



About TICKETS Fore CHARITY™:

The 2012 Northern Trust Open TICKETS Fore CHARITY (TFC) program is free of charge to non-profit organizations. There are no sign up fees and absolutely no cost or risk to your organization. Through TFC, non-profit organizations sell daily grounds, weekly grounds and/or weekly clubhouse tickets to the 2012 Northern Trust Open and keep 80% of the net proceeds for each ticket. The remaining 20% of the net proceeds collected will go directly to the Los Angeles Junior Chamber of Commerce Charity Foundation to support programs such as the LA Watts Summer Games and the First Tee of Los Angeles.

Ticket Prices:

2012 Northern Trust Open ticket type offers are:

Daily Grounds Ticket: \$30.00 (Thursday, February 16; Friday, February 17; Saturday February 18; or Sunday, February 19, 2012)

Weekly Ground Ticket: \$80.00 (Tuesday, February 14 through Sunday, February 19, 2012)

Weekly Clubhouse Ticket: \$275.00 (Tuesday, February 14 through Sunday, February 19, 2012)

The PGA TOUR will provide your organization with a variety of marketing materials needed to sell tickets (including help with any of your ticket selling needs). These materials include flyers, posters and your logo and link on NorthernTrustOpen.com. As an incentive to the program, Northern Trust will graciously provide a \$50,000 Bonus Pool to the highest grossing non-profit organizations.

Contact Information:

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Signing Up:

Sign up online: <http://www.northerntrustopen.com/tournament/ticketsforecharity.html>

Registration can also be done in paper form by sending in the signed agreement form and a copy of your 501(c)3 IRS Determination Letter by fax to: 310-573-5811.

Website (Northern Trust Open TICKETS Fore CHARITY):

<http://www.northerntrustopen.com/tournament/ticketsforecharity.html>

Bonus Pool:

November 18, 2011	First Bonus Pool	\$10,000
January 9, 2012	Second Bonus Pool	\$10,000
February 6, 2012	Final Bonus Pool	\$15,000
	Second Place Final	\$6,000
	Third Place Final	\$4,000
	Fourth Place Final	\$3,000
	Fifth Place Final	\$2,000



About the PGA TOUR and TICKETS Fore CHARITY:

The PGA TOUR has donated over \$1.4 billion to charity over the last eighty years. Taking the lead of the PGA TOUR, the Northern Trust Open is engaging the community through an initiative called TICKETS Fore CHARITY.

100% of the net proceeds from the program benefit local charities with 80% of the revenue going to the charity that sells the ticket to the tournament and 20% going to the LA Junior Chamber of Commerce Charity Foundation.

About the LAJCC:

The mission of the Los Angeles Junior Chamber of Commerce is to create life-changing opportunities for the youth of greater Los Angeles by engaging young professionals in community service.

For 2010 and 2011, the Northern Trust Open TICKETS Fore CHARITY program raised \$258,895 for local Los Angeles charities.

Top Total Sales for the 2011 Northern Trust Open TICKETS Fore CHARITY program:

- Los Angeles OIC \$32,720
- American Golf Foundation \$23,530
- SCGA Foundation \$18,370

FREQUENTLY ASKED QUESTIONS

What organizations can participate?

Any organization with 501(c)3 status is welcome to join. All the Northern Trust Open needs is a copy of your 501(c)3 determination letter and a signed agreement form.

What is the cost to join?

Participation in the TFC program is completely free. There are absolutely NO RISKS, COSTS or MINIMUMS FOR YOUR ORGANIZATION.

How much can I raise from participating?

Your success is solely driven by your team's participation. The earning potential is UNLIMITED! This fundraiser will generate more revenue for your group than a lower-priced raffle ticket & the purchaser does not need to "win" the raffle to receive a benefit from their purchase.

How can I sell tickets?

Once signed up, your organization will receive a link to assist selling. This will allow you access to all the marketing and sales materials you will need. When your organization sells a ticket to a consumer, your non-profit gives the person a receipt, puts their name on the data capture form and takes payment for the ticket. On the required reporting days, your organization will turn in your collected data capture information to the tournament office and send payment for 20% of the total collected to Allison deLeon at the LAJCC. Once payment is verified, the tournament office will ship the tickets to the non-profit organization. The tickets are then dispersed by your organization to the people who purchased them.

Will we be allowed to use the tournament logo and PGA TOUR logo to create our own promotional materials?

The tournament will provide you with a promotional flyer, poster, e-blast and approved website/newsletter copy, which you will be able to customize with your organization's name, web site, email address and phone number. Please use only the pre-approved materials provided to you, as there are strict legal branding guidelines we adhere to regarding the use of PGA TOUR and tournament logos and player images.

It is imperative that the Northern Trust Open tournament staff approve all marketing materials prior to distribution. Please ensure approvals take place before materials are sent to friends, family members, clients, etc., or distributed through web sites, newsletters, email blasts, etc.

How much does parking cost?

General parking at the tournament is **FREE** and is located at the VA Hospital, 11301 Wilshire Boulevard, Los Angeles, CA 90073. A complimentary shuttle will be at the West Los Angeles VA Hospital to bring people to and from the tournament. Please see our tournament information section for more information.