



The Principal Charity Classic® presented by Wells Fargo was thrilled to distribute \$605,000 of tournament proceeds to local charities in 2008 including: Blank Children's Hospital, Bravo Greater Des Moines, Community Foundation of Greater Des Moines, United Way of Central Iowa, Variety—The Children's Charity. Birdies for Charity participants also benefited, raising more than \$78,000.

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.

How it Works

Participants can either make a one-time flat donation (minimum \$10), or make a pledge of \$0.02 or more for each birdie made by Champions Tour players during the 2009 Principal Charity Classic (May 26 - 31).

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 tournament Web site: www.principalcharityclassic.com/birdies

You can look through the list to choose the organization that you would like your pledge to benefit. Make sure you fill in the charity name and corresponding number when completing the pledge card.

What Amount Should I Pledge?

Based on past tournaments, the total number of birdies made by Champions Tour players is expected to be around 800. However, that number can fluctuate due to unforeseeable conditions. In 2008, there were a total of 721 birdies made.

If 800 birdies are made during the 2009 Principal Charity Classic, my total pledge would be:

2 cents = \$16 5 cents = \$40
 3 cents = \$24 10 cents = \$80
 4 cents = \$32 15 cents = \$120

Guess the Birdies Contest

Enter to WIN a 42" flat panel TV!

As an added incentive to donors, each person who makes a pledge to Birdies for Charity will be given the opportunity to guess the total number of birdies made by Champions Tour players during the 2009 Principal Charity Classic. One correct prediction will win a 42" Flat Panel TV! Donors 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, May 28, 2009.

Where Can I Make a Pledge?

Pledges can be made online (preferred) at: www.principalcharityclassic.com/birdies

Or

Fill out the attached pledge form and return to:
 The Principal Charity Classic
 2771 104th Street, Suite 1
 Urbandale, IA 50322

Keep For Your Records - 2009

I pledged \$ _____ for a one-time donation
(minimum \$10)

Or

I pledged \$ ____ . ____ ____ per birdie (\$0.02 minimum)

Pledge Form

I pledge and promise to donate:

\$ _____ a one-time flat donation (minimum \$10)

Or

\$ ____ . ____ ____ for every birdie made during the 2009 Principal Charity Classic to the Birdies for Charity Program (\$0.02 minimum)

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/birdies



Organization Name:	Organization #:
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My Contact Information (please print clearly)

Name (First/Last) _____

Address _____

City _____

State _____

Zip _____

Phone Number (including area code) _____

Email address _____

Payment Options

I plan to pay by check. Please invoice me at the above address after the tournament. (Please make check payable to Principal Charity Classic.)

My check for a one time flat donation is enclosed. (Please make check payable to Principal Charity Classic.)

I plan to pay using a credit card. (Flat-amount pledges will be billed immediately; per-birdie pledges will be billed after the tournament.)

Name on Card _____

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

Exp. Date _____

CVV# - Three or Four Digit Security Number (located on back of card)