



TICKETS Fore CHARITY™

2021 Charles Schwab Cup Championship
Phoenix Country Club | Phoenix, AZ
November 10 – November 14, 2021



Together, anything's possible.®

The **TICKETS Fore CHARITY™** (TFC) program is designed to generate revenue for local charities where our PGA TOUR & PGA TOUR Champions events are held. There are no sign-up fees and absolutely no cost or risk to your organization to participate. The Charles Schwab Cup Championship is providing non-profit organizations with the exciting opportunity to sell tournament tickets to benefit their individual organization. One hundred percent of the net proceeds from each ticket will benefit the selling organization!

2021 TICKETS Fore CHARITY™ Ticket Option	COST
Good Any One Day Grounds Ticket (Valid Thursday, Friday, Saturday, or Sunday of tournament week)	\$30.00

*Allows grounds access to the tournament.

100% of the net proceeds go directly back to the selling organization!

Charles Schwab Cup Championship TICKETS Fore CHARITY™ past overall sales results....

2010 CSCC TFC Total: \$50,000	2015 CSCC TFC Total: \$144,389
2011 CSCC TFC Total: \$56,900	2016 CSCC TFC Total: \$146,330
2012 CSCC TFC Total: \$166,940	2017 CSCC TFC Total: \$305,630
2013 CSCC TFC Total: \$60,430	2018 CSCC TFC Total: \$401,270
2014 CSCC TFC Total: \$138,480	2019 CSCC TFC Total: \$313,010

GRAND TOTAL – Charles Schwab Cup Championship (2010 – 2019): \$1,783,379.00

Marketing & Promotion:

Starting in August, each organization will have the opportunity to advertise and promote the TICKETS Fore CHARITY™ (TFC) program. As a registered organization, your team will receive a complimentary flyer and postcard to use for the ticket promotion. These materials will be customized to display your organization name, phone number, and custom web link to your ticket sales site. This will allow you to specifically promote ticket sales for your organization’s involvement in the TICKETS Fore CHARITY™ program.

TFC is a great way to create a sense of value for your constituents and donors by providing them with a unique golf tournament experience. Additionally, by offering the Good Any One Day Grounds Ticket, it gives the purchaser much more flexibility as they do not have to choose a specific day to attend the event in advance.

Register for TICKETS Fore CHARITY™:

To register for the 2021 Charles Schwab Cup Championship TICKETS Fore CHARITY™ program, sign up online at: www.schwabcupptfc.com. Click on the “Charity Registration” link in the top right to begin the form.

You will need to upload a copy of your 501(c)3 determination letter to complete registration.

*For registration questions, contact Meagan McEnery at 480.237.2100 x14 or MeaganMcEnery@pgatourhq.com



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Charles Schwab Foundation Bonus Pool:

The Charles Schwab Foundation is generously donating a \$20,000 bonus pool for the top three revenue non-profit organizations who sell the most tickets. First place is \$12,000; second place is \$6,000 and third place is \$2,000.

Frequently Asked Questions:

What organization can participate?

Any organization with 501(c)3 status and proof of the organization IRS Determination Letter can participate.

What is the cost to join?

There are no costs to join or sign up fees. There is no financial investment on the part of participating charities.

How much can I raise from participation?

The earning potential is UNLIMITED! This fundraiser will generate more revenue for your team than a lower-priced raffle ticket. Everyone is a winner through the TICKETS Fore CHARITY™ program.

Is there a minimum number of tickets that needs to purchase on my behalf?

No, there is no required number of tickets that must be sold. Your organization starts earning 100% of the first ticket purchased on your behalf. Conversely, there is no maximum number, so the sky is the limit. **There is no financial investment on the part of participating charities.**

Will we be allowed to use the tournament logo and PGA TOUR logo to create our own promotional materials?

The tournament will provide you with a promotional flyer, poster, e-blast, and approved website/newsletter copy which you will be able to customize with your organization's name, website, email address, and phone number. Please use only the pre-approved materials provided to you as there are strict legal branding guidelines, we must adhere to regarding the use of PGA TOUR logos, tournament logos, and player images.

It is imperative that the Charles Schwab Cup Championship tournament staff approve all marketing materials prior to distribution. Please ensure approvals take place before materials are sent to friends, family members, clients, etc., or distributed through web sites, newsletters, email blasts, etc.

How much does parking cost for the 2021 Charles Schwab Cup Championship?

General parking for the 2021 Charles Schwab Cup Championship is free. Please visit www.schwabcup.com for more parking information.

For questions or comments, please contact PGA TOUR Tournament Support:

PGA TOUR, TICKETS Fore CHARITY™
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