

Why be a Bird?

Besides the obvious benefits to your favorite charity, there are other benefits to becoming a Bird:

- Each Bird will receive a pass for FREE ADMISSION to the tournament all week.
- Each Bird will receive FREE PARKING at the tournament.
- Birds are encouraged to recruit other "Little Birds" to help them obtain pledges. Organizations reaching \$1.00 in pledges or \$10,000 in flat donations by June 18, 2010 will receive 10 any day tickets.

To receive FREE tickets, pledges must be in by June 18, 2010 deadline –no exceptions.

Birdie Goal

Each Bird's goal is to raise, at a minimum, a total of \$1.00 or more in penny pledges for each birdie made during the tournament. At one cent per birdie, that would constitute 100 pledges. For reference, each year approximately 1800 birdies are made during the tournament. If you had tallied 100 pledges at one cent per birdie, based on 1800 birdies, your charity would have netted \$1800. In addition your charity will also receive a bonus from the Birdies for Charity Fund.

"Thank you so much for Birdies for Charity and all of the tremendous good work it allows non-profits to do in our Quad Cities. John Deere is such a good neighbor. Blessings to you, your staff, and everyone connected with the Birdies for Charity program and with the John Deere Classic."

*Sincerely,
Rev. Daniel Mirabelli*

P. S. You are all greatly loved and have a special place in the heart of the little ole priest for your wonderful and tremendous kindness.



JOHN DEERE
CLASSIC

JULY 5-11, 2010

Birdies For Charity

15623 Coaltown Rd, East Moline, Illinois 61244
(309)-762-4653 1-800-336-4655
www.birdiesforcharity.com

SIGN UP YOUR
FAVORITE CHARITY!

Be a Bird!

2010

Sponsored by:



JOHN DEERE

It's the perfect drive for your charity!

The BFC program can be a big money-maker for your favorite tournament area charity.

- There is NO RISK to the charity.
- Your charity will have no out-of-pocket expenses.
- The charity receives 100% of what the John Deere Classic collects for them, plus a BONUS from the BFC fund.
- All administrative and promotional costs of the program will be paid by John Deere.

NEW BIRD SIGN UP

Contact Name

Mailing address

City

State

Zip code

Home phone

Business phone

Fax

E-mail address

Non-Profit organization name

Fax or mail this form along with your organizations 501(C)(3) IRS certification to the address on the back of this brochure.

John Deere sponsor Birdies For Charity (BFC) in association with the John Deere Classic tournament to benefit participating charities. This will be the 18th annual BFC in this area. The goal of BFC is to obtain pledges of one cent or more for every birdie made during the tournament. Remember, a birdie is a score of one stroke better than par for any golf hole. Individuals and businesses may also make flat donations to their favorite charities.

What's a Bird?

The BFC program has enjoyed great success due largely to the hard work of volunteers, business leaders and charities. We call this group of approximately 500 individuals "The Birds." These Birds work to obtain pledges from individuals and corporations to benefit their own charities.

As a representative of a 501(C)(3) organization, you can help raise much-needed funds for your charity through the BFC program.

BFC will collect all of the donations. As a Bird, you will not have to collect any money. Each donor will be mailed a notice of the pledged amount due following this year's John Deere Classic.

CHARITY QUALIFICATIONS

Charities must be publicly supported and recognized by the Internal Revenue Service as a 501(C)(3) organization. All charitable contributions must come from a designated donor and must not be part of a capital campaign. The Birdies for Charity program is intended to support charitable organizations, services, operations, and programs. It is not intended to be used for endowment or brick and mortar charitable purposes.

The Contest

As an added incentive to donors, each person who makes a pledge to BFC will have the opportunity to guess the number of birdies that will actually be made during the tournament. A Chevy Camaro will be given to the person who guesses the correct number. In case of ties, the grand prize winner will be randomly selected. All other prizes will be awarded by random drawings.

CONTEST PRIZES

- A new Chevy Camaro
- A John Deere riding mower
- \$500.00 Gift Certificate on AirTran, courtesy of the Quad City International Airport.
- A John Deere walk-behind mower
- WaterPark Carwash Weekly VIP package
- Over 100 other prizes

Birdies for Charity Fund continues "Bonus" promise

The Birdies for Charity Fund was established to support the continuing efforts of the John Deere Classic, a 501(C)(3) not-for-profit organization, to provide bonus dollars to participating charities.

As before, the tournament will provide a bonus to all participating charities. For 2010, all charities will be guaranteed a 5% bonus on amounts up to their prior year pledge total, or \$100,000, whichever is greater. Additional bonus dollars will be based on tournament revenues. The Birdies for Charity Fund is the source of these bonus dollars. This fund is supported with dollars from tournament revenues, individual donors, and with the support of corporations through a "Charity Partner" program. These dollars will be distributed annually, and are designed not to compete with, but to enhance the benefits for the 500+ charities that participate in the program. So, if you are not already participating, this is the year to hop on board.

Contest Rules

- No pledge, purchase or donation is required.
- Void where prohibited by law. Need not be present to win.
- Only one (1) Grand Prize will be awarded. The Grand Prize will be given to one person who guesses exactly the number of birdies made during the John Deere Classic. In case of ties, the winner will be chosen at random. If no one guesses the exact number of birdies, then the winner will be the person who comes the closest.
- All ties and other prizes will be determined by a random drawing.
- The exact number of birdies made during the John Deere Classic will be determined by PGA TOUR officials and will include all birdies made by PGA touring professionals on Wednesday during the Pro-Am and Thursday through Sunday.
- Only entries made on official pledge forms will be eligible for prizes. No exceptions.
- Participants are limited to no more than ten (10) total entries per household. If more than ten entries are submitted, only the first ten entries received will be eligible for prizes.

For a complete set of rules visit our website at

www.birdiesforcharity.com