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The Principal Charity Classic® was thrilled to distribute \$1,367,749 of tournament proceeds to local charities in 2014 including: Blank Children's Hospital, Bravo Greater Des Moines, Community Foundation of Greater Des Moines, United Way of Central Iowa and Variety—Children's Charity of IOWA. Birdies for Charity participants also benefited, raising \$776,011.

The Birdies for Charity® program is a fundraising vehicle through which participating organizations solicit pledges from supporters based on the number of birdies made by PGA Champions Tour players during the three-day Principal Charity Classic. Participating organizations will keep **100%** of the pledges collected on their behalf.

Matching Funds

If an organization reaches \$1,000 in total money collected, it will be eligible for the Matching Funds program. Charities eligible to receive Matching Funds will receive an additional \$.10 for every \$1.00 collected, up to \$100,000 in collected pledges.

How it Works

Participants can either make a one-time flat donation (minimum \$25), or a pledge of **\$0.05** or more for each birdie made by Champions Tour players during the 2015 Principal Charity Classic (June 5 - June 7).

What is a Birdie

In golf, a "birdie" is a score of one stroke better than "par" for any golf hole on the golf course. "Par" is the normal expected score of a golf professional on any given hole. For example, on a par 4, a score of 3 is a birdie.

Which Organizations are Participating?

A list of Birdies for Charity participating organizations can be found on the Event Info, Birdies for Charity tab of the tournament website: www.principalcharityclassic.com

You can review the list and choose the organization you would like your pledge to benefit. Make sure you fill in the charity name when completing the pledge form.

Keep for Your Records

If 700 birdies are made during the 2015 Principal Charity Classic, my total pledge will be:

.05 = \$35	.06 = \$42	.07 = \$49
.10 = \$70	.15 = \$105	.20 = \$140

I pledged \$ _____ per birdie (\$0.05 minimum)

I pledged \$ _____ one-time donation (\$25 min)

I guessed _____ birdies would be made

Guess the Birdies Contest

Enter to WIN John Deere Prizes!

As an added incentive to participants, each person who makes a pledge or guess to Birdies for Charity will be given the opportunity to guess the total number of birdies made by Champions Tour players during the 2015 Principal Charity Classic. One correct prediction will win a grand prize provided by John Deere Financial. All participants also qualify to win other prizes through random drawings conducted by The Principal Charity Classic.

- Contest is open to participants who are 18 years of age or older.
- One guess allowed per Birdies for Charity pledge.
- No more than 10 total entries per participant.
- Ties and alternate prizes are determined by a random drawing.
- Deadline for entries is Thursday, June 4, 2015.
- All prizes are listed on the tournament website.
- Void where prohibited by law. No pledge or donation necessary.

Prize Sponsor



JOHN DEERE
FINANCIAL

Pledge Form

I pledge and promise to donate:

- \$ _____ for every birdie made during the 2015 Principal Charity Classic to the Birdies for Charity Program (\$0.05 minimum)
- \$ _____ a one-time flat donation (\$25 minimum)
- I am not making a pledge and want to be entered in the drawing with no donation.

Enter to WIN:

I guess the total number of birdies will be _____

For details refer to the "Guess the Birdies Contest" section



Please direct my contribution to the organization below.

For a complete list, please visit:
www.principalcharityclassic.com

Organization Name: _____

My Contact Information

(please print clearly)

Name (First/Last) _____

Address _____

City _____ State _____ Zip _____

Phone Number (including area code) _____

E-mail Address _____

Payment Options

- I plan to pay by check. Please invoice me after the tournament. (Please make check payable to The Principal Charity Classic.)
- My check for a one-time flat donation is enclosed. (Please make check payable to The Principal Charity Classic.)
- I plan on using a credit card. (Flat-amount pledges will be billed immediately; per-birdies pledge will be billed after the tournament.)

Name on Card _____

Credit Card Number
(MC, Visa, American Express, Discover)

Exp. Date _____

- Three or Four Digit Security Number (Located on Back of Card)