

JOIN ERNIE ELS FOR THE  
2013 ELS FOR AUTISM



ELS FOR AUTISM  
2013 GOLF CHALLENGE

# GOLF CHALLENGE

LARGEST CHARITY-DRIVEN INTERNATIONAL GOLF TOURNAMENT IN HISTORY



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20+ SUPER REGIONAL EVENTS ACROSS THE U.S. AND CANADA BETWEEN APRIL – SEPTEMBER. RAISE \$13,000 OR MORE TO QUALIFY YOUR TEAM FOR THE SERIES FINALE IN LAS VEGAS. **FABULOUS PRIZES.**

### 2013 Golf Challenge Regional Events\*:

Event	State	Date	Entry Fee (Per player)
Floridian	FL	04/02/13	\$400
Trump Doral	FL	04/29/13	\$300
Shaughnessy Golf & Country Club	BC	05/13/13	\$500
Royal Montreal Golf Club	QC	05/27/13	\$500
Trump National Golf Club, Hudson Valley	NY	05/30/13	\$500
Troon North Golf Club	AZ	06/03/13	\$400
Trump National Golf Club, Washington	DC	06/10/13	\$750
Atlanta Athletic Club	GA	06/10/13	\$600
The Broadmoor	CO	06/27/13	\$600
Trump National Golf Club, Philadelphia	NJ	07/08/13	\$400
Trump National Golf Club, Los Angeles	CA	07/15/13	\$400
Hoakalei Country Club	HI	07/18/13	\$400
Conway Farms Golf Club	IL	07/22/13	\$600
Baltusrol Golf Club	NJ	07/29/13	\$900
Rockrimmon Country Club	CT	08/05/13	\$500
TPC Jasna Polana	NJ	08/12/13	\$400
TPC Boston	MA	08/19/13	\$600
Hazeltine National Golf Club	MN	08/26/13	\$500
Redstone Golf Club	TX	09/06/13	\$500
Harbour Town Golf Links	SC	09/09/13	\$600
Trump National Golf Club, Jupiter	FL	09/30/13	\$500

\*Full schedule available online. Terms, conditions and exclusions apply. Dates and venues subject to change. Donations received in support of all Canadian events will be used to fund Els for Autism activities in Canada. Els for Autism is a US 501(c)(3) public charity (EIN #26-3520396).

### Unable to play in a Regional Event?

Join the Gallery Club and compete in the fundraising competition. The Gallery Club enables members not playing at a regional event to fundraise their way to the Finale in Las Vegas. More information at: [www.elsforautism.com/galleryclub](http://www.elsforautism.com/galleryclub)



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## THE EVENT DETAILS

Spearheaded by World of Golf Hall of Famer and four time Major Champion Ernie Els, the Golf Challenge consists of 20+ Super Regional events at top-rated courses across the US and Canada from April through September.

In this event series a team's fundraising ability is valued as much as their performance on the golf course and as such teams will compete for prizes at their regional event and all teams raising \$13,000 or more (including event registration fee) will join Ernie Els at the series Finale in Las Vegas on October 13th and 14th, 2013.

Super Regional event registration fees vary. Fees generally include the golf, a welcome meal, an awards reception, prizes and an exclusive Els for Autism gift bag for each player. Teams are made up of two players and require one team member to be 18 years or older. Golfers do not need an official handicap to enter.

# THE FUNDRAISING COMPETITION

After registration, each team is provided with online tools to create a personalized Team Fundraising Page to help secure online donations. Ernie Els will award 'The Els Cup' to the highest fundraising team from the series at the Grand Finale in Las Vegas.

**\$2,500** Team qualifies to be selected to receive IRISH LINKS Fundraising Award

**\$13,000** Team qualifies for the Grand Finale in Las Vegas

**\$30,000** Team qualifies for the VIP Golden Circle Club at the Grand Finale



## HONORARY CAPTAINS

Each Golf Challenge team is asked to play and fundraise on behalf of an Honorary Captain, a child or young adult on the autism spectrum, who inspires them to make a difference. The three highest fundraising teams from across the series will be presented with awards at the Grand Finale and receive an experience for their Honorary Captain and their family.



# LAS VEGAS UNCOVERED

Finalists will enjoy a two-day extravaganza of golf and entertainment hosted by Liezl and Ernie Els and the Golf Challenge's family of sponsors. Finalists will stay at the beautiful Caesars Palace in the heart of Las Vegas, enjoy a Welcome Party overlooking 'The Strip' and experience a spectacular South African Braai and Awards Ceremony compliments of Presenting Sponsor SAP. Guests will also have the opportunity to attend an autism seminar.



## **Finalist package includes:**

- Access to the Grand Finale in Las Vegas on October 13th & 14th, 2013 for a two-person team with one non-golf guest per player
- 1 x two person team in the Grand Finale golf tournament
- Pro Clinic with PGA TOUR professionals (for golfers only)
- Invitation to the Welcome Party
- Invitation to awards ceremony and gala celebration presented by SAP
- Two nights accommodation at Caesars Palace (based on double occupancy)
- Autism seminar for team guests
- Luxury Gift Bag for each player
- Opportunity to win major prizes including trips to Africa, South America and the UK.

All teams that raise \$30,000 or more will gain access to the Golf Challenge's 'VIP Golden Circle Club' in Las Vegas qualifying them for a range of unique privileges including access to an exclusive VIP Champagne Reception with Liezl and Ernie Els.

# REGIONAL SPONSORSHIP OPPORTUNITIES

## Hole Sponsor: \$5,000

- Designation as Official Hole Sponsor of the 2013 Els for Autism Golf Challenge
- Limited rights and privileges to use Official Hole Sponsor Logo
- 1 x two-person team in Regional event being sponsored. Includes:
  - Golf
  - Welcome meal
  - Two reserved seats at the awards reception
  - On-course refreshments and snacks
  - Exclusive Els for Autism Gift Bag for each player
  - Opportunity to win great prizes
- Company logo on 1x tee sign in prime location at regional event
- Listed as a hole sponsor on the regional event web-page on [www.e4agolf.com](http://www.e4agolf.com)
- \$5,000 posted on your fundraising page

## Silver Sponsor: \$15,000

- Designation as Official Silver Sponsor of the 2013 Els for Autism Golf Challenge
- Limited rights and privileges to use Official Silver Sponsor Logo
- 1 x two-person team in regional event being sponsored. Includes:
  - Golf
  - Welcome meal
  - Two reserved seats at the awards reception
  - Refreshments and snacks
  - Exclusive Els for Autism Gift Bag for each player
  - Opportunity to win great prizes
- Event signage at registration reception
- Company logo on 1 x tee sign in prime location at regional event
- Recognition at awards reception by Els for Autism representative
- Company name, logo and link on regional event page at [www.e4agolf.com](http://www.e4agolf.com)
- Recognition in 1 x e-newsletter sent to Golf Challenge participants, donors and sponsors
- Recognition in e-blasts to the regional event participants and prospects
- Opportunity to include item or brochure in the gift bags for the regional event
- Opportunity to include a hole prize or raffle prize for the regional event
- 1 x tweet of thanks from the Els for Autism Twitter account
- 1 x Sponsor Invite to the Grand Finale in Las Vegas on October 13th & 14th, 2013 for a two-person team with one non-golf guest per player. Includes:
  - 1 x two person team in the Grand Finale golf tournament
  - Pro Clinic with PGA TOUR professionals (for golfers only)
  - Invitation to a Welcome Party with Liezl & Ernie Els
  - Invitation to an Awards Ceremony and Gala Celebration presented by SAP with Liezl & Ernie Els
  - Two nights accommodation at Caesars Palace (based on double occupancy)
  - Luxury Els for Autism Grand Finale Gift Bag for each player
  - The chance to win unique and fabulous prizes including trips to Africa, England and South America
  - Recognition in the Grand Finale commemorative event program
  - Opportunity to purchase a half page ad in the Finale program (subject to availability)

## Gold Sponsor: \$30,000

### ALL benefits listed under SILVER Sponsorship PLUS:

- Designation as Official Gold Sponsor of the 2013 Els for Autism Golf Challenge
- Limited rights and privileges to use Official Gold Sponsor logo
- Recognition in 1 x Facebook post on Ernie Els Facebook page
- 1 x VIP Sponsor Invite to the Grand Finale in Las Vegas on October 13th & 14th, 2013 for a two-person team with one non-golf guest per player. All inclusions:
  - Exclusive access to VIP Champagne Reception with Liezl & Ernie Els
  - Team photograph with Els for Autism Ambassador, Ernie Els
  - Upgraded Golden Circle Gift Bag for each player
  - Enhanced hotel privileges/benefits
  - Special recognition in the Grand Finale commemorative event program
  - Complimentary half page ad in the Finale program

## Platinum Sponsor: \$40,000 (Only one per Regional event)

### ALL benefits listed under SILVER and GOLD Sponsorships PLUS:

- Designation as official Platinum Sponsor of the 2013 Els for Autism Golf Challenge at the regional event sponsored
- Limited rights and privileges to use Platinum Sponsor logo
- 3 x additional two person teams at the Regional event being sponsored. (Grand Finale access not included)
- 1 x Platinum Sponsor sign at registration and at the awards reception of the Regional event
- Opportunity to welcome guests at the awards reception and award prizes at the Regional event
- Premier placement on all electronic communications described under Silver and Gold Sponsorships



## NATIONAL SPONSORSHIP OPPORTUNITIES

If you are interested in multiple regional sponsorships, national sponsorships and/or contributing items or services for gift bags, prizes, auctions or raffles please contact:

**Mary Kay Willson**, Tournament Director

**T:** 888 736 0008    **E:** marykay.willson@ernieels.com    **F:** 888 732 0707

# THE CAUSE

The Els for Autism Foundation was established in 2009 by Liezl and Ernie Els shortly after their son Ben was diagnosed with autism. The funds raised from the Golf Challenge go towards the building of a physical and virtual Center of Excellence that will reach out and make a difference to families with children on the spectrum across the U.S. and internationally.

The state-of-the-art Center, scheduled to break ground in 2013, will include an educational program for 300 students aged 3-21, medical and professional services, and transition to adulthood programs. Nationally and internationally, through the use of leading edge technology, families, researchers and educators will share and have access to best practices from experts in the field of autism.

## Autism – The Facts\*

- Autism is a general term used to describe a group of complex developmental brain disorders
- Autism is the fastest-growing serious developmental disability in the U.S.
- Autism currently affects one in 88 children and one in 54 boys in the U.S.
- Government autism statistics suggest that prevalence rates have increased 10 to 17 percent annually in recent years
- An estimated 2 million individuals in the U.S. are affected by autism and tens of millions world-wide
- More children will be diagnosed with autism this year than with AIDS, diabetes & cancer combined\*\*

\*Source: Autism Speaks

\*\* Comparison based on the prevalence statistics of the Child & Adolescent Health Measurement Initiative

 [www.elsforautism.com](http://www.elsforautism.com)





# REGIONAL SPONSORSHIP & TEAM COMMITMENT FORM



- Enter a Team in a Regional Event (registrations fees listed at [www.e4agolf.com](http://www.e4agolf.com))\*
- Hole Sponsor (includes team at regional event) \$5,000\*
- Silver Sponsor (includes team at regional event and Grand Finale) \$15,000\*\*
- Gold Sponsor (includes team at regional event and Grand Finale) \$30,000\*\*
- Platinum Sponsor (includes 4 teams at regional event and 1 team at the Grand Finale) \$40,000\*\*\*

Event Name: ..... Event Date: .....

Company: .....

Contact Name: .....

Title: .....

Street Address: .....

City: ..... State: ..... Zip: .....

Work Phone: ..... Cell Phone: .....

Email: .....

Referred by (Name of individual): .....

**(Please enter team details on reverse)**

**Paying by check?**

Please return this form with your check (made payable to **Els for Autism**) to:  
Tournament Director, Els for Autism Golf Challenge, 3900 Military Trail,  
Suite 200, Jupiter, FL 33458.

**Paying by credit card?**

Enter your credit card details below and return this form by email to:  
**marykay.willson@ernieels.com** or fax to **888 732 0707**.

Credit Card Type: .....

Credit Card Number: .....

Exp: ..... CCV: .....

Name on Card: .....

Billing Address (if different to above): .....

.....  
.....

**Need Help?**

Call us on **888 736 0008**

# REGIONAL SPONSORSHIP & TEAM COMMITMENT FORM



## TEAM INFORMATION

Team Name: .....

### Honorary Captain

(An Honorary Captain must be a child or young adult on the autism spectrum)

Honorary Captain Name: .....

Please assign our team an Honorary Captain

### Team Captain

Player Name: .....

Company: .....

Street Address: .....

City: ..... State: ..... Zip: .....

Phone: .....

Email: .....

### Player 2

Player Name: .....

Company: .....

Street Address: .....

City: ..... State: ..... Zip: .....

Phone: .....

Email: .....

Els for Autism is a public charity (EIN #26-3520396), recognized by the IRS as exempt from federal taxation under Section 501(c)(3) of the tax code. \*Regional Event registration fees (which vary in cost) are non tax deductible as they cover goods and services received. \*\*Gold and Silver sponsorships include access for a team at a Regional Event PLUS a two-person team (with a guest each) at the Grand Finale; the fair market value of which is estimated to be between \$3,500 and \$5,000, depending on the regional event and the sponsorship level. \*\*\*Platinum sponsorships include access for four, two-person teams at a Regional Event PLUS one two-person team (with a guest each) at the Grand Finale; the fair market value of which we estimate to be between \$6,000 and \$10,000, depending on the regional event. Funds raised and donated in excess of these amounts (including hole sponsorships) may be eligible for a federal tax deduction. Please consult your tax advisor for specific guidance about your potential for a charitable tax deduction. Donations received in support of all Canadian events will be used to fund Els for Autism activities in Canada.

# RUN

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**RUN BETTER.**





**ELS FOR AUTISM**  
2013 GOLF CHALLENGE

**“Autism hits families hard and I’ll be fighting for the rest of my life to try to help others in the same situation. I hope you’ll share an interest and join me in this fight.” - Ernie Els**



**Have a question about the Golf Challenge?**

**T:** 866 400 6001 **E:** [info@e4agolf.com](mailto:info@e4agolf.com) **F:** 888 732 0707

**Want to make a donation?**

Donations can be made online at the link below OR by post. Checks should be made out to ‘**Els for Autism**’ and addressed to: Tournament Director, Els for Autism Golf Challenge, 3900 Military Trail, Suite 200, Jupiter, FL 33458

 **[www.e4aGolf.com](http://www.e4aGolf.com)**



Ernie Els



@ElsForAutism



/ErnieElsChannel

Els for Autism is a US public charity (EIN #26-3520396), recognized by the Internal Revenue Service as exempt from Federal tax under Section 501(c)(3) of the tax code. Donors should consult their tax advisor to determine whether they are eligible to claim a deduction associated with their donation. Donations received in support of all Canadian events will be used to fund Els for Autism activities in Canada.