



TRAVELERS CHAMPIONSHIP



On behalf of the Travelers Championship, THANK YOU for registering for the Chip In for Charity program. We wish you success in your work to raise funds through Chip In for Charity! Please retain this information for reference.

How Chip In for Charity Works?

- Your organization will now be able to sell Travelers Championship tickets for \$20 each and will receive 50% of the proceeds from each ticket sold. This \$20 ticket provides a \$12 savings off of the gate ticket price!
- Once you receive your tickets, you are responsible for their sale and/or return to the Travelers Championship.
- All proceeds and unsold tickets must be returned to the Travelers Championship by no later than **June 16, 2010**.
 - Please note, we suggest that you hand deliver the proceeds and unsold tickets to the Travelers Championship rather than mailing them. We suggest this form of delivery because your organization is responsible for the total value of the tickets you receive.
 - Hand Delivery after June 3rd:
 - Travelers Championship Office, TPC River Highlands
1 Golf Club Road, Cromwell, CT 06416
 - Shipping by mail (at all times), please address to:
 - Travelers Championship, 90 State House Square, Hartford, CT 06103
Attn. Chip In for Charity
- Ticket Return Form (**Signed and returned to the Travelers Championship**)
 - Ticket sales proceeds **MUST** be delivered in one payment, via check or credit card. Please provide check and/or credit card payment for the full amount to the Travelers Championship. Please call the Travelers Championship office at (860) 502-6813 to pay by credit card.
 - All unsold tickets must be returned or your organization will be responsible for the full ticket price.
- A check for 50% of the proceeds will be processed and donated to your organization in the Fall of 2010.
- Please be aware that we will keep records of ticket numbers sent to each participating group. For any sold tickets for which the Travelers Championship **DOES NOT** receive payment, the ticket numbers will be on a list at the tournament gates and **WILL NOT** be honored.

All participating organizations will also be featured on the Travelers Championship website <http://www.travelerschampionship.com/chipinforcharity.htm>

Additional Questions?

Please contact Alex Arciero at aarciero@travelerschampionship.com or 860-502-6813.

Birdies for Charity
Presented By

 **J.H. COHN** LLP
Accountants and Consultants since 1919

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2010 Chip In for Charity Sales Suggestions

Start with a plan

Members of your group are encouraged to plan a strategy to improve their chances of success. They may start by looking at this list of potential customers, organizations and places to sell tickets.

Prospective Individual Customers

- Friends
- Relatives
- Co-Workers
- Neighbors
- Coaches and members of school athletic teams

Organizations of Interest

- Service Clubs (Lions, Rotary, etc.)
- Booster Clubs
- Local businesses
- Other student clubs, teams and organizations

New for 2010!

- Participating organizations now have the opportunity to sell their Chip In for Charity tickets online. Interested organizations may contact the Travelers Championship for their own promotional code for online ticket sales. Potential ticket buyers can be directed right to the tournament ticket website, instructed to simply click the Any One Day (General Admission) ticket and asked to enter your organization's promotional code to receive the Chip In for Charity ticket price. It's that simple!

Where to Sell?

- At your existing fundraisers- set up a table at golf tournaments, receptions, etc.!
- Local grocery stores
- School and local athletic events (sell at concession stands; make public announcements)
- Advertise in school paper and monthly newsletters
- Contact local chambers of commerce for more suggestions
 - For all potential ticket sales areas, make sure to check with management for approval

Helpful Hints

It's helpful to be able to answer questions about the nature of the project for those that inquire with your group members as they sell tickets. To assist with common questions, group members may review the facts below:

- \$10 from each \$20 tickets sold will go directly to your organization!
- Any One Day Tickets sold at the gate cost \$32.
- All net proceeds are collected for the Travelers Championship. The Travelers Championship is a non-profit organization. After expenses, 100% of the proceeds are donated to the tournament's co-charities The Hole in the Wall Gang Camp and Greater Hartford Jaycees.
- All checks collected as ticket payments MUST be made payable to your organization.

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