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May 20, 2009

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I am pleased to share with you that the Alberta Children's Hospital Foundation has been chosen as the designated community charity for the **CN Miracle Match** program, as part of this summer's **CN Canadian Women's Open** golf tournament. Funds are raised through the CN Miracle Match program leading up to the CN Canadian Women's Open. As you may know, this golf tournament will be held at Priddis Greens Golf and Country Club from September 3-6, 2009.

As a golf facility, we would like to extend an invitation for you to participate in 'Tee Up for Kids', a fundraising opportunity through CN Miracle Match. The program is simple. Raise funds prior to the CN Canadian Women's Open, through an initiative of your choice, display an event poster, and receive some great benefits, including tickets, and onsite recognition at the Open. We are also providing a free draw for all participating 'Tee Up for Kids' players to enter for a chance to win a trip for two people to any scheduled WestJet destination. We hope this will help drive members and/or players to your facility. Every dollar raised will be matched through the CN Miracle Match program, with all of the funds benefiting childhood cancer initiatives. Please see the attached fundraising schedule for all the details.

By participating in 'Tee Up for Kids' you will receive a number of benefits for your course, your members and/or players, while at the same time helping children with cancer. Today, one out of five children with cancer dies, and 60% of those who survive suffer the late side effects of treatment. Your participation will help the Alberta Children's Hospital find new cures and better treatments for these children.

We hope you will join us and 'Tee Up for Kids'. The fundraising schedule is attached, along with a confirmation form to be returned. You are welcome to contact me at 403-955-8828 or klanovaz@achf.com to further discuss this initiative.

Thank you for joining us in providing hope, help and healing to sick and injured kids in our community. Together we can do all three.

Sincerely,



Katherine Lanovaz
Senior Associate, Annual Programs

Enclosure

Tee Up for Kids Fundraising Schedule

What is Tee Up for Kids?

- ♥ A fundraising opportunity made possible through the CN Miracle Match program, leading up to the CN Canadian Women's Open in which golf facilities will be eligible to receive donor benefits and have their contribution (and positive impact) doubled through the CN Miracle Match.

When will Tee Up for Kids take place?

- ♥ Now to August 15, 2009 – You choose the best dates and times for events that will drive players to your facility and support the program. Your facility can either develop a onetime fundraiser or hold reoccurring events throughout the donation period.

How can my facility fundraise?

- ♥ How you decide to fundraise is up to you as we understand that every golf facility is different. Ideally you will be able to use one of the suggested fundraising tactics below to not only raise donations to support the Alberta Children's Hospital, but to also grow your business and create goodwill throughout the community and your customer base.

- ♥ Below are a few suggestions for you to consider and hopefully one, or more than one, will appeal to you.

- Dedicate specific days and times when all or a portion of the green fees will be a part of the 'Tee Up for Kids' program, be matched through the CN Miracle Match and benefit the Alberta Children's Hospital Foundation
 - These tee times could be utilized during non-prime periods and help fill your tee sheet
- Conduct a Beat the Pro golf day or challenge your golfers with a Closest to the Pin contest where they are required to donate to enter into the competition
- Organize a new activity such as a swing analysis clinic with the net proceeds benefiting the program
- Reserve a prime tee time and auction this time off to members
- Auction off green fees during non-prime tee times
- Donate proceeds from lessons or clinics
- Place a donation box in your pro shop

How will we assist?

- ♥ We are printing a 'Tee Up for Kids' display poster that we will send to your facility to build awareness around your fundraising program. We can also provide additional resources to help with your activities, and would be happy to discuss how we can best support your initiative.

- ♥ We are available to help come up with additional fundraising options outside of the suggestions above. We would be happy to brainstorm with you to develop the best fundraising initiative and fit your specific needs.

- ♥ We may also be able to issue tax receipts for participating players. Please call to find out if your event will qualify for tax receipts and how to collect the necessary information to do so.



Why should my facility participate?

- ♥ Participating facilities can receive great recognition benefits, in addition to doubling your donation through the CN Miracle Match program. The more you raise, the better the benefits for your facility, and for children and their families!

The donation levels are:

Par Level = Any donation amount

- Name on CN Miracle Match website (cnmiraclematch.ca)
- Name on Alberta Children's Hospital Foundation website (childrenshospital.ab.ca)
- Opportunity to enter participating players in a free draw for a chance to win a trip for two people to any scheduled WestJet destination (we will provide entry forms)
- CN Canadian Women's Open merchandise prize packages are available for those who raise \$500, \$1,000 or \$1,500. These packages will elevate depending on which level you are able to reach and will include items such as hats, shirts and golf balls.
 - *Please call to find out what is available*
- On site recognition through a thank you sign at the CN Canadian Women's Open within the Spectator Village

Birdie Level = \$2,500

Includes all the above benefits, plus:

- A total credit of \$500 that can be used towards the purchase of CN Canadian Women's Open Tickets, including Anyday Tickets, Weekly Badges and Champions Club tickets. To see details on ticket options please visit cncanadianwomensopen.com
 - *Hospitality packages are not eligible with this credit*

Eagle Level = \$5,000

Includes all the above benefits, plus:

- A total ticket credit of \$1,000 that can be used towards the purchase of CN Canadian Women's Open Tickets, including Anyday Tickets, Weekly Badges and Champions Club tickets. To see details on ticket options please visit cncanadianwomensopen.com
 - *Hospitality packages are not eligible with this credit*
- On site recognition at the CN Canadian Women's Open through 10 electronic leader boards and the close circuit television broadcast
- Facility name in 'Tee Up for Kids' thank you ad in the Calgary Herald

Albatross Level = \$10,000

Includes all the above benefits, plus:

- A total ticket credit of \$1,500 that can be used towards the purchase of CN Canadian Women's Open Tickets, including Anyday Tickets, Weekly Badges and Champions Club tickets. To see details on ticket options please visit cncanadianwomensopen.com
 - *Hospitality packages are not eligible with this credit*
- The first six golf facilities that commit to the \$10,000 donation level will receive an exclusive inside the ropes experience for two where they will join an LPGA group during championship play and also have access to the CN Suite where they will dine with LPGA Professionals
 - *Facilities receiving this benefit will be able to select Thursday, Friday, Saturday or Sunday and be granted inside the ropes access for one full day. Please note that there will be a limited number of positions per day and they are first come first serve.*
- Draw entry to host a golf clinic with Lorie Kane during the week of the CN Canadian Women's Open and have unlimited invites within your facility
 - Each facility that reaches the \$10,000 level and does not win in the draw will receive five invites to the Lorie Kane clinic



- The CN Miracle Match Tour will be launching in July and will showcase Calgary's largest golf balls in support of the Alberta Children's Hospital Foundation. These giant five foot golf balls will be sponsored by corporations and individuals, decorated with paint and positioned around the city. Facilities who reach the \$10,000 level will be able to receive one of these golf balls and show their outstanding support.



Please note: There will also be special opportunities including exclusive access to the CN Canadian Women's Open for General Managers and Golf Pros who help execute a fundraiser at their facility and reach the \$5,000 donor level or higher.

- *Please call for details. There will be a limited number of positions per day.*

Yes, my facility would like to participate! What do I do from here?

1. Complete the attached confirmation form and return it to us. We will confirm receipt; provide you with a 'Tee Up for Kids' poster to display at your facility and entry forms for participants to win WestJet flight vouchers.
2. Hold your fundraising activities between now – August 15, 2009.
3. Ensure all funds are received at the Alberta Children's Hospital Foundation by **August 15, 2009** to confirm your recognition at the event. Please note, benefits are not guaranteed if funds are received after this date. All draw entry forms must also be received by this day.
4. Enjoy the benefits of 'Tee Up for Kids'!

For more information, or to discuss your fundraising activities, please contact:

Katherine Lanovaz
Senior Associate, Annual Programs
Alberta Children's Hospital Foundation
403-955-8828
klanovaz@achf.com



Tee Up for Kids Confirmation Form

Yes, I would like to participate in 'Tee Up for Kids'!

Contact Information

Contact Name: _____

Golf Pro's Name: _____

Course: _____

Phone: _____ Email: _____

Fundraising Activities

How will you raise funds through 'Tee Up for Kids'? _____

How will you promote these activities? _____

How much do you anticipate will be raised through these activities? _____

Submission

To confirm your participation, please submit this form to:

Katherine Lanovaz
Senior Associate, Annual Programs
403-955-8828
klanovaz@achf.com

By fax to: 403-955-8840

By mail to: Alberta Children's Hospital Foundation
2888 Shaganappi Trail NW
Calgary AB T3B 6A8

