

2011-2012



SUPPORT OUR SCHOOLS

Sponsored By



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Thank you for participating in the Century Club's "Support Our Schools" program sponsored and presented by U.S. Bank. In the program's eighteenth year, participating schools raised over \$320,000 in a tough economy. Our goal this year is to continue to support our local schools through this valuable fundraising tool.

The opportunity as a participating school is very simple your school will realize \$15 for every Farmers Insurance Open ticket sold (\$32 retail). Recognized as one of the PGA TOUR's premier championships with a star-studded field traditionally including Tiger Woods and Phil Mickelson. Over 135,000 fans will descend upon Torrey Pines Golf Course January 26-29, 2012.

Our top selling school was able to generate as much as \$58,635! Support Our Schools program represents a great opportunity to generate fundraising throughout your community's only annual major sporting event viewed in over 250 countries.

The formula for our most successful schools is: 1) **Build awareness** through your school's supporters and 2) **Personal follow-up** with each.

The Support Our Schools program is essentially a partnership between US Bank, the Century Club of San Diego (a 501 (c) 3 non-profit organization), and participating schools. It is only by working together that we are able to bring to you such a unique and effective way to raise funds for your school. We encourage your input throughout the campaign in order to make the program the best charity program on the PGA TOUR.

Some examples of the how the money was used include; enhancement of locker rooms, new turf for playing fields, transportation costs for tournaments, band equipment, funding for dance programs, and developing new sports programs. It is our goal, that through this program your school will be enhanced.

Please don't hesitate to contact the Century Club Support Our Schools Coordinator at (858) 886-4653, ext. 108 if you have questions or need assistance. In order to assist your efforts, Century Club Representatives are available to further motivate your students, parents, staff and volunteers by speaking with your organization if you so desire.

We are looking forward to working with you on a fun and successful campaign while building a lasting partnership with your school.

Best regards,

A handwritten signature in black ink that reads "Tom Wilson".

Tom Wilson
Executive Director



SOS/Chip in for Charity

Rules and Regulations

1. The Century Club will provide discounted tickets to participating schools/charities to sell for daily entrance into The Farmers Insurance Open. Schools/charities will be allowed to sell the provided tickets for \$17.00 each. **Selling any Support Our Schools/Chip in for Charity ticket for more or less than the discounted ticket price may result in the schools/organizations expulsion from the program; nor are you allowed to offer free tickets as promotion, such as buy four, get the fifth free. All tickets must be sold for \$17.**
2. Use of the trademarks of the Century Club, Support Our Schools, Chip in for Charity, and Farmers Insurance Open will be granted to participating schools/organizations. **Samples of materials bearing trademarks are to be submitted to the Century Club for approval prior to distribution.** Unauthorized use of these trademarks is strictly prohibited.
3. The participating school/charity is responsible for the return of all unsold tickets to the Century Club office. The Century Club is not responsible for any lost, stolen or missing tickets. **Any unsold tickets that are not returned by the participating school/charity must be paid for by that school/charity.**
4. All schools/charities **must** use a ticket log for accounting and auditing purposes. A ticket log form is provided in this booklet. A log should be turned in to the Century Club with any unsold tickets and full payment for sold tickets. **The final deadline for turning in unsold tickets and money is March 9, 2012.**
5. Payments from the Century Club to participating schools/charities will **receive \$15 for every ticket sold by that organization.** No payment will be made on any lost, stolen, separated, or missing tickets. Payments will be made within 30 days.
6. Upon the request, additional tickets may be provided. Such factors as the number of the school's/charity's unsold tickets remaining at the time of the request will be taken into consideration in deciding whether additional tickets will be provided.
7. Payment for all tickets **MUST** be made to the individual school/charity selling them.
8. **Participating schools/charities MUST abide by the "No-Selling Zone" policy.**
9. **Support Our Schools/ Chip in for Charity ticket sales are NOT permitted within one mile of Torrey Pines Golf Course or official parking/shuttle areas during January 23-29, 2012.** Schools/Charities that do not adhere to this policy may have their tickets confiscated.
10. These Rules and Regulations may be amended at the sole discretion of the Century Club.



WEBSITE RULES AND REGULATIONS

For those organizations that create and use a website to sell their tickets, your website must be submitted to the Century Club of San Diego for approval prior to use. The website must contain the following:

- Contact name, phone number and information for questions and concerns regarding ticket purchases.
- The Statement: **PLEASE DO NOT CALL THE FARMERS INSURANCE OPEN TICKET OFFICE REGARDING YOUR S.O.S./CHIP IN FOR CHARITY TICKET PURCHASE.**
- Clear instructions on how a purchaser will receive their tickets (i.e. tickets sent or tickets to be picked up). If the tickets are going to continue to be sold during the week the tournament, please state how the purchaser will be able to receive their tickets. Often time, tickets cannot be sent after a certain date and arrive on time for the tournament.
- A statement outlining that S.O.S./Chip in for Charity tickets are for entrance to the golf course only. Parking is not included. For parking information, please visit www.farmersinsuranceopen.com.



NO-SELLING ZONE

**S.O.S./Chip in for Charity TICKET SALES ARE
NOT PERMITTED**

DURING JANUARY 23-29, 2012:

- WITHIN ONE MILE OF THE TORREY PINES GOLF COURSE
- WITHIN ONE MILE OF OFFICIAL PARKING/SHUTTLE AREAS

**PARTICIPANTS WHO DO NOT ADHERE
TO THIS POLICY MAY HAVE THEIR TICKETS CONFISCATED
AND MAY NOT BE INVITED TO PARTICIPATE IN THE 2013
PROGRAM.**

**PLEASE COPY THIS FLYER AND DISTRIBUTE IT TO ALL
TICKET BUYERS.**

THANK YOU FOR YOUR COOPERATION.



No Selling Zone

Tickets are not permitted to be sold at any of these locations

Outlet	Contact	Address	City	ST	Zip
COMNAV Base HQ (12 locations) Naval Base North Island Naval Amphibious Subbase Anti-submarine warfare Medical Center MCRD CWR NI DFAS Spawar Miramar Camp Pendleton	Audre Spencer	3450 Welles St.	San Diego	CA	92136
Hilton Torrey Pines	H. Parker Henderson III	10950 North Torrey Pines Rd.	La Jolla	CA	92037
The Golf Mart (Del Mar)	Rowdy Bank or Whitney	15555 Jimmy Durante Blvd.	Del Mar	CA	92014
The Golf Mart (Encinitas)	David Cross	1441 Encinitas Blvd	Encinitas	CA	92024
The Golf Mart (Mission Valley)	Roy Mellor/ John Phips (Mktg)	1231 Camino Del Rio South	San Diego	CA	92108
The Golf Mart (San Marcos)	Craig Buckley (GM); Rick Hiatt (Asst. GM)	2055 Montiel Road #101	San Marcos	CA	92069
Torrey Pines Golf Course	Justin Coxsey	11480 North Torrey Pines Road	La Jolla	CA	92037

These outlets have been instructed to notify us if any SOS/Chip-In organizations have contacted them. Participants who do not adhere to this policy may have their tickets confiscated and may not be invited to participate in next year's program.

SOS/Chip in for Charity

Helpful Information

- Schools/Charities will receive \$15 for every ticket sold by that organization.
- No money collected goes to the PGA TOUR players.
- The Century Club must receive all unsold tickets and full payment of sold tickets by **March 9, 2012**, in order for your school/charity to receive its donation in a timely manner (check from school or cash accepted).
- **Payment from ticket buyers MUST be made directly to the school selling them. The Century Club CANNOT accept checks from individual ticket purchases.**

Ticket Sales Suggestions



- Board of Directors
- Volunteer committees
- Gifts for volunteers
- Individual staff
- Internal competition within your organization
- Local businesses
- Sponsors/ Community partners
- Radio partners
- Advertisements in newsletters
- Website
- Friends
- Neighbors
- Get permission to sell at local stores
- Contact the local Chamber of Commerce
- E-mail campaign
- Letter-writing campaign
- Stocking stuffers



Turnkey Matching Funds Program

An idea to help boost your sales!



1. The matching funds program is a way to approach potential donors in a more comfortable less offensive way for a donation. Remember they are matching the schools **efforts** to raise money not just making a straight donation.

2. Who will match funds?

- Vendors of the School
- Supporters of a Team/Club
- Parents
- Past Donors
- Alumni
- Booster Clubs



3. Approach your donors/vendors with the idea if the kids work hard to raise money for the school would they be willing to match the funds up to a certain amount?

4. By successfully approaching potential donors in this way, you just raised extra money by simply asking the donor to match your efforts. Make sure you give the donor the equivalent number of tickets to pass out to their customers, friends and family as a thank you and a further way for them to feel good about their donation.

SAMPLE PROMOTIONAL FLYER

YOUR LOGO HERE

(Design and pictures)

Please Support “The Best School In Town” by attending

**Farmers Insurance Open
Torrey Pines Golf Course, January 23-29, 2012**

“The Best School in Town” is raising funds for our extracurricular programs and sports teams that are in need of funding. By your support we will be able to purchase new uniforms, equipment and offer new programs to our students that would otherwise not be possible.

For ONLY \$17, you can purchase a ticket to attend one of the most well known golf tournaments on the PGA TOUR – Farmers Insurance Open. This ticket is good for a one-day entry into the tournament **ANY DAY** during the weeklong event. This is a significant reduction from the weekend ticket price of \$32 at the gate. And, **“The Best School in Town” \$15 for each ticket sold** from this sale.

Checks are accepted and should be made payable to: *“The Best School in Town”*. Tickets will be mailed or delivered to you within 5 business days. **These tickets make great gifts for co-workers, business associates, friends and family, and they are a great deal!**

For more information, contact Anybody Adam at (555) 555-5555 or e-mail at anybodysadam@thebestschoolintown.

THANK YOU FOR SUPPORTING “The Best School in Town”

The Century Club of San Diego

2011-2012

Support Our Schools Committee

Tom Monson

2011-2012 President and General Chairman

Tom Wilson

Executive Director

Peter Ripa

Tournament Director

Michael Cavanaugh

Support Our Schools Chairman

The Century Club of San Diego
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(858) 886-4653 Office
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www.farmersinsuranceopen.com

www.centuryclubofsandiego.org



INCENTIVE LEVELS FOR TICKET SALES

GOAL	SALES ACHIEVEMENT LEVEL	INCENTIVE EARNED
GOLD CLUB	3,000 TICKETS OR MORE	16 Patron Badges 8 Parking Passes
SILVER CLUB	2,000 TICKETS OR MORE	12 Patron Badges 6 Parking Passes
BRONZE CLUB	1,000 TICKETS OR MORE	8 Patron Badges 4 Parking Passes
DIAMOND CLUB	500 TICKETS OR MORE	8 Season Badges
EMERALD CLUB	250 TICKETS OR MORE	4 Season Badges

This year's efforts (2012) will be awarded with credentials to the 2013 Tournament.

Each school that reached the above club goals from the **2011** tournament will receive the corresponding credentials for the **2012** Farmers Insurance Open BY **JANUARY 6, 2012**.

CONGRATULATIONS TO THE FOLLOWING SCHOOLS:

2011 GOLD – Cathedral Catholic HS

2011 BRONZE – La Costa Canyon HS, Mater Dei HS, Rancho Bernardo HS

2011 DIAMOND – Grossmont HS, La Jolla HS, Mt. Carmel HS, Westview HS

2011 EMERALD – Carlsbad HS, Francis Parker School, Poway HS, SDSU Golf, San Dieguito Academy, Scripps Ranch HS, Southwest Middle School, Torrey Pines HS, UCSD, University HS, Vista Murrieta HS

