



TICKETS Fore CHARITY™ Program

Informational Presentation





Nationwide Tour



- Started in 1990 as a stepping stone for players to earn membership into the PGA TOUR
- Features PGA TOUR stars of tomorrow
 - Top 25 money winners following NWT Championship at Daniel Island will receive their PGA TOUR cards





Albertsons Boise Open



- Charter event on Nationwide Tour
 - Over 65,000 spectators in 2007
 - Broadcast to 110 million on Golf Channel
- Over \$2.4 Million to Non-Profits through TICKETS Fore CHARITY (2001 – 2008)
- Over \$9 million to charity since 1990
 - TICKETS Fore CHARITY represents over 20% of total charitable giving



TICKETS Fore CHARITY™ Program



- Participating Organizations sell weekly tickets
- Organization receives 100% of revenue
- Nearly \$2.4 million raised at Albertsons' Boise Open





Bonus Pool



- Bonus Pool based on walk up ticket sales during the tournament
- Will be divided among organizations based on percentage of total ticket revenue



Bonus Pool Sample Distribution



- Total of \$100,000 sold by charities
- Total of \$50,000 in walk-up sales during the tournament
- Organization XYZ sold \$10,000 worth of tickets
- $\$10,000 / \$100,000 = 10\%$
- $10\% \text{ of } \$50,000 = \$5,000$
- Total to XYZ = \$15,000



Types of Tickets

- Weekly Grounds tickets--\$30
 - 10 Pack of Weekly Grounds tickets--\$200
 - Save \$50 over advance price
 - Save \$150 over gate price
- **NO DAILY TICKETS!**





How are Tickets Sold?

- Online
- Order Forms
- Phone





Online Sales

- www.nationwidetourchampionship.com
 - Must Designate Beneficiary
 - Customer receives immediate e-mail confirmation





Order Forms



- Custom to Organization
 - Explains event and opportunity
 - PDF format
 - Produce as many as you want
 - Distribute as many as possible
- Customer returns Order Form to Family Circle Cup Ticket Office Via Fax 843-856-7901 or mail.





Order Execution

- FCC collects money
 - FCC processes credit cards and checks
- FCC processes order
 - Tickets mailed on a weekly basis
 - Orders received after October 5 will be available at Will Call at the Tournament Office at Family Circle Cup Ticket Office or at Daniel Island Club during the tournament.





Show Us the Money!



- Ticket revenue distributed monthly
 - Each month to organization by 15th of following month!
- Bonus Pool distributed following event
- Year Round Fundraising Opportunity!



Ticket Contest Updates



- Scorecard
 - Illustrates who has bought tickets from your organization and how much money your organization has raised
 - Great tool to follow up with customer
 - FCC will produce and provide to organization regularly
 - email or fax

Scorecard Sample



TICKETS For CHARITY Scorecard Friends of the Weiser River Trail as of 12/10/2008

No Sales Representative

Date	Customer	Company	Address	Email	Phone	Total
4/9/2008	Phipps, Frances		545 E. 2nd Street Apt. 220, Weiser, ID 83672		208-549-3785	\$25.00
4/9/2008	VanOrder, Kay		PO Box 154, Cambridge, ID 83610		208-257-3349	\$25.00
4/10/2008	Schwartz, Edith		2490 US HWY 95, Council, ID 83612	ediths@ctcweb.net	208-253-4802	\$50.00
4/10/2008	Stovner, Charlie		2436 Orchard Road, Council, ID 83612		208-253-6021	\$50.00
4/15/2008	Collins, Laura	Homestead Café	813 State Street, Weiser, ID 83672		208-549-3962	\$50.00
4/15/2008	Davis, Patty Jo		PO Box 347, 175 N. 16th St., Payette, ID 83661		208-642-4778	\$50.00
4/15/2008	Epich, Monte		PO Box 572, Council, ID 83612		208-243-6077	\$50.00
4/15/2008	Johannes, Darrel & Jo		PO Box 184, Cambridge, ID 83610	vodnjohn@ctcweb.net		\$25.00
4/16/2008	Atteberry, Shirley		3494 Rush Creek Rd., Cambridge, ID 83610		208-257-3562	\$200.00



Ticket Contest Updates



- Scoreboard
 - Illustrates where your organization stands in relation to the other participating organizations
 - Shows revenue numbers
 - No customers shown on Scoreboard
 - FCC will produce and provide to organization regularly
 - email or fax



Scoreboard Sample



TICKETS Fore CHARITY Scoreboard

Wednesday, December 10, 2008

Boise Nationals Soccer Club	\$172,695.00
Treasure Valley Reading Foundation, Inc.	\$69,000.00
Capitol Youth Sports Association/Idaho Rush	\$68,900.00
Les Bois United Soccer Association	\$63,255.00
Junior League of Boise	\$50,000.00
Friends of the Weiser River Trail	\$33,735.00
Wings Booster Club	\$30,400.00
Soroptimist International of Boise	\$25,000.00
McCall Ski Racing Team	\$24,725.00
Rocky Mountain Section PGA Foundation	\$21,900.00



Tournament Promotion

- Advertising
 - Print and Electronic
- Press Releases
- www.nationwidetourchampionship.com





Corporate Sales



- #1 Focus
 - 10 Packs add up faster than single tickets
- Employers of friends and family
- Schedule sales call at office...not at home!
 - Different checkbooks!





Get Started!



- Order forms from FCC by June 1st!
- Let the word out that you are selling tickets!
 - Donors
 - Vendors
 - Volunteers
 - Events
 - Readerboards



Sales Ideas



- Organization Website
 - Description
 - Downloadable order form
 - Point to tournament site
- Mailing Lists
 - Email or Regular
 - Multiple times!



Sales Ideas

- Newsletters
 - Electronic and Hard Copy
 - Regular section updating progress and opportunity
 - Insert or hyperlink Order form
- Encourage Recipients to forward to
 - Customers/ Vendors
 - Friends
 - Associates





Sales Idea

- Identify top corporate opportunities
- Ask them for support
 - Buy tickets
 - Customers
 - Associates
 - Company gathering at Tournament
 - Distribute opportunity through email to associates and vendors





Sales Idea

- Create Incentive for Sales Team
 - Buyer list “sales person” on order form
 - FCC can track “sales people”
 - Results on scorecard





Questions? We are here to help!



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