge Form

I pledge and promise to donate:

- \$ _____ for every birdie made during the 2011 Principal Charity Classic to the Birdies for Charity Program (\$0.02 minimum)
- \$ _____ a one-time flat donation (\$10 minimum)

Enter to WIN:

I guess the total number of birdies will be _____

For details refer to the "Guess the Birdies Contest" section

Please direct my contribution to the organization below. For a complete list, please visit: www.principalcharityclassic.com/birdies

Organization Name:	Organization #:
Broadlawns Medical Center Foundation	029

My Contact Information (please print clearly)

Name (First/Last) _____

Address _____

City _____ State _____ Zip _____

Phone Number (including area code) _____

Email address _____

Payment Options

- I plan to pay by check. Please invoice me at the above address after the tournament. (Please make check payable to Principal Charity Classic.)
- My check for a one time flat donation is enclosed. (Please make check payable to Principal Charity Classic.)
- I plan to pay using a credit card. (Flat-amount pledges will be billed immediately; per-birdie pledges will be billed after the tournament.)

Name on Card _____

Credit Card Number _____
(MC, Visa, American Express, Discover)

Exp. Date _____

CVV# - Three or Four Digit Security Number (located on back of card)