

 **The Classic**  
**IN THE PALM BEACHES**

**FEB 26 – MAR 3, 2024**



2024 Birdies for Children Charity Handbook

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# About The Classic in the Palm Beaches

Introduced in 2010, the Birdies for Children program serves to help 501(c)3 organizations generate additional fundraising dollars through an exciting contest that culminates with a grand prize. Fourteen years into the campaign, Birdies for Children has raised over \$20 million for charity; distributing funds to over 100 local and national organizations.

## ***How it works:***

Charities solicit donations of \$20 or more from donors who make pledges either online or on printed pledge form. The donor then receives the opportunity to make guess(es) on the number of birdies that will be made at the 2024 The Classic in the Palm Beaches. The person coming closest to the actual number will receive the grand prize.

## ***What is a birdie?***

A birdie is a score of one stroke better than par for any golf hole. Par is the average expected score for any given hole (typically 3, 4, or 5). PGA pros are expected to make anywhere between 1,000 - 1,500 birdies during The Classic in the Palm Beaches

## ***Past Birdie Totals:***

<b>2009:</b> 1,180	<b>2010:</b> 1,181	<b>2011:</b> 1,041	<b>2012:</b> 1,279
<b>2013:</b> 1,244	<b>2014:</b> 1,363	<b>2015:</b> 1,168	<b>2016:</b> 1,246
<b>2017:</b> 1,361	<b>2018:</b> 1,090	<b>2019:</b> 1,320	<b>2020:</b> 1,172
<b>2021:</b> 1,345	<b>2022:</b> 1,262	<b>2023:</b> 1,419	<b>2024:</b> ?

## ***Maximum # of birdies guesses:***

The maximum number of guesses a donor may submit is 30, regardless of the amount donated. The scale of 1 guess for \$20, 3 guesses for \$50 is used until 30 is reached (\$500). A donor may pledge more than \$500, but will only be allowed 30 guesses.

\*If using the online donation link, each donor can donate a maximum of \$500 for each transaction

## ***Birdies Timeline:***

### September 1, 2023:

- Registration for contest begins and pledge donations accepted.

### February 1, 2024:

- Last day to submit donations eligible for expo tent contest

### February 28, 2024:

- Contest ends and all donations must be turned into The Classic in the Palm Beaches Tournament office

### March 3, 2024:

- Tournament conclusion & # of birdies determined and to be posted that week

### June 2024:

- BFC Finalist Reception with Grand Prize being awarded

## ***Paper Pledge Forms***

- Upon registering, The Classic in the Palm Beaches will provide each charity with pledge forms to get started. These forms can be used for in-person solicitations and work best when the payment is collected immediately. The collection rate when donors are asked to take the forms home and mail them back is much lower than up-front cash, check or credit card payment.  
\*\*Checks should be made payable to The Classic in the Palm Beaches. All credit card donations will be the responsibility of the charity to enter into The Classic in the Palm Beaches website.
- Important! – Be sure to have your charity’s name printed clearly on the top line of the pledge form so proper credit of the funds can be given to your organization.
- If you are holding an internal sales contest, make sure to include the charity rep on the “solicited by” line. We will help facilitate the leaderboard for top salespeople.

## ***Online Pledges***

- Each charity will receive a unique online donation webpage within three business days of registering, where donors can sign-up through our secure processing system. The personal weblink can be found by clicking on a specific charity from the “DONATE NOW” list. The link can be distributed by email, social media, newsletters and more and will ensure donors are providing 100% of their pledge to the designated charity.
- Charity information will be displayed on the individual donation page, including key contact, address, and website for viewing. The registration process takes approximately 1-2 minutes and includes two screens – 1) contact info/guess numbers and 2) payment information/submit.
- Important! – There will be a \$500 maximum on each transaction using the personal weblink. A donor will be able to submit more than one pledge, but each pledge will have a max of \$500.

## ***Host a golf tournament?***

Charities have successfully tied BFC into their golf tournament fundraisers in several unique ways. Some have created a par 3 contest in which a \$20 (or more) BFC pledge is necessary to be eligible for the prize. For example, anyone signing up might be entered into a drawing for a \$250 restaurant gift card. Other charities have utilized the contest to promote a raffle for donation items. Each \$20 pledge might get the donor 10 tickets into a raffle for special prizes.

## ***Have a business connection?***

Not only can community-minded business partners be great participants in BFC by pledging higher levels of dollars, but they have also been known to match donations for a specific charity they are tied to. For example, if you have a local bank connection, ask them if they'd consider matching each donation for your charity up to a certain level.

## ***Rally the troops***

A few of our most successful charities have created an internal sales contest in an effort to connect with the database of each employee/volunteer. Some have created specific goals with rewards when these goals are met. Others have utilized the charity-specific leaderboard to award top salespeople with prizes such as small weekend vacation vouchers, additional time off, volunteer credit, or restaurant gift cards.

## ***How do I know who's winning my internal contest?***

As long as the salesperson's name is on the pledge form or online form, The Classic in the Palm Beaches will be able to track all donations solicited by each of your group members and develop a leaderboard.

## ***Add extra incentives for your donors***

While the grand prize and the satisfaction of donating at 105% on every dollar to the charity is a great incentive, some charities have utilized connections in the community to secure additional prizes for their donor base. For example, one charity offered anyone donating to them in the month of January entry into a raffle for a free iPad. Other charities have given smaller prizes on a daily/weekly calendar to keep donations coming in.

## ***Have a goal and be specific on the reason***

A great best practice over the past couple years has been setting a fundraising goal for either the entire campaign or within a pre-set window and then being very specific with the intended use of donations. For example, if you have need for new equipment, promote this to your donor base and be candid with the costs involved. In our experience, donors like knowing their money is going to specific projects. Keep this goal prominently displayed on your website and within charity newsletters as a reminder to donors of where you stand.

## ***Utilize social media***

Do you have a Facebook, Twitter, or LinkedIn account? You can promote the contest to your donors and ensure they'll only be pledging to you by providing the individual donation web link specific to your charity.

## ***Hit the streets***

If you have a group of staff/volunteers that is willing to help raise pledges, don't be afraid to set up camp in front of high traffic areas in the community. While you will obviously need to get the o.k. from the business owner, they are usually more than happy to allow solicitations when they understand the concept and often will write a check for a donation, as well!

## ***What is a birdie?***

A birdie is a score of one stroke better than par for any golf hole. Par is the average expected score for any given hole (typically 3, 4, or 5). PGA pros are expected to make between 1,000 - 1,500 birdies during The Classic in the Palm Beaches

## ***Will I know who is donating to my charity?***

Yes, The Classic in the Palm Beaches administrator will have a charity-specific donation report that can be provided upon request. This report contains email/phone and is a great list for you to follow-up with a “thank-you”.

## ***When is the last day to turn in pledges?***

Wed, February 28, 2024 at 9 p.m.

## ***What is the minimum donation required?***

We are asking donors to pledge at least \$20 in order to receive a chance to guess the birdies. The price point is 1 guess for \$20, 3 guesses for \$50 – so for example, \$250 would provide 15 guesses to the donor.

## ***Will my donors get a receipt?***

Yes, donors will get an instant receipt if they sign up online highlighting their pledge, with the following statement. “Please accept this acknowledgement as an official receipt in compliance with IRS regulations. No goods or services were provided in return for your contribution. Please check with your personal tax advisor regarding the deductibility of your gift as it may be tax-deductible to the fullest extent permitted by law. Children’s Healthcare Charity is registered in Florida as a nonprofit corporation under Section 501(c)(3) of the Internal Revenue Code with the tax id number of 20-4394654.”

## ***Where can I get additional pledge forms?***

Pledge forms can be obtained by requesting via email to your Classic in the Palm Beaches contact. As a reminder, pledge forms can be photocopied or downloaded on our website as well.

# 2024 Birdies for Children Official Rules

1. No pledge, purchase or donation is required to participate in the Birdies for Children contest or to become eligible to receive a prize. A pledge will not increase a participant's likelihood of winning a prize.
2. The Birdies for Children contest is open to all participants who are 18 years of age or older. The contest is void where prohibited or restricted by law. A participant need not be present to win.
3. Only one (1) Grand Prize will be awarded. The Grand Prize will be announced later but prior to the conclusion of the program in February of 2024. The Grand Prize will be awarded to the person who guesses exactly the number of birdies made during the 2024 The Classic in the Palm Beaches a PGA TOUR tournament. The guess may be any number. In case of ties, the Grand Prize winner will be chosen by a random drawing by Tournament Officials from among those who correctly guess the exact number of birdies made (TBD by the PGA TOUR). Tournament Officials may limit the drawing to a group of "finalists" selected at random prior to the Grand Prize drawing. If no one guesses the exact number of birdies made, the Grand Prize winner will be the person(s) whose guess (either above or below the exact number of birdies made) is the closest to the actual number of birdies made during the Tournament.
4. Each individual participant may not exceed 30 guesses. If more than 30 guesses are submitted, only the first 30 guesses (in order from 1 to 30 on the pledge form(s)) will be considered for the Grand Prize contest.
5. No Purchase Necessary Entry: During the promotion period, contestants may complete a "no purchase necessary" entry. The official form must be completed in person at The Classic in the Palm Beaches office - 3300 PGA Blvd, Suite 800; Palm Beach Gardens, FL 33410 (between 10 a.m. and 4 p.m. Monday-Friday, excluding holidays), Limit one "no purchase necessary" entry per person and per household.

## 6. Odds of Winning

If there are ties of 2 or more "finalists" the Grand Prize winner will be decided by a random drawing conducted by Tournament Officials. For those not winning the Grand Prize, secondary prizes may be allocated at the discretion of Tournament Officials.

Odds of winning: The chances of winning the Grand Prize are based solely on guessing the correct number of birdies made and the actual number of participants who submit the correct guess.



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**7.** The exact number of birdies made during the Tournament will also include any birdies made during Tournament playoff rounds.

**8.** Should PGA TOUR or Tournament Officials cancel one or more rounds of Tournament play because of weather or other conditions, and then the following number of Birdies shall be added to the regular Birdies total to determine the total number of Birdies made during The Classic in the Palm Beaches:

Thursday – 400 Friday – 400 Saturday – 200 Sunday - 200

The total so determined shall be the “Total Number of Birdies” made during The Classic in the Palm Beaches for all purposes, specifically including the Birdies for Children contest and the awarding of the grand prize

**9.** Guesses for the Grand Prize will end on Wednesday, February 28,2024 at 9 p.m.

**10.** PGA TOUR officials will determine the final number of birdies made except as provided for herein.

**11.** Entry form distribution will begin on September 1,2023 and will extend through Wednesday, February 28,2024 during The Classic in the Palm Beaches tournament week. Only guesses made on official entry forms will be eligible for prizes. No photocopies. No exceptions. Official entry forms must be obtained from participating charities online at the specified web pages at <https://theclassiccares.org/birdies/> or at The Classic in the Palm Beaches tournament office located at 3300 PGA Blvd, Suite 800; Palm Beach Gardens, FL 33410.

**12.** The Judges'(Tournament Officials) decisions and interpretations of these Rules will be final and will be made in their sole and absolute discretion.

**13.** Tournament Officials or others may utilize grand prize for promotional and advertising purposes.

**14.** Prizes may not be exchanged for cash. A list of all prize winners may be obtained upon written request to the Tournament office.

**15.** All finalists must confirm their intent to be included in the drawing (via phone, email, mail or in-person) for the grand prize at least 48 hours prior to the grand prize drawing. The individual may attend in person, have a representative attend for them, or opt-out and not participate. Any individual who does not respond at least 48 hours prior to the event will be considered an “opt-out” confirmation and will not be eligible for the Grand Prize. Any finalists opting out of the grand prize may still be eligible for secondary finalist prizes if desired.

# 2024 Birdies for Children Official Rules

**16.** Winners are responsible for all sales taxes, registration fees, license plate fees, and income taxes on all prizes, including all local, state, and federal taxes. Grand Prize winner has the option of either accepting the Grand Prize including the above stated taxes & fees; OR the Grand Prize winner has the option to decline the Grand Prize. Then at which time, CHC will regain ownership of the Grand Prize.

**17.** Directors, Officers, and Employees of Children's Healthcare Charity together with their families are not eligible for the Grand Prize.

**18.** Certain prizes may be limited in size and type. All prizes must be picked up at The Classic in the Palm Beaches Tournament Office within forty-five (45) days after notification of award is mailed to participant. All unclaimed prizes will be forfeited.

**19.** Clear, legible handwriting is the responsibility of all participants. The Tournament shall not be responsible for any errors caused by poor penmanship. Pledges without a clearly designated charity will go to Children's Healthcare Charity Inc, dba The Classic Cares.

**20.** The Classic in the Palm Beaches is not responsible for any entry forms received after Wednesday, February 28, 2024

**21.** These rules and prizes may be amended without notice at any time in the sole and absolute discretion of Tournament Officials.

**22.** Pledges on entry forms without a designated charity will be applied to Children's Healthcare Charity Inc. dba The Classic Cares. All charities must be qualified with a current 501(c)3 status to participate. Pledges designated to a charity not qualified under the contest rules will be applied to Children's Healthcare Charity Inc, dba, The Classic Cares

**23.** Donors will get an instant receipt if they sign up online highlighting their pledge, with the following statement. "Please accept this acknowledgement as an official receipt in compliance with IRS regulations. No goods or services were provided in return for your contribution. Please check with your personal tax advisor regarding the deductibility of your gift as it may be tax-deductible to the fullest extent permitted by law. Children's Healthcare Charity dba The Classic in the Palm Beaches is registered in Florida as a nonprofit corporation under Section 501(c)(3) of the Internal Revenue Code with the tax id number of 20-4394654."

**24.** Birdies for Children administrator is located at The Classic in the Palm Beaches, 3300 PGA Blvd, Suite 800; Palm Beach Gardens, FL 33410.