

EXPOSURE AT THE TOURNAMENT

The four charities with the highest number of reported pledges by June 7, 2010, will receive one day of on-site exposure at the Travelers Championship, Wednesday, June 23 through Sunday, June 27. This is a great opportunity to introduce thousands of fans to your organization and gather more pledges.

NEW THIS YEAR!

One lucky participating organization also will be chosen at random to receive on-site exposure at the tournament for one day, Wednesday, June 23 - Sunday, June 27. This participating organization will also receive first choice for their day on-site and five Any One Day Tickets to the tournament.

GUESS THE BIRDIES SWEEPSTAKES

Connecticut Association of Nonprofits proudly sponsors the Guess the Birdies Sweepstakes, where donors guess the number of birdies made during tournament week (Wednesday – Sunday). Guesses will be accepted from January 1, through 6:00 p.m. on June 20, 2010. The donor with the most accurate guess will win the Grand Prize of a \$500 Visa Gift Card! Connecticut Association of Nonprofits will also provide the winner's designated charity with a \$500 donation, one year membership and four training sessions through their Center for Professional Development.

For more information, please contact Caitlin Champ at birdies@travelerschampionship.com or at 860-502-6804.

WHY PARTICIPATE IN BIRDIES FOR CHARITY?

- No Cost, No Risk!
- Unlimited fundraising potential.
- Travelers Championship and J.H. Cohn LLP will provide you with the materials you need and will handle all the administration, you simply engage your donors!
- Birdies for Charity is an excellent addition to any existing fundraiser. Set up a pledge collection table at golf tournaments or include a pledge link in an email campaign - get innovative!
- Be creative collecting pledges and have fun.
- Birdies for Charity is an easy and effective way to raise money.

TOGETHER, ANYTHING'S POSSIBLE.



Together, anything's possible.

The Travelers Championship is proud to participate in the PGA TOUR's Tradition of Giving Back by contributing 100% of net proceeds to The Hole in the Wall Gang Camp and the Greater Hartford Jaycees, and providing an opportunity for every nonprofit in the state to utilize the tournament as a fundraiser through Birdies for Charity and Chip In for Charity.



TRAVELERS
CHAMPIONSHIP

JUNE 21-27, 2010 | TPC RIVER HIGHLANDS | CROMWELL, CT



BIRDIES FOR CHARITY

Gather Pledges, Raise Funds!
No Risk, No Cost!



PRESENTED BY
J.H. COHN LLP
Accountants and Consultants since 1919



WHAT IS BIRDIES FOR CHARITY?

A birdie is a score of one stroke better than par for any golf hole. PGA TOUR professionals are anticipated to make an average of 1500-2200 birdies, Wednesday – Sunday of the Travelers Championship. With Birdies for Charity, you can turn birdies into money for your 501(c)(3)!

All participating nonprofits simply solicit pledges based on the number of birdies made. Pledges can be as low as one penny per birdie.



"Not being a golfer myself and knowing we had no golfers on our board, I was skeptical last year when we first signed up for Birdies for Charity. But the concept really caught on with friends of our agency who are golfers, enabling us to earn just over \$12,000 in donations in the past two years and qualifying for an additional \$1,500 in Bonus Bucks in 2009!"

- Al May, Christian Community Action

PARTICIPATING IS EASY!

- All 501(c)(3) organizations registered in Connecticut are eligible.
- You must register with the Birdies for Charity program and the Travelers Championship will provide you with the materials and information you need to get started.
- Solicit pledges – ask donors, sponsors and friends!
- Direct your donors to our website, www.TravelersChampionship.com to make a pledge.
- Submit all pledge forms to the Travelers Championship by Sunday, June 27 at 6:00 p.m.
- Following the Travelers Championship, the tournament will total the birdies made, calculate your donations and send an invoice to your donors.
- After the pledges are collected, the Travelers Championship will provide you with a check for 100% of pledges received. It's that easy!

BIRDIES FOR CHARITY BENEFITS

HOW MUCH MONEY CAN WE EARN?

It's simple! Multiply the number of birdies by the amount of a pledge. For example, if 1,500 birdies are made:

Pledge	Donation	Pledge	Donation
1 ¢	\$15	10 ¢	\$150
5 ¢	\$75	\$1.00	\$1,500

BIRDIES BONUS BUCKS!

Proudly sponsored by J.H Cohn LLP, the Top 10 pledge-collecting charities will receive a share of the Birdies Bonus Bucks.

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

- Eligibility will be determined based on funds collected by October 15, 2010.
- Charities must raise at least the amount of the bonus to be eligible. For example to earn the 1st Place prize, a charity must raise at least \$5,000 in collected pledges.

NEW BONUS BUCKS FOR 2010

- If the total dollars collected through Birdies for Charity is \$200,000 or more, J.H. Cohn will increase the Birdies Bonus Bucks from \$15,000 to \$20,000.
- The additional \$5,000 will be distributed through a random drawing held at the annual Charity Check Presentation in the Fall of 2010. Five winners of \$1,000 will be selected from the 10 organizations collecting the most money.