

BMW Charity Pro-Am

presented by SYNEX CORPORATION



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FOR IMMEDIATE RELEASE

BMW Charity Pro-Am presented by SYNEX Corporation Officials Select 24 Charities to Participate in the Tournament's 2014 Charity Programs

Tournament Officials Increase the Percentage of Ticket Sales Given to These Charities

GREENVILLE, S.C. (November 19, 2013) - Officials from South Carolina Charities, Inc., the non-profit that manages the BMW Charity Pro-Am presented by SYNEX Corporation, announced today that 24 charities have been selected to participate in the tournament's charity programs.

The charities selected include: 100 Black Men of the Upstate, A Child's Haven, Child Evangelism Fellowship - Greenville, Child Evangelism Fellowship - Spartanburg, Dogs for Autism, The First Tee of Greenville, Greenville Family Partnership, Greenville Tech Foundation, Habitat for Humanity, Harvest Hope Food Bank, JDRF - Greater Western Carolinas Chapter, Make-A-Wish Foundation of SC, Mobile Meals of Spartanburg, National Christian College Athletic Association (NCCAA), New Foundations Home for Children, Palmetto Animal Assisted Life Services (PAALS), Play Safe, Inc., Project HOPE Foundation, The Reserve at Lake Keowee Charitable Foundation, Ronald McDonald House Charities of the Carolinas, Scottish Rite Foundation, Set Free Alliance, Shriners Hospital - Greenville, and The Walker Foundation for the SC School for the Deaf and Blind.

"Each year it's gratifying to give local non-profits the opportunity to raise funds and make a difference in our community, but 2014 will be a special year for SC Charities," said SCCI President Bob Nitto. "In 2014 the tournament will surpass the \$10 million mark in charitable giving, and this will happen as the PGA TOUR simultaneously strives to reach \$2 billion in charitable giving. It's going to be a big year for our charities, the tournament's sponsors and the TOUR."

To assist these 24 non-profits, the tournament provides risk-free opportunities to earn funds through three programs: ticket sales, volunteer recruitment and one-day pro-am team sales.

To provide additional assistance to participating charities, the tournament has increased the return on ticket sales from 100 percent to 150 percent of all ticket sales up to \$10,000. Organizations will continue to receive 100 percent of sales above \$10,000. For example, a charity that sells \$10,000 in tickets will receive \$15,000. Tickets eligible for the contribution include Daily (\$10), Patron (\$25) and Clubhouse (\$50) Credentials, all of which will be available for purchase at bmwcharitygolf.com in January 2014.

"The tournament is a world-class sporting event, and as a non-profit ourselves we love being able to pass along the value of our event to the charities involved. We've been doing just that for more than 10 years," said SCCI Executive Director Darin MacDonald. "Each year we strive to improve our charity programs, and 2014 is no exception. We hope the changes, like 150% of ticket sales going back to the charities, really make a difference for all involved."

Another moneymaker for charities is the Volunteer Program, which gives individuals the opportunity to earn \$20 per day for the tournament charity of their choice. Previously this tournament program capped volunteers at a \$60 donation (or three workdays), but under the new program volunteers earn \$20 per day worked without a cap. Also, once charities reach 50 volunteer workdays, they receive a \$2,500 bonus. Online volunteer registration will open in late January at bmwcharitygolf.com.

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"The Volunteer Program encourages our volunteers to work more days," said Marti Spencer, executive director of Ronald McDonald House Charities of the Carolinas. "They now feel that the additional time they give is making a greater impact. It shows in the number of additional volunteers and the extra dollars we garner. We are grateful to South Carolina Charities for creating new ways to increase our Volunteer Program."

The third risk-free opportunity for charities to earn funds is through one-day pro-am team sales. Foursomes in a one-day pro-am are \$7,000 each, and charities keep \$5,000 for each new foursome sold. Furthermore, when a charity sells four foursomes, that organization keeps all \$7,000 of the fourth foursome equating to \$22,000 in total earnings from \$28,000 in sales. For more information about one-day pro-am teams, contact Mike Ivester at mivester@sccharities.org.

"The one-day pro-ams have allowed us to treat our local and national donors to a great day of outstanding golf and face time with Web.com Tour professionals," said Dan Wood, executive director of National Christian College Athletic Association. "The NCCAA gets the credit for a great golf experience without the effort and stress of creating our outing. Plus, with the bonus for the 4th foursome being 100% net profit, our donors embrace the value of supporting us through these events."

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The 2014 BMW Charity Pro-Am presented by SYNEX Corporation will take place May 15-18 at Thornblade Club, The Reserve at Lake Keowee and, new for 2014, Green Valley Country Club.

The BMW Charity Pro-Am presented by SYNEX Corporation is the only tournament on the Web.com Tour where amateurs and celebrities are grouped with Web.com Tour professionals in a four-day better-ball competition over three courses. Amateurs, celebrities and pros rotate between three courses on Thursday, Friday and Saturday, with the 16 lowest scoring pro-amateur/pro-celebrity teams advancing to play Sunday's final round at Thornblade Club.

Celebrities play once at each course on Thursday, Friday and Saturday. The Professional winner of the overall 72-hole event will take home \$117,000 from the total purse of \$650,000. Amateurs and celebrities compete for individual prizes and cash donations to the charity of their choice out of the beneficiaries selected by South Carolina Charities, Inc.

South Carolina Charities, Inc. (SCCI), the non-profit foundation of the BMW Charity Pro-Am presented by SYNEX Corporation, was created in order to showcase the beauty of Upstate South Carolina and the hospitality of its citizens to the world; to create an event that brings the Upstate a fun and entertaining week centered around professional athletes and world renowned celebrities; and raise money and awareness for South Carolina charities.

The 2013 BMW Charity Pro-Am presented by SYNEX Corporation generated \$731,152 in charitable donations. Since 2001, the tournament has distributed more than \$9.98 million to more than 150 charities, putting the tournament on the road to raising \$10 million after the 2014 tournament. The PGA TOUR is set to reach a milestone of \$2 billion raised for charity during the 2014 season.

In 2013, Clemson University's International Institute of Tourism Research and Development conducted a study of the economic impacts of expenditures related to tournament operations and found that the 2013 tournament generated total direct spending of \$4.712 million, supported 139 jobs, generated net local government revenues \$541,048 and net state government revenues of \$868,479, and yielded \$6.744 million in total output/ impact.

The BMW Charity Pro-Am presented by SYNEX Corporation is broadcast around the world for four days. A total of 2.9 million people tuned into Golf Channel's coverage of the 2013 tournament.

Since 2001 more than 109 celebrities have participated in the tournament including Kurt Russell, Wayne Gretzky, Catherine Bell, Kevin Costner and Dennis Quaid. The 2014 celebrity participants will be announced in April 2014.

As the most unique tournament on the Web.com Tour, the BMW Charity Pro-Am presented by SYNEX Corporation has many different playing options and sponsorship opportunities to offer. To review these opportunities visit the Sponsorship and Playing Opportunities page of bmwcharitygolf.com.

For more information about the BMW Charity Pro-Am presented by SYNEX Corporation call (864) 297-1660, visit the tournament's website bmwcharitygolf.com or follow the tournament at www.facebook.com/BMWCharityProAm and [@BMWCharityProAm](https://twitter.com/BMWCharityProAm).

