Birdies for Tampa Bay Charities

Participating Charity Handbook
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Birdies for Tampa Bay Charities® 2020-2021 Summary

Birdies for Tampa Bay Charities® is a philanthropic platform that utilizes the excitement around the Valspar Championship to help nonprofit organizations in the Tampa Bay area raise awareness and funds to support their missions. Through the Birdies program, each approved charity will receive 100% of the amount pledged by donors, as well as a contribution from Copperhead Charities’ Bonus Pool equal to 5-10% of the participating charity’s fundraising total.

Donors are able to direct funds to their chosen organizations by pledging a set amount per-birdie made by PGA TOUR players during competition rounds at the Valspar Championship. As an added incentive, donors may participate in the “Guess the Birdies” contest, where individuals have the opportunity to guess how many birdies will be made during the 2021 Valspar Championship. A Grand Prize is offered to the individual who guesses the exact number of birdies actually made during the tournament (see Rules and Regulations for contest details.)

Charities must apply to be a Birdies for Tampa Bay Charities participant by completing a commitment form and providing documentation of 501(c)(3) status. To be eligible for the 5-10% bonus pool monies or to earn any prizes, all donations must be sent directly to the Valspar Championship.

Following the tournament, donors will be invoiced and asked to donate their pledged amount. For example, if a donor pledged one cent ($0.01) per birdie & 1200 birdies are made, they will receive an invoice via email for $12.00 from the Valspar Championship.

Cash or Check Donations must be:
1. Made payable to Birdies for Tampa Bay Charities
2. Accompanied by a pledge card or an invoice.
3. Sent to:
   The Valspar Championship
   Attn: Birdies for Tampa Bay Charities
   36750 US Highway 19 North
   Palm Harbor, FL 34684

Birdies for Tampa Bay Charities is an independent program operated by Copperhead Charities, Inc. (CCI), the host of the Valspar Championship. Birdies for Tampa Bay Charities is not affiliated with the PGA TOUR, any other similar program operated by the PGA TOUR, or any of its tournaments.
Birdies for Tampa Bay Charities 2020-2021 Rules & Regulations

1. Participating charities must be publicly supported and recognized by the IRS as a 501(c)(3) organization.
2. Interested charities must apply to participate in the program. The Copperhead Charities Board of Directors has the authority to approve/deny any charity application in its sole discretion.
3. The maximum dollar amount from any one charity that qualifies to be matched with the Bonus Pool is $100,000. “Self Pledges” (pledges made on behalf of an organization and paid by the organization) are not permitted and may not be used towards the Bonus Pool.
4. Participating Charities may not solicit pledges in advance of the official pledge period as defined by the Valspar Championship.
5. Donations should be a minimum of one cent ($0.01) per birdie.
6. No pledge, purchase or donation is required to participate in the Birdies for Tampa Bay Charities Contest or to become eligible to receive a prize. A pledge will not increase a participant’s likelihood of winning a prize.
7. The Birdies for Tampa Bay Charities “Guess the Birdies” contest is open to all participants 18 years of age or older. The contest is void where prohibited by law. A participant need not be present to win.
8. Only (1) Grand Prize for the Guess the Birdies contest will be awarded. The Grand Prize is given to the individual who guesses exactly the number of birdies made during the Valspar Championship. In the case of a tie (or ties), Tournament Officials will choose the winner by random drawing from among those whose guess was closest to number of birdies, either above or below the exact number of birdies made.
9. The exact number of birdies made during the Tournament will include all birdies made by PGA TOUR professionals beginning Thursday, April 29 – Sunday, May 2, 2021, plus any birdies made during a playoff round (if applicable).
10. Pledges and guesses for the Guess the Birdies Grand Prize must be submitted by the end of tournament play on Friday, April 30, 2021.
11. The 2020-2021 Birdies for Tampa Bay Charities fundraising program will officially launch on November 9, 2020 and extend through Friday, April 30, 2021. Only pledges and guesses submitted via official pledge form or online portal will be accepted.
12. Participants are limited to (10) total “Guess the Birdies” submissions per person. Each pledge/guess must be submitted on a separate entry form. If more than (10) guesses are submitted by an individual, only the first (10) guesses received and recorded will be eligible for prizes.
13. Copperheads, CopperMugs, Copperhead Charities board members, Valspar Championship employees and family members of the aforementioned organizations are not eligible for the Grand Prize.
14. Clear, legible handwriting is the responsibility of all participants. Pledges and payments without a clearly identifiable designated charity will go towards the Birdies for Tampa Bay Charities Bonus Pool fund. All Birdies for Tampa Bay Charities Bonus Pool funds will be used as part of the bonus pool benefitting all qualified charities.

15. The Valspar Championship is not responsible for pledge forms received after Friday, April 30, 2021.

16. All “Guess the Birdies” prizes are subject to change without notice at any time and at the sole discretion of Tournament officials.

17. Guess the Birdies prizes cannot be exchanged for cash. Winner is responsible for any applicable taxes related to the prizes.

18. In the event of any disruption to Valspar Championship play, per birdie pledges will be adjusted to a flat donation of $10 per one-cent pledge. Contest and prizes may also be adjusted at the discretion of tournament officials.

19. Rules and regulations may be amended or changed at the sole discretion of the Valspar Championship.

20. Organizations must agree to:
   a. promote the Valspar Championship and Birdies for Tampa Bay Charities utilizing approved tournament-provided collateral
   b. distribute nightly email updates to its donors on the 4 nights of championship play; communications to be provided by Valspar Championship
   c. make a social post of appreciation after receiving support monies

21. Limited use of the trademarks of Copperhead Charities, Inc. The Copperheads, Birdies for Tampa Bay Charities and the Valspar Championship will be granted to all participating charities. Samples of materials bearing the trademarks must be submitted to the Valspar Championship for approval prior to distribution.

22. Bonus pool monies are at the discretion of the Copperhead Charities Board of Directors and will only be distributed to participating charities if they fulfill the promotional requirements indicated in this program description.
Program Details

Copperhead Charities, Inc. (CCI) is registered with the State of Florida as a not-for-profit, tax exempt 501(c)(3) organization, with a mission of promoting the game of golf for the benefit of local charities by operating a PGA TOUR event, the Valspar Championship.

CCI has given nearly $43.9 million to Tampa Bay charities since it began bringing PGA TOUR golf to Tampa Bay in 1977. Donations have been generated from the proceeds of the PGA TOUR events known as the JCPenny Classic, Tampa Bay Classic, Chrysler Championship, PODS Championship, Transitions Championship and Valspar Championship.

The continued goals of the Birdies for Tampa Bay Charities fundraising program include:

- Increasing charitable contributions in the Tampa Bay community derived from the Valspar Championship.
- Expanding the number of charities benefitting from the tournament.
- Reaching a more broad cross-section of the community.

Valspar Championship Administrative Responsibilities

The Valspar Championship will be responsible for the management and oversight of Birdies for Tampa Bay Charities. Charities can expect the following:

- Registration of all participating charities
- Design and production of all collateral materials
  - Pledge Forms
  - Promotional Flyer
- Processing of pledge forms received from participating charities
- Billing and collection of pledges
- Management of “Guess the Birdies” contest
  - Prize solicitation
  - Processing of entries
  - Winner selection and notification

Charity Responsibilities

Participating charities will have sole responsibility for the following:

- Solicitation and submission of pledge cards to the Valspar Championship staff for processing, billing & collection.
- Designation of one (1) representative to be Valspar Championship's primary contact for Birdies for Tampa Bay Charities. This designated representative will become the “Flight Leader.”
- Review of all submitted pledges. Real time pledge information is available throughout the solicitation period via the online portal. Additionally, a final summary will be distributed within seven days of the tournament’s conclusion and should be reviewed before the deadline, or information in report will be assumed correct. Any discrepancies must be reported prior to July 7, 2021.
Birdies FAQs

What is Birdies for Tampa Bay Charities?
Birdies for Tampa Bay Charities is a fundraising program designed to give participating charities the opportunity to generate contributions for their organization based on the number of “birdies” made by PGA TOUR professionals during the Valspar Championship (a PGA TOUR event.)

The tournament will be played on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort in Palm Harbor, FL on April 26 - May 2, 2021.

Upon completion of the tournament, each charity will receive 100% of the amount pledged by donors, as well as a contribution from Copperhead Charities’ Bonus Pool equal to 5-10% of the participating charity's fundraising total.

Additionally, the individual donor who successfully guesses the exact number of birdies (or closest thereto) will be awarded a Grand Prize.

What is a Birdie?
In golf, par is the expected score on each hole, and a birdie is one stroke below par for the hole. A complete breakdown of total birdies made at the Valspar Championship by year can be found below:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Birdies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>Tournament not held (COVID-19)</td>
</tr>
<tr>
<td>2019</td>
<td>144 players made 1218 birdies</td>
</tr>
<tr>
<td>2018</td>
<td>144 players made 1212 birdies</td>
</tr>
<tr>
<td>2017</td>
<td>144 players made 1256 birdies</td>
</tr>
<tr>
<td>2016</td>
<td>144 players made 1039 birdies</td>
</tr>
<tr>
<td>2015</td>
<td>144 players made 1198 birdies</td>
</tr>
<tr>
<td>2014</td>
<td>156 players made 1155 birdies</td>
</tr>
<tr>
<td>2013</td>
<td>144 players made 1257 birdies</td>
</tr>
<tr>
<td>2012</td>
<td>144 players made 1423 birdies</td>
</tr>
<tr>
<td>2011</td>
<td>144 players made 1376 birdies</td>
</tr>
<tr>
<td>2010</td>
<td>144 players made 1208 birdies</td>
</tr>
<tr>
<td>2009</td>
<td>144 players made 1185 birdies</td>
</tr>
<tr>
<td>2008</td>
<td>144 players made 1018 birdies</td>
</tr>
<tr>
<td>2007</td>
<td>144 players made 1232 birdies</td>
</tr>
<tr>
<td>2006</td>
<td>132 players made 1149 birdies</td>
</tr>
<tr>
<td>2005</td>
<td>132 players made 1103 birdies</td>
</tr>
<tr>
<td>2004</td>
<td>132 players made 1285 birdies</td>
</tr>
<tr>
<td>2003</td>
<td>132 players made 1295 birdies</td>
</tr>
<tr>
<td>2002</td>
<td>156 players made 1295 birdies</td>
</tr>
<tr>
<td>2001</td>
<td>Tournament not held (9/11/01)</td>
</tr>
<tr>
<td>2000</td>
<td>144 players made 1206 birdies</td>
</tr>
</tbody>
</table>

How has the Birdies for Tampa Bay Charities program changed from previous years?
With the launch of the 2020-2021 Birdies for Tampa Bay Charities program, Copperhead Charities will no longer permit flat donations from individual or corporate donors. All donations to the program need to be made through per-birdie pledges.

From its inception, Birdies for Tampa Bay Charities has lent itself to grassroots fundraising as a way for organizations to reach new donors using the tournament’s platform. At this time, it is our intention to make a shift towards the program’s original goals.

In addition, organizations will be asked to more thoroughly promote the tournament as part of this program and confirm to Copperhead Charities that their participation in the program is being used to develop “new” support dollars for their organization, not just receive bonus monies from
the program for donations the organization would have received from existing donors.

Organizations will be asked to provide samples of communications they plan to use.

We realize that this is a significant change for several of our most loyal Birdies participants. Please consider if, or how you might utilize the revised Birdies for Charity fundraising model before registering as a participating charity.

Please note we have also eliminated the use of ‘Flight Numbers.'

**Who is eligible to participate?**
Charitable organizations recognized by the IRS as a 501(c)(3) in the Tampa Bay area (within 50 miles of the tournament site) are eligible to participate in Birdies for Tampa Bay Charities.

**What is the Timeline?**
- **November 9, 2020** – Organizations may register to participate by visiting the [online registration site](#).
- **After registration** – Organizations may begin soliciting and accepting pledges (manually and online) once approved by the Tournament Office. Approvals will be issued 1-3 days following registration.
- **April 29, 2021** – The Valspar Championship competition rounds begin.
- **April 30, 2021** – Final day for pledges and Guess the Birdies submissions.
- **April 29-May 2, 2021** – Charities send nightly tournament communications to donors.
- **May 3-7, 2021** – Donors notified how many birdies were made by the professionals and are asked to mail in donations or credit cards charged.
- **May 17, 2021** – The Valspar Championship notifies winner(s) of Guess the Birdies contest.
- **June 30, 2021** – Organizations notified of pledges collected and are asked to verify report within 7 days.
- **July 7, 2021** – Final reconciliation with Organizations.
- **July 10, 2021** – Checks mailed to Organizations.
- **Week of July 13, 2021** – Organizations do a social post thanking Valspar Championship for support via the Birdies for Tampa Bay Charities Program.

**How do I make a donation through Birdies for Tampa Bay Charities?**
To pledge a donation to your chosen organization through the Birdies for Tampa Bay Charities program, visit the [Birdies for Tampa Bay Charities Homepage](#) and click the “REGISTER HERE” button, or you may fill out a pledge card provided to you by a participating charity.

**What is the minimum donation amount?**
The minimum amount that can be pledged is $0.01 per birdie.
How do I make the payment for my donation?
Upon completion of the tournament, you will receive an invoice that can be paid online by credit card or by check.

In order to be eligible for bonus pool money, all donations must first be received by the Valspar Championship.

When is the payment deadline?
All donations must be sent to the Valspar Championship by May 17, 2021.

Is my donation tax deductible?
Yes, all donations are tax deductible. When completing payment online, donors will receive an automatic email with a donation confirmation & receipt that can be used for tax purposes. Mailed donations will receive an emailed receipt after payment has been received and processed.
OFFICIAL COMMITMENT FORM
(available online when you register [here](#))

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
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<tbody>
<tr>
<td>Charity Name</td>
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</tr>
<tr>
<td>EIN</td>
<td></td>
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<tr>
<td>(Tax ID Number)</td>
<td></td>
</tr>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>(Flight Leader)</td>
<td></td>
</tr>
<tr>
<td>Mailing Address</td>
<td></td>
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<tr>
<td>City/State/Zip</td>
<td></td>
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<tr>
<td>Office Phone</td>
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<td>Cell Phone</td>
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<td>Email</td>
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</table>

The registered charity agrees to abide by the Rules and Regulations outlined in the Birdies for Tampa Bay Charities’ Handbook including, but not limited to:

- Charity agrees to provide documentation/EIN confirming 501(c)(3) status. Please submit with your commitment form.
- Charity agrees that donors will not be reimbursed in any manner for any or all portions of their pledge.
- All donations must be pledged by-birdie. Flat/one-time donations will not be accepted.
- Self-pledges (pledges made by a charity and paid by the charity) are prohibited.
- All Bonus Pool funds generated must be used in the Greater Tampa Bay area.

Failure to abide by these rules & regulations will result in all monies returned to the charity with no Bonus Pool payment.

_________________________  _________________________
Signature of Authorized Representative  Date

Please return to:
Kathleen Foerster at [kfoerster@thecopperheads.com](mailto:kfoerster@thecopperheads.com)