

JetBlue Swing for Good Golf Classic

Bethpage State Park Golf Courses
Tuesday, October 9, 2012



BETHPAGE STATE PARK GOLF COURSES
TUESDAY, OCTOBER 9, 2012
BENEFITING



Introduction and Overview

In its fourth year, the JetBlue Swing for Good Classic provides a great mix of **fun**, **camaraderie** and **competition** at one of the country's most renowned golf venues with the ultimate goal of fundraising for two outstanding **charities**.

Hosted at two Bethpage State Park Golf Courses, the JetBlue Swing for Good Golf Classic will be held on **Tuesday, October 9, 2012**. The event will benefit KaBOOM!, a national non-profit dedicated to saving play for America's children by creating great playspaces through the participation and leadership of communities, and PBS KIDS, the number one educational media provider for kids, that offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs.

This **exciting** day of golf will include a Silent Auction & Raffle as well as many other great opportunities to win fun and unexpected prizes all while **making a difference** within our communities!

We hope you'll be able to join us! Please find a schedule of the day's events below:

- 8:00 a.m. Registration & breakfast
Practice facilities available
- 9:15 a.m. Welcome – JetBlue CEO Dave Barger
(Main Clubhouse)
- 10:00 a.m. Shotgun start
- 3:00 p.m. Play concludes
Auction & Awards reception
(Main Clubhouse)
- 6:00 p.m. Evening concludes



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Blue Birdie & Tee 5 Partnerships

Blue Birdie Partnership

Golf Classic Benefits:

- One (1) foursome (four playing positions) in the 2012 Swing for Good Golf Classic hosted at Bethpage State Park on October 9, 2012
- Opportunity to include one (1) JetBlue representative in your foursome
- Four (4) invitations to the Auction & Awards reception hosted immediately following play
- Two (2) roundtrip JetBlue Travel Certificates to be used for this event or future travel (restrictions may apply)
- One (1) gift bag for each participant

Branding and Corporate Recognition:

Our Blue Birdie Partners will receive the following branding and recognition at the 2012 Swing for Good Golf Classic:

- Opportunity to provide special offer to TrueBlue members through email blast (subject to approval)
- Corporate logo featured on two (2) tee or hole signs
- Logo Recognition One (1) half (1/2) page, four-color advertisement in the program book
- Corporate logo to be featured on a rotating PowerPoint presentation at the Auction & Awards reception
- Opportunity to include a branded/promotional gift item in the Golf Classic participant gift bags (approximately 350 items)

2012 Commitment: \$12,500

Tee 5 Partnership

Golf Classic Benefits:

- One (1) foursome (four playing positions) in the 2012 Swing for Good Golf Classic hosted at Bethpage State Park on October 9, 2012
- Four (4) invitations to the Auction & Awards reception hosted immediately following play
- One (1) gift bag for each participant

Branding and Corporate Recognition:

Our Tee 5 Partners will receive the following branding and recognition at the 2012 Swing for Good Golf Classic:

- Corporate logo featured on one (1) tee hole sign
- Corporate listing in the program book
- Logo Recognition One (1) half (1/2) page, four-color advertisement in the program book
- Corporate logo to be featured on a rotating PowerPoint presentation at the Auction & Awards reception
- Opportunity to include a branded/promotional gift item in the Golf Classic participant gift bags (approximately 350 items)

2012 Commitment: \$5,000

Par 3 & Flying Solo Partnerships

Par 3 Partnership

Golf Classic Benefits:

- Two (2) playing positions in the 2012 Swing for Good Golf Classic hosted at Bethpage State Park on October 9, 2012
- Two (2) invitations to the Auction & Awards Reception hosted immediately following play
- One (1) gift bag for each participant

Corporate Recognition:

Our TrueGreen Partners will receive the following corporate recognition at the 2012 Swing for Good Golf Classic:

- Corporate listing in the Program Book
- Opportunity to include a branded/promotional gift item in the Golf Classic participant gift bags (approximately 350 items)

2012 Commitment: \$3,000

Flying Solo Partnership

Golf Classic Benefits:

- One (1) playing position in the 2012 Swing for Good Golf Classic hosted at Bethpage State Park on October 9, 2012
- One (1) invitation to the Auction & Awards Reception hosted immediately following play
- One (1) participant gift bag

Corporate Recognition:

Our Jetter Partners will receive the following corporate recognition at the 2012 Swing for Good Golf Classic:

- Corporate listing in the Program Book
- Opportunity to include a branded/promotional gift item in the Golf Classic participant gift bags (approximately 350 items)

2012 Commitment: \$2,000

Sponsorship Registration

Please complete the following registration form and mail, email or fax it to:

2012 JetBlue Swing for Good Golf Classic

c/o Fenway Sports Management

82 Brookline Avenue, Boston, MA 02215

Email: sperlich@fenwaysports.com Fax: 617-226-6348

Sponsorship Registration: (please check one)

- Presenting \$100,000
- True Ace \$50,000
- In-Flight Eagle \$25,000
- Blue Birdie \$12,500
- Tee 5 \$5,000
- Par 3 \$3,000
- Flying Solo \$2,000
- Unfortunately I am unable to attend; however please accept my enclosed donation of \$_____ towards Swing for Good.

Contact Information:

Name: _____

Company Name: (Please indicate how your company name should appear on printed collateral) _____

Address: _____

Phone: _____ Email: _____

Notes/Special Requests:

Payment Information: (please check one)

- Check, please send me an invoice
- Credit Card
- ____ American Express ____ MasterCard ____ Visa ____ Discover
- Card Number _____
- Exp. Date: _____ Security Code: _____
- Name as it appears on card: _____
- Billing Address: _____

If you would like to learn about the Presenting, True Ace or In-Flight Eagle Partnerships, or pay by phone, please contact Sam Perlich (617) 226-6632.

Thank you for your support!

Swing for Good: Charitable Beneficiaries



PBS KIDS, the number one educational media provider for kids, offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. In collaboration with PBS member stations across the country, PBS KIDS serves over 190 local communities and 98% of American homes. This exceptional reach ensures that PBS KIDS makes a difference for America's children. In fact, each year PBS KIDS opens worlds of discovery for more than 80% of all kids ages 2-8, helping to prepare them for success in school and life. For more information on specific PBS KIDS programs and projects supporting literacy, science, math and more, visit [PBS.org/pressroom](https://www.pbs.org/pressroom).



KaBOOM!, is a national non-profit dedicated to saving play. Children today spend less time playing outdoors than any previous generation, a fact that is having disastrous consequences on their health, achievement levels, and overall well-being. Over its 15 years,

KaBOOM! Has mapped over 85,000 places to play, built almost 2,000 playgrounds, and successfully advocated for play policies in hundreds of cities across the country. KaBOOM! also provides communities with online tools to self-organize and take action to support play on both a local and national level. Headquartered in Washington, D.C., KaBOOM! Also has offices in Chicago and San Mateo, Calif. For more information, visit www.kaboom.org