

Charity Golf Outing Idea

The ideas outlined in this sheet are meant for those non-profits that plan on having a charity golf outing this summer. This is a great idea that will help you raise/save money and increase the value of your golf package with minimal labor. Most everything you need is in this letter. Please call with any questions or if you need additional assistance.

Charity Golf Outing

In lieu of the traditional tee prizes (golf balls, towels, tees) that you will be providing to participants at your charity golf tournament think about purchasing tickets instead. You can actually save money you have spent in the past!

Example Scenario #1

The local XYZ organization hosts an annual golf tournament to raise money. Participants pay XYZ a certain amount each and typically receive the following: box lunch, round of golf with cart, beverages on-course, dinner following golf with an auction. The charity hosting the tournament wants to improve value for each participant by providing each participant with one (or two) weekly tournament tickets to the Mylan Classic. They anticipate a full field shotgun of 144 participants so they will need 144 – 288 weekly grounds tickets (depending on if they give one or two tickets to each golfer). The non-profit hosting the golf tournament will distribute the tickets to each participant in an envelope along with their ***Charity Specific Order Form*** and a letter encouraging the participant to purchase more tickets for their friends, family, clients and associates under your charity name.

The key to this concept is that if your charity purchases the tickets for your event, you will receive 100% of that money back at the end of the month and also receive a bigger portion of the bonus pool!

Example Scenario #2

You could approach a company or individual about sponsoring the tee prize tickets. The company would buy the tickets and designate the charity as the beneficiary. Recognition for the sponsor could be included in the ticket envelope (example below), the event's program and within social event agendas.

Everybody wins! The value of the package the participant receives for supporting the charity golf tournament now exceeds the price of admission! The sponsor gets the recognition with the participants for adding a valuable item to the tee prize and receives credit for making a sizeable contribution to the charity. The charity wins because they receive the ticket sales dollars plus a percentage of the Bonus Pool. The charity also has an opportunity to solicit additional ticket sales to these participants.

Even if you do not secure a sponsor for the tickets, the charity can buy the tickets. Remember, your charity will receive their investment back from the tournament within thirty days.

Benefits to charity:

- No net cost to charity.
- Qualifies for bonus pool distribution.
- Provides additional benefit to participants and increases the value of their participation.
- Exposes ANSYS TICKETS Fore CHARITY to participants.
- Charity invites participants to purchase additional tickets for friends, family, clients and associates to benefit charity.
- Could be a tournament sponsorship opportunity for charity.

Example Letter for Scenario #1

Dear Participant,

Thank you for your support of the **XYZ Charity** by participating in our golf tournament.

As a token of our appreciation, please find enclosed **one (or two)** weekly Grounds Passes for the upcoming Mylan Classic. As a PGA TOUR sanctioned event on the Nationwide Tour, the Mylan Classic will be held at Southpointe Golf Club, (August 27 – September 2, 2012). We have purchased tournament tickets through a special opportunity with the tournament, the ANSYS TICKETS Fore CHARITY program. Our organization will receive 100% of the purchase price of these tickets. In addition, we will receive a percentage of the \$35,000 Bonus Pool provided by ANSYS. The ANSYS TICKETS Fore CHARITY program is a terrific fundraising opportunity for our organization. We encourage you to purchase additional tickets for customers, associates friends and family, please use the enclosed TICKETS Fore CHARITY order form or the following link (**Charity specific link here**) and our organization will receive 100% of your ticket purchase!

We are also very proud to announce that your Mylan Classic tickets will also grant complimentary admission (Grounds access only) on Tuesday, June 26, Wednesday, June 27 and Thursday, June 28 at the 2012 Constellation SENIOR PLAYERS Championship. The Constellation SENIOR PLAYERS will be held June 26 - July 1, 2012 at Fox Chapel Golf Club in Pittsburgh, PA.

Once again, thank you for your support of our organization and our golf tournament. We look forward to seeing you at our next event and at Southpointe Golf Club for the Mylan Classic in the coming months.

Sincerely,

XYZ Charity

Example Letter for Scenario #2

If the charity is successful in obtaining a sponsor for this ticket purchase, recognition of that organization could be incorporated in the letter as follows:

Dear Participant,

Thank you for your support of the **XYZ Charity** by participating in our golf tournament.

As a token of our appreciation, please find enclosed **one (or two)** weekly Grounds Passes for the upcoming Mylan Classic. As a PGA TOUR sanctioned event on the Nationwide Tour, the Mylan Classic will be held at Southpointe Golf Club, (August 27 – September 2, 2012.)

We would like to thank our generous sponsor, **DEF Corporation**, for purchasing the tickets through a special opportunity with the tournament, the ANSYS TICKETS Fore CHARITY program. Our organization will receive 100% of the purchase price of these tickets. In addition, we will receive a percentage of the \$35,000 Bonus Pool provided by ANSYS.

The ANSYS TICKETS Fore CHARITY program is a terrific fundraising opportunity for our organization. We encourage you to purchase additional tickets for customers, associates friends and family, please use the enclosed TICKETS Fore CHARITY order form or the following link (**Charity specific link here**) and our organization will receive 100% of your ticket purchase!

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XYZ charity