

## TICKETS Fore CHARITY™ Program




Informational Presentation





## Nationalwide Tour

- Started in 1990 as a stepping stone for players to earn membership into the PGA TOUR
- Features PGA TOUR stars of tomorrow
  - Top 25 money winners following NWT Championship at Daniel Island will receive their PGA TOUR cards
- 2010 Tournament Dates: October 25<sup>th</sup> – 31<sup>st</sup>

## Albertsons Boise Open

- Charter event on Nationwide Tour
  - Broadcast to 110 million on Golf Channel
- Over \$3 Million to Non-Profits through TICKETS Fore CHARITY (2001 – 2009)
- Generated over \$900,000 in ticket sales in 2009 alone!





## TICKETS Fore CHARITY™ Program




- Participating Organizations sell weekly tickets
- Organization receives 100% of revenue
- Nearly \$3 million raised at Albertsons' Boise Open





## Types of Tickets

- Weekly Grounds Passes--\$30
- 10 Pack of Weekly Grounds Passes--\$200
  - Save \$100 over regular price
- NO DAILY TICKETS!



## How are Tickets Sold?

- Online
- Customized Order Forms
- Ticket Office Phone
- Renewal forms sent to last year's ticket purchasers

**Nationwide Tour Championship at Daniel Island**

## Online Sales



- [Nationwidetourchampionship.com](http://Nationwidetourchampionship.com)
  - Must select Beneficiary
  - Customer receives immediate e-mail confirmation
- Direct link on charity's website
  - Each charity will receive a link specific to their organization
  - Tickets can be purchased directly from your organization's website

**Nationwide Tour Championship at Daniel Island**

## Order Forms



- Custom to Organization
  - Explains event and opportunity
  - PDF format
  - Distribute as many as possible
- Customer returns Order Form to Family Circle Cup Ticket Office Via Fax 843-856-7901 or mail.

**Nationwide Tour Championship at Daniel Island**

## Order Execution



- FCC collects money
  - FCC processes credit cards and checks
- FCC processes order
  - Tickets mailed on a weekly basis
  - Orders received after October 11 will be available at Will Call at the Tournament Office at Family Circle Cup Ticket Office or at Daniel Island Club during the tournament.

**Nationwide Tour Championship at Daniel Island**

## Show Us the Money!



- Ticket revenue distributed monthly
  - Each month to organization by 15th of following month!
- Year Round Fundraising Opportunity!

**Nationwide Tour Championship at Daniel Island**

## Ticket Contest Updates

- Scorecard
  - Illustrates who has bought tickets from your organization and how much money your organization has raised
    - Great tool to follow up with customer
  - FCC will produce and provide to organization regularly
    - email or fax

**Nationwide Tour Championship at Daniel Island**


## Scorecard Sample

TICKETS Fore CHARITY Scorecard  
Friends of the Weiser River Trail as of 12/10/2008



No Sales Representative

Date	Customer	Company	Address	Email	Phone	Total
4/9/2008	Phyllis Prosser		541 E. 3rd Street, Apt. 225, Warsaw, ID 83472		208.548.3783	\$25.00
4/9/2008	Vivian Baker, Kay		PO Box 112, Cambridge, ID 83402		208.207.2169	\$25.00
4/10/2008	Andrew, Edie		3489 US HWY #1, Council, ID 83412	wbaker@jrcweb.net	208.251.4882	\$50.00
4/10/2008	Thomas, Charlie		3431 Oakdale Road, Council, ID 83412		208.251.4821	\$50.00
4/15/2008	Colleen, Lane	Blountland Cafe	813 State Street, Warsaw, ID 83472		208.548.3962	\$50.00
4/15/2008	Dennis, Peggy Jo		PO Box 347, 171 N. 14th St., Pomeroy, ID 83861		208.642.4776	\$50.00
4/15/2008	Spohn, Maureen		PO Box 712, Council, ID 83412		208.203.6977	\$50.00
4/15/2008	Johnson, David B Jr		PO Box 184, Cambridge, ID 83410	wdbj@jrcweb.net		\$25.00
4/16/2008	Anthony, Stacey		3484 Road Creek Rd, Cambridge, ID 83410		208.257.5242	\$200.00




 **Ticket Contest Updates**

- Scoreboard
  - Illustrates where your organization stands in relation to the other participating organizations
    - Shows revenue numbers
    - No customers shown on Scoreboard
  - FCC will produce and provide to organization regularly
    - email or fax

 **Scoreboard Sample**






TICKETS For CHARITY Scoreboard	
Wednesday, December 10, 2008	
Boise Nationals Soccer Club	\$172,695.00
Treasure Valley Reading Foundation, Inc.	\$69,000.00
Capitol Youth Sports Association/Idaho Rush	\$68,900.00
Les Bols United Soccer Association	\$63,255.00
Junior League of Boise	\$50,000.00
Friends of the Weiser River Trail	\$33,735.00
Wings Booster Club	\$30,400.00
Scroptimist International of Boise	\$25,000.00
McCall Ski Racing Team	\$24,725.00
Rocky Mountain Section PGA Foundation	\$21,900.00



 **Tournament Promotion**


- Advertising
  - Print
  - Electronic
  - TV
  - Radio
- Press Releases
- [www.nationwidetourchampionship.com](http://www.nationwidetourchampionship.com)






 **Sales Ideas**


- Organization Website
  - Description
  - Individualized Charity purchase page
  - Point to tournament site for more information on the event
- Mailing Lists
  - Email or Regular
  - Multiple times!



 **Sales Ideas**


- Newsletters
  - Electronic and Hard Copy
  - Regular section updating progress and opportunity
  - Insert or hyperlink Order form
- Encourage Recipients to forward to
  - Customers/ Vendors
  - Friends
  - Associates






 **Sales Idea**


- Identify top corporate opportunities
  - Employers of friends and family
  - Schedule sales call at office...not at home!
    - Different checkbooks!
  - 10 Packs add up faster than single tickets
- Ask them for support
  - Buy tickets
    - Customers
    - Associates
    - Company gathering at Tournament
  - Distribute TFC Information by email to associates, employees, & vendors






 **Sales Idea**

- Create Incentive for Sales Team
  - Buyer list “sales person” on order form
  - FCC can track “sales people”
  - Results on scorecard
- Charitable organization buys tickets to distribute to top donors
  - Charity receives money back and offers a reward to donors
  - Can distribute one ticket to each donor so they will purchase the 2<sup>nd</sup> ticket on your charity’s behalf

 **Get Started!**

- Order forms from FCC by June 1<sup>st</sup>!
- Let the word out that you are selling tickets!
  - Donors
  - Website
  - Volunteers
  - Events
  - Readerboards

 **Questions?**  
**We are here to help!**




- Margaret Shaw
  - (843) 849-3154
  - Margaret.shaw@familycirclecup.com
- Kevin Canning
  - (843) 377-8950
  - kevin@goalmarketingllc.com