



**About TICKETS Fore CHARITY:**

The 2011 TICKETS Fore CHARITY program is free of charge to sign up and requires no sign up fees or risk to your organization. The organization that sells any daily or weekly grounds ticket to the 2011 Northern Trust Open keeps 80% with the other 20% going to the Los Angeles Junior Chamber of Commerce Charity Foundation that supports organizations such as the Watts Summer Games and the First Tee of Los Angeles. The ticket price for 2011 is \$30.00 for a daily grounds pass (Thursday through Sunday) with weekly tickets priced at \$80.00 (Tuesday through Sunday). The PGA TOUR will provide your organization with all of the marketing materials needed to sell tickets (including help with any of your ticket selling needs). This includes flyers, posters and your logo and link on NorthernTrustOpen.com. As an incentive to help your organization, Northern Trust will graciously provide a Bonus Pool to the highest grossing nonprofits. Although the details have not yet been finalized; the plan is to allow as many charities as possible the opportunity to win a share of the \$50,000 incentive.

**Kick-off Event Information:**

Location: Sheraton Delafina  
530 Pico Boulevard  
Santa Monica, CA 90405  
Date: Wednesday, August 11  
Time: 10:00am to 12:00 pm  
Other: Complimentary parking available at no charge  
Food and beverage provided  
Copy of your 501c3 Agreement  
RSVP: Please contact Brennan Cassidy at 310-573-5810 or  
brennancassidy@pgatourhq.com

**Contact Information:**

Brennan Cassidy  
Community Outreach Program Administrator  
brennancassidy@pgatourhq.com  
310-573-5810

**TFC Fact Sheet**

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 a new 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.

In the augural year at the Northern Trust Open, the TICKETS Fore CHARITY program raised \$131,730 for charity with total ticket sales reaching \$91,360.

Northern Trust graciously donated \$40,370 toward the Bonus Pool in 2010.

Top Total Sales in for the 2010 NTO:	
American Golf Foundation	\$32,200
The First Tee of Pasadena	\$17,250
PS: I Love You Foundation	\$13,115

In 2010, the three Bonus Pool winners were:  
First Bonus Pool: PS: I Love You Foundation  
Second Bonus Pool: The First Tee of Pasadena  
Total Sales Winner: American Golf Foundation

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## **FAQ:**

### **What organizations can participate?**

Any 501c3 is welcome to join. All the Northern Trust Open needs is a copy of your 501c3 letter and the signed agreement form.

### **What is the cost to join?**

Participation in the TICKETS Fore CHARITY program is completely free to join.

### **How much can I raise from participating?**

Your success is solely driven by your team's participation. The fundraising 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 any benefit from their purchase.

### **How can I sell tickets?**

Once signed up, your organization will receive a password on this website and be allowed access to all the marketing and sales materials you will need. When your organization sells a ticket to a consumer, your nonprofits gives the person a receipt, puts their name on the data capture form and takes payment for the ticket. On the required days, your organization turns in the data capture information to the tournament office and pays the 20% to Allison deLeon at the LAJCC, once this payment is verified, the tournament office will ship the tickets to the nonprofit. The tickets are then dispersed 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 and phone number. Please use only the pre-approved materials provided to you, as there are strict legal branding guidelines regarding the use of logos and player images that we must adhere to.

### **How much does parking cost?**

Parking is FREE at the tournament. A free shuttle will be at the West Los Angeles VA Hospital to bring people to the tournament that park there. Please see our tournament information section for more information.

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