



Integrated Wealth Management

PLAN • ADVISE • INVEST • MANAGE • RETIRE

TICKETS Fore CHARITY™

2011 Program Overview

How does the program work?

- Participating organizations sell tickets to the Kraft Nabisco Championship and receive 100% of the proceeds.
- Organizations also receive a portion of the \$25,000 Bonus Pool, presented by Integrated Wealth Management, at the close of the program.

Ticket Types

All tickets sold are valid admission for any one day of tournament week (Tuesday, March 29 to Sunday, April 3).

- Single Any Day Ticket = \$20
- Six-pack of Any Day Tickets = \$100
- Twelve-pack of Any Day Tickets = \$180

How are tickets sold?

1. Online

- Customer visits www.KNCGOLF.com.
- Every customer **MUST** designate a beneficiary.
- Customer can print tickets at home, pick up at will call during tournament, or have tickets mailed to them directly.

2. Order Forms

- Non-profits distribute forms to customers.
- Customer returns completed order form to Tournament Office.
- Tournament Office processes order and distributes tickets to customer.
- Tournament Office distributes scorecard and revenues to non-profits.

How are you paid?

- The Tournament Office will distribute revenues by check to non-profits on the 15th of each month.

Scorecard

- Illustrates who has purchased tickets for your organization and how much money you have raised.
- Tournament Office will provide to organization regularly via email.

Leader Board

- Illustrates where your organization stands in relation to other participating organizations.
- Tournament Office and Integrated Wealth Management will provide to organization regularly via email.

\$25,000 Bonus Pool

- At the conclusion of the program, participating charities that sold tickets to the tournament will be eligible to receive a portion of a \$25,000 Bonus Pool, presented by Integrated Wealth Management.
- Charities will receive a portion of the Bonus Pool according to the percentage of total ticket redemption that the organization accounted for.
- Example: Total # of Tickets Redeemed = 100,000
of Tickets Redeemed by Charity "A" Purchasers = 10,000
% of Total Ticket Redemption from Charity "A" = 10%
Bonus Pool Amount Paid Out to Charity "A" = \$2,500 (10% of \$25,000)

Best Practices

1. Use your website!

- Put up a description of the program.
- Provide a downloadable order form.
- Point to www.KNCGOLF.com.

2. Use your mailing lists!

- Send an email or hard copy order form multiple times.
- Use your newsletter to update people on your progress to date.
- Encourage your recipients to forward the message on to customers, vendors, friends, and associates.

3. Target corporate sales!

- Six-packs and twelve-packs add up faster than single tickets!
- Create a "Thank You" letter that you send to all purchasers (you will receive contact information for purchasers in the Scorecard)

Questions?

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