

Tickets Fore Charity

Through Tickets Fore Charity, THE NORTHERN TRUST is providing 501(c)(3) organizations with the opportunity to promote tournament ticket sales that will benefit their organization. Best of all, 100% of the net proceeds from ticket sales – net proceeds exclude tax or processing fees – go to charity. If you sell 50 tickets, 75% will go back to your organization and 25% will go to our tournament’s charity, Tackle Kids Cancer.

TICKETS

Good-any-one-day grounds tickets (\$75) and weekly ground tickets (\$195) will be for sale. This good-any-one-day ticket provides access for any one day of the tournament, from Tuesday, August 6 – Sunday, August 11 and weekly grounds badge will be for the whole week. Tickets can be purchased by visiting your organization's special Ticketmaster page.

PROMOTION

Each non-profit organization is encouraged to promote the Tickets Fore Charity program to their networks in a variety of manners. This can include e-mail newsletters, flyers, website posts, social media, and simple word-of-mouth. THE NORTHERN TRUST provides standardized marketing collateral to support promotional efforts and can coordinate attending events upon request to bring attention to the initiative. In the end, organizations that have leveraged this program successfully have utilized personal contacts and corporate partners to encourage bulk ticket purchases and engaged relevant constituent bases.

TRACKING

THE NORTHERN TRUST will provide all charities participating in Tickets Fore Charity regular updates on ticket promotion and funds raised via e-mail scorecards leading up to the Tournament.

For more information on Tickets Fore Charity, please contact Megan Brewi, PGA TOUR, at 201.444.5356, via e-mail at meganbrewi@pgatourhq.com.