

Sales Ideas

Member/Donor Thank you Letter with Tickets:

Of course all charities have members and donors and until now there has not been a cost effective way to say thank you. Well, if you think your members would like to attend some amazing concerts, fun clinics, nightly entertainment and/or a golf event, you could purchase Mylan Classic tickets, receive your investment back the following month, and send these tickets as a thank you to your members for their past donations. If you like, you could ask them to purchase additional tickets to the event under your charity's name. You are welcome to use these tickets however you like as long as it directly benefits your charity.

Corporate Sales:

We always like to point out that the power of the ANSYS TICKETS Fore CHARITY program is in corporate sales. The simple reason is that the office has a different checkbook than the one at home. Corporations are more likely to buy 10-packs of tickets for their staff and/or clients. Simple math will tell us that 10-packs add up faster than single tickets. So rather than meeting your neighbor at home to solicit a ticket sale, meet him or her at their office where they are able to access a larger fund.

Getting a corporation to purchase tickets for their vendors:

The company would be welcome to use this prewritten letter below if they decide to mail out tickets to their vendors as a thank you for their support. This helps the company look good to the community and their vendors.

Dear Customer,

Thank you for your continued business through these tough economic times! The Mylan Classic is coming to the prestigious Southpointe Golf Club in September. This Nationwide Tour event will showcase the future stars of the PGA TOUR and will provide local area charities with valuable dollars to further their missions.

Please accept the enclosed tickets for you and a guest to attend this year's tournament as a token of our appreciation for your tremendous support of our company. Please recognize these tickets were purchased through the ANSYS TICKETS Fore CHARITY™ program offered by the tournament and 100% of the purchase price will be donated to charity. Our favorite charity, <Your Non-Profit Organization> will benefit from the purchase of these tickets.

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.

We hope to see you at Southpointe Golf Club, but regardless, know that we have made our community a better place to live and work through our purchase of these tournament tickets! Thank you for your continued support!

Sincerely,

Newsletters:

We have found that newsletters have a tremendous impact as well because people become aware of your needs when they're reading about your charity. With ticket information being included in the newsletter it gives the readers an immediate way to help...by buying tickets.

Not Selling the Golf Tournament:

Some additional sales ideas include not selling the golf event, but selling everything else that comes with the ticket.

- 1) Let's say you know that the majority of your donors are not golfers. That is ok, sell the concert idea to them.
- 2) Let's say the majority of your donors are young parents, sell the Junior Clinic.
- 3) Maybe you have a great deal of women supporters. Sell the women's clinic that is followed by a wine tasting this year.
- 4) Sports fans? We have celebrities that include Steelers, Penguins, and Pirate players here on Monday for the Celebrity Pro-Am.

(The Mylan Classic will be emailing all the charities updated information as it becomes available. Example: which bands will be playing, times of clinics, etc.)

Sports Teams and After School Programs:

Most sports teams and after school programs have registration dues or are asked to participate in fundraisers for new equipment etc. So we thought, what a great idea it would be if these students could sell Mylan Classic tickets to help cover the cost of their dues.

We would give the students charity specific order forms with their individual name in the Non-Profit Rep line. Once a month, along with your charity's check, you will receive the scorecard, which will indicate which student sold how much. This total can then be deducted from their dues. If a student happens to sell more than what is needed, that money can be directed towards other fundraising needs.

To reiterate the sales ideas that we discussed at the Kick-Off reception, your organization should consider the following sales methods in order to maximize your sales.

- Contact your private donors
- Use your charity specific website Link in an email blast and on your website
- Placing your charity specific poster in retail outlets, in golf clubs, restaurants, hotel lobbies, etc.
- Use the tickets to have a silent auction
- Buy tickets for your annual charity dinners (a way to say thank you to your donors)
- Use Mylan Classic Tickets as part of a raffle drawing
- Do a press release and send it to the media
- Contact family, friends, and co-workers
- Go door-to-door to sell tickets