



*A PGA TOUR Champions Tour Event  
Promoting the Mississippi Gulf Coast*

Birdies for Charity  
Kickoff Presentation  
January 12, 2012





# WELCOME

## Duncan McKenzie

General Manager, Hard Rock Casino

Chairman of the Board

MGRC Foundation



# PROGRAM OUTLINE

- ❑ Tournament Information
- ❑ Program Details
- ❑ Program Perks
- ❑ Tips for Success
- ❑ Q & A



# TOURNAMENT INFORMATION

- Tournament Dates
  - March 19 - 25, 2012
- Uniquely funded by group of Consortium of Sponsors
- Host Course - Fallen Oak
  - Designed by Tom Fazzio
  - Ranked the #1 Course in the State
  - #13 Best Resort in the Country by GolfWeek Magazine



# TOURNAMENT INFORMATION

- Economic impact estimated at \$8.4 million dollars
- Habitat for Humanity is the primary tournament charity
  - " 2010 Champion's Tour Charity of the Year" .
- Nearly \$40,000 generated for local non-profits through "Birdies for Charity" program last year



## PROGRAM DETAILS

- Birdies for Charity is a program that allows local charities and non-profits (you) to use the Mississippi Gulf Resort Classic as a vehicle for a unique and engaging fundraising opportunity.
- Charity seeks pledges from individuals or corporations...professional golfers make the "birdies" ...and charity financially benefits from every birdie made during tournament week. THAT'S IT!



# PROGRAM DETAILS

- The participating charity can either:
  - Obtain a pledge of \$.02 (the minimum) or more per birdie, or
  - Obtain a flat donation of \$10 (the minimum) or more.



## EXAMPLE OF INDIVIDUAL PLEDGES

If... 700 birdies were made this year at the Mississippi Gulf Resort Classic, and a single donor pledged \$.02 per birdie, then

$$$.02 \times 700 \text{ birdies} = \$14$$

$$$.03 \times 700 \text{ birdies} = \$21$$

If a charity had just 10 donors pledging \$.02 per birdie, and 700 birdies were made, then the charity receives \$140. How easy!



# HOW TO SIGN UP

- A donor can go online, click on your charity's link, and pledge at [www.2012mgrc.com](http://www.2012mgrc.com)
- Click on the "Charity" tab
- Then select " Birdies for Charity"
- Once you are on the " Birdies for Charity" page, then scroll to bottom of page and select  
*Click this Link to Pledge Online*
- Follow the steps on the right hand side of the this page and YOU ARE IN!



# PROGRAM PERKS

- Perks for Donors!
  - Weekly Prizes
  - Guess the Birdies Competition
  
- Perks for Non-Profits!
  - No cost/Hassle free
  - Extra publicity provided by us
  - Bonus Bucks!



# DONOR PERKS!

- Weekly Give-a-Ways!
  - Every Friday from February until the day of the tournament, one lucky donor will be drawn to receive a great prize.
  
- "Guess the Birdies" Contest!
  - A donor may guess the birdies for each donation (up to 10)
  - Exact guesses will be entered into a drawing to win the Grand Prize which is a Two (2) Night Stay and Dinner at the Hard Rock Hotel Biloxi.
  - Donors make a guess on either the pledge card or online



## WHAT WE PROVIDE ...

- Program Administration
- Information Manuals
- Billing
- Collection
- Filing



# MORE PERKS!



- Link on [www.2012mgrc.com](http://www.2012mgrc.com)
- Exclusive use of the Birdies for Charity logo for your charity's campaign
- E-newsletters
- Press Releases
- Editorial Features



## PERKS FOR YOU!

- 50 tickets to the tournament when you sign up (these tickets are good for any one day of the tournament)
- The best of all, charities receive 100% of every cent of the collected donations.



# THE BEST PERK FOR LAST!

- Bonus Bucks are determined by the total pledges paid, rather than the number of pledges made.
  - The top earning charity will be matched up to \$7,500!
  - The 2<sup>nd</sup> highest will be matched up to \$5,000!
  - The 3<sup>rd</sup> highest will be matched up to \$2,500!



# I'M IN! SO WHEN DO WE START?

- Monday, January 16, 2012
  - Program start date
  
- May 1 – May 31
  - Collection Deadline for Payment
  
- Thursday, June 30
  - Final Collection for Payment



# PROGRAM TIPS



- Corporate Sponsors
- Use tournament tickets as incentives
- Create competition between volunteers for rewards within the organization
- Promote the Grand Prize
- Face-to-face solicitation
- Local support (putting pledge cards at front desk)



# TIPS FOR SUCCESS



- Form a committee and set a high goal
- Board member involvement
- E-blasts, Newsletters, Flyers
- Information up on your website with direct link & logo
- Advertise (pin, t-shirt, posters)
- One-on-one training
- Mass mailing: Mail pledge card with correspondence
- Send thank you notes
- Take advantage of the "invoice later"



# FINAL THOUGHTS



## VERY IMPORTANT

- Payments are to be made to the Mississippi Golf Resort Classic and NOT the soliciting charity.
- If the donor pledges per birdie online, we will not charge the credit card until April 4<sup>th</sup>, 2012.
- If the donor makes a flat pledge online, we will charge the card immediately.
- They will receive an email or mailed receipt of this transaction.
- The donor does have the option to "invoice later" on the pledge card, which is available online.
- All of the checks for charity will be mailed by the end of June



# SUCCESS STORIES

- Viking Classic in Jackson, MS
  - Raised \$500,000 in 2009
- John Deere Classic in Illinois
  - Last year they raised over \$4.6 Million
  - They have raised over \$20 Million since 1993
- Regions Charity Classic in Birmingham, AL
  - Raised over \$200,000 in 2009
  - Over 150 charities participated last year
  - The 1st Place charity raised over \$34,000



# FINAL THOUGHTS

**Birdies for Charity Contact:**

**Kristen Livingston - Marketing  
Coordinator**

**Phone: 228.896.6365**

**Fax: 228-896-6366**

**Email:**

**[klivingston@brunoeventteam.com](mailto:klivingston@brunoeventteam.com)**



Q & A

Thank You for Attending