



# PEBBLE BEACH MEETINGS®

**THE PERFECT PAIRING:  
HOW TOP CHARITIES USE PEBBLE BEACH  
TO ACHIEVE THEIR FUNDRAISING GOALS**

**PEBBLE BEACH**

*Your legendary meeting. Our legendary setting.*

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## CHARITY BEGINS AT HOME

It starts early on a misty morning at the famous Muirfield Village Golf Club in Dublin, Ohio. Located in rolling wooded hill country just outside Columbus, the course today is the site of a much anticipated local tournament. One might notice an unusually high number of Lexus vehicles in the club parking lot. That's because today, some 150 golfers will compete in Recreation Unlimited Muirfield Invitational sponsored by Germain Lexus of Dublin and Easton. The event is a part of the Lexus Champions for Charity program which will help raise over \$350,000 for Recreation Unlimited.

But this is just the beginning. From January through December each year, Lexus dealers across the United States will sponsor nearly 200 local charity events in their home cities. Underlining a close-to-home emphasis, each dealer chooses the local charity they feel best fits the needs of their community.

Each tournament concludes with an awards banquet and charity auction. One of the top auction items is a golf package, provided by Lexus, to attend their annual Champions for Charity National Championship in December. The winning bidders from each local event meet each year at the fabled Pebble Beach Golf Links to represent their home town charities and compete for a portion of the \$100,000 charity purse.

Now in its 25th year, the Lexus Champions for Charity is really quite a story. Since 1989, at more than 4,000 local tournaments Lexus has helped raise over \$250 million for local charities. In 2012 alone, the program's events generated over \$28 million in charitable donations.

## NATIONAL KIDNEY FOUNDATION CADILLAC GOLF CLASSIC

Using a similar business model, the National Kidney Foundation partners with Cadillac to produce a year-long series of local tournaments across the country – on the road to Pebble Beach. The top finishers from their annual series of Cadillac Golf Classic golf tournaments come to Pebble Beach Resorts to compete in the national championship. Recognized as one of the premier amateur golf events for charity in America, the tournaments generated \$4 million in donations for the National Kidney Foundation in 2012.

*“Pebble Beach is a great partner for the National Kidney Foundation and Cadillac. Having our national tournament at Pebble Beach creates excitement and ensures a great turnout for all our local tournaments.”*

Eric Albrecht, Vice President Events Development and Sports Marketing, National Kidney Foundation

These two major national programs are excellent examples of how corporate America helps generate financial resources for charitable organizations. In today's difficult economy, the public's need for assistance from charities and nonprofits



has never been greater. In turn, this increased demand requires expanded program funding. Corporations (and their charitable foundations) are the single largest source of funding for these important groups.

## THE BUSINESS OF CHARITY

Charitable giving is an invaluable source of funding for nonprofit organizations of all types across the United States. According to research done for the National Center for Charitable Statistics, 2.3 million nonprofit organizations currently operate in the United States. The nonprofit sector contributed \$805 billion to the U.S. economy in 2010, which represents 5.5 percent of the country's gross domestic product. Public charities, those registered with the IRS, are the largest portion of the nonprofit sector. In 2010, they reported \$1.5 trillion in revenue, \$1.45 trillion in expenses and \$2.71 trillion in assets. The business of charitable fundraising is critical to programs in the arts, culture, education, health, human services and a broad spectrum of worthy causes. This is vital and important work, particularly in a soft economy - and it is highly competitive.

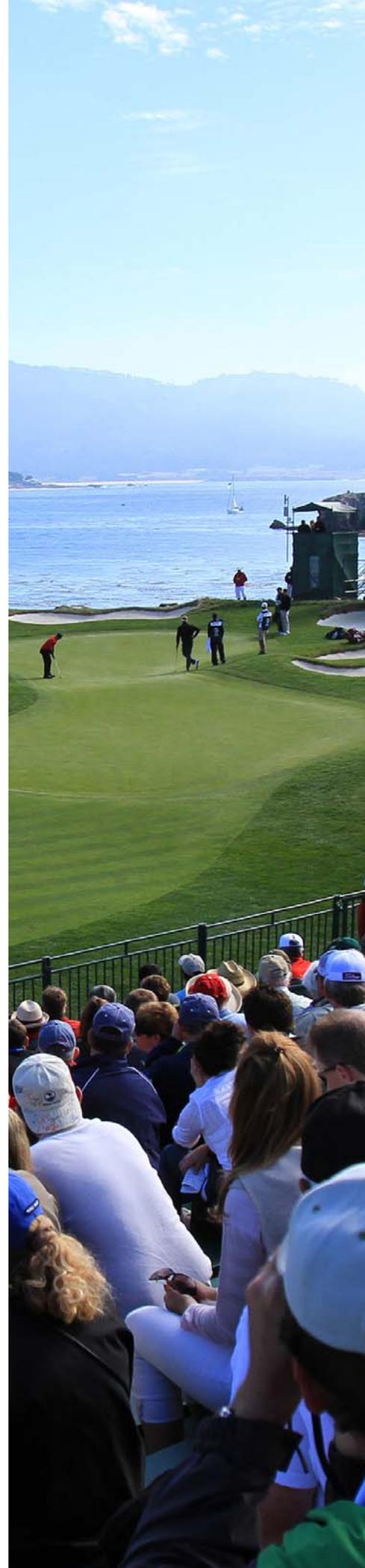
## PEBBLE BEACH GIVES BACK

Supporting charities and giving back are essential to the culture at Pebble Beach Resorts. The owners, management and employees know that this extraordinary destination is enjoyed and loved by many and know they are privileged to be its stewards. Early on, the company determined to play an active part in its community, supporting local groups and programs that benefit area residents. Pebble Beach Company is an integral part of life on the Monterey Peninsula and is very proud of its support of local charities.

*“Pebble Beach Company has long supported local charities on the Peninsula and across the country. The AT&T Pebble Beach National Pro-Am alone has raised over \$110 million for local charities. Beyond that, we actively seek opportunities to help groups and non-profits achieve their own fundraising objectives. Working with our charity partners helps us fulfill our mission to give back to our community, and extends the reach and impact of our charitable activities.”*

Bill Perocchi, CEO Pebble Beach Company

From the very beginning, the Resort has been a gathering place and center of activity for Monterey residents and visitors. The Lodge at Pebble Beach and The Inn at Spanish Bay are the sites of many charity banquets and fundraisers. Stays at the Resort have long been sought after items for charity auctions. But golf tournaments played on the Pebble Beach Golf Links are the largest driver for charity fundraising. Our most famous and well known tournament is the annual AT&T Pebble Beach National Pro-Am.



# CROSBY CLAMBAKE: THE ORIGINAL PRO-AM

In 1947, Bing Crosby brought his soon-to-be famous golf tournament and gathering of friends from Southern California to Pebble Beach. Affectionately known as the Crosby Clambake, Bing's pioneering Pro-Am brought together top PGA TOUR pros, highly ranked amateurs and celebrities from sports and Hollywood. Crosby's eclectic crew shared a love for competitive golf, fun and fellowship. His annual get-together became a popular American institution, attracting interest and following from golfers and non-golfers alike.

From the very start, charitable giving was an important part of the Bing Crosby National Pro-Am. Crosby set up the Monterey Peninsula Foundation to run the tournament and manage its charitable contributions. In the beginning, he funded the tournament purse himself and directed that all profits from ticket sales be donated to charity.

As the popularity of the Crosby grew, so did the purses, the size of the gallery and the money it raised for charity. Initially, the tournament funded development of the Carmel Youth Center. Over time, its reach expanded to support local Boys and Girls Clubs. Today, over 60 Monterey Peninsula youth charities benefit from the tournament.

## TELEVISION FUELS POPULARITY

In the early 1960s, the Bing Crosby National Pro-Am became one of the first nationally televised golf tournaments. Its diverse mix of top golfers, Hollywood stars and athletes created a cool buzz that drew a wide audience. And as the fame of the Crosby grew, so did awareness of Pebble Beach. The Clambake became an annual TV event in homes across America and introduced the beauty of the Monterey Peninsula to millions of viewers and potential visitors.

*"After the war, the Crosby was instrumental in building the popularity of golf in the United States. Its broad appeal helped put Pebble Beach on the map."*

Neal Hotelling, Author, Pebble Beach – The Official Golf history

## AT&T PEBBLE BEACH NATIONAL PRO-AM

In 1977, while playing golf in Spain, Bing Crosby died of a heart attack. He went out playing the game he loved, but his passing left an empty space for his millions of fans and put the future of his popular tournament in doubt. Without Crosby's gentle guidance, how would his beloved Clambake continue and move forward?



AT&T had long been a sponsor and active supporter of the Crosby and moved forward to assume title sponsorship for the event. They knew the affection and good will that the tournament had built and understood the important role it plays in the Monterey community. AT&T also saw the importance of the tournament's support for local charities and moved to enhance it.

The AT&T Pebble Beach National Pro-Am has remained faithful to the spirit of Crosby's tournament. AT&T, the Monterey Peninsula Foundation and Pebble Beach Company continue the rich legacy of championship golf and charitable giving that Crosby envisioned. Steps they took to improve the tournament field, grow attendance and expand the spectator base all helped increase charitable donations.

AT&T, Pebble Beach and the Monterey Peninsula Foundation built a great partnership – and with some dramatic results. In 2013 the tournament generated \$10 million for Monterey Peninsula charities. Since Crosby first brought his Clambake to Pebble Beach in 1947, this remarkable tournament has generated more than \$110 million in total charitable contributions.

## ABOUT GOLF AND GIVING

Golf is a powerful tool for charitable fundraising. Like no other sport, it captures players in a never-ending quest to develop their skills, improve their score and master the game. Golfers at all levels are susceptible to this avid life-long obsession. Serious golfers truly love the game and seek the challenge of playing the top courses.

Golf also plays an important role in business. Its wide popularity and international appeal make it an ideal way to make contacts, find new customers and build business relationships. Its popularity with corporate leaders and executives also makes golf a great tool to reach successful, high net worth individuals – precisely the target audience that charities seek out as potential members and donors.

## TED J. BALESTRERI LEADERSHIP CLASSIC

Each March, local Cannery Row restaurateur Ted Balestreri hosts a golf tournament supporting the National Restaurant Association Educational Foundation (NRAEF). Balestreri's tournament brings together food and restaurant industry presidents and CEOs from across the country. Pebble Beach provides a casual, relaxed environment for them to meet, network and do business on the golf course. Great golf with business associates is the draw and NRAEF's ProStart culinary and restaurant education program for low income students is the beneficiary.



Whenever restaurateurs meet, outstanding food and wine take center stage. Celebrity chefs and renowned winemakers contribute their time, wares and skills to the final night awards dinner and auction. The dinner is a much-anticipated opportunity for the Pebble Beach culinary team to showcase their creativity to a discerning audience. Completing the circle, local Monterey area culinary students are invited in to help Resort chefs prepare the dinner. It's an opportunity for them to work with top chefs, experience a professional kitchen operating at full-speed and see, first-hand the exciting possibilities of a culinary career.

*“Pebble is certainly a bucket list destination for golfers. Many of our attendees come back year after year. They return to Pebble Beach to play golf and catch up with friends. Few resorts have the dramatic location, iconic golf, personal service and exquisite dining to satisfy this discriminating audience.”*

Ted J. Balestreri, Chairman & CEO Cannery Row Company

## FULFILLING THE BUCKET LIST

Pebble Beach is synonymous with world-class golf, boasting three famous courses that are at once challenging, enchanting and legendary. Their stunning setting, winding through the wooded hills of the Del Monte Forest and along the rocky coast of the Pacific is simply magical. Marquee tournaments like the AT&T Pebble Beach National Pro-Am, U.S. Open Championship, Nature Valley First Tee Open at Pebble Beach and the Callaway Pebble Beach Invitational have all contributed to the rich golf history of Pebble Beach Resorts, enhancing their fame and mystique.

For serious golfers, playing Pebble Beach, or better yet, competing in a tournament there is at the top of their bucket list. Walking up the fabled eighteenth fairway and holing out in front of The Lodge is a treasured experience of a lifetime. Leaders of major charities and nonprofits know that a golf tournament at Pebble Beach is the marquee event that will bring out their top donors and maximize contributions.

*“It’s really all about access. Golfers everywhere want to play Pebble Beach. Even busy corporate CEOs, COOs and presidents find a way to get here when they’re invited to play at Pebble Beach.”*

Paul Spengler, Executive Vice President Pebble Beach Company

Paul Spengler should know. Since 1963 he’s played in 25 Crosbys and AT&T Pro-Ams at Pebble Beach, among numerous other tournaments, including the 1961 U.S. Amateur Championship.



# BOYS AND GIRLS CLUBS OF AMERICA

In 1998, Spengler wanted to do something special to support the Boys and Girls Clubs of America. Recognizing the long close relationship between the organization and the Resort, he decided to start an exclusive, one-of-a-kind C-level tournament. Using only word-of-mouth, Paul targeted top CEOs and corporate leaders from across the United States. His unique concept was a tournament that played on the host course for the U.S. Open Championship each year, three weeks before the tournament. Groups could hit from the professional tees and play the course as it was configured for the Open.

Playing the U.S. Open host courses, this select group has experienced some of the top courses in America. And along the way, with Ford and Deutsche Bank as corporate sponsors, and a \$60,000 donation per foursome, it has generated \$7 million for the Boys and Girls Club of America. Paul is now working on an idea for a new annual tournament at Pebble Beach, targeting those same CEOs. His goal is to launch the event in 2014.

## DEMAND EXCEEDS SUPPLY

Pebble Beach Resorts receives hundreds of requests for charitable donations each year. Although these opportunities help the company meet its goal of giving back, they also present a challenge – charitable demand far exceeds capacity. Since the Resort simply cannot say yes to all the charitable requests, it had to create another method to help worthy organizations raise money.

The solution – offer Pebble Beach as a centerpiece attraction to help charities and nonprofits promote and build excitement for their organizations. This strategy leverages the Resort's sweet spot – its powerful appeal to attract wealthy donors to fundraising events. Here's how it works.

## THE MULTIPLIER EFFECT

Pebble Beach Resorts provides discounted vacation packages to selected charities for their fundraising auctions. The package includes lodging, golf and spa at a discounted price. Using this as the hook, the group can then combine it with other donations, such as private jet travel, luxury car use, area dining and wine tasting to build a truly unique and valued golf vacation experience.

An exclusive Pebble Beach golf getaway is often the premier item in a charity auction. In the hands of a skillful auctioneer, the bidding can reach into the tens of thousands of dollars, often with two or three competitive bidders driving up the price. And when the auctioneer proclaims the winning bidder, they often offer a second Pebble Beach package at the final price to the losing bidders, effectively doubling, or even tripling the contribution.



*“Each year we secure many unique items for our live and silent auctions, from boats to five course gourmet meals – we’ve got just about everything. But the one that gets the most attention is our golf package to Pebble Beach.”*

Ken Modzelewski, CEO YMCA Southwest Florida

This approach creates a multiplier effect that helps maximize event attendance, donations and ROI. In addition, Pebble Beach Resorts underwrites its package, offering to buy back any package at full price if the charity cannot sell it for a profit. Few packages are ever returned.

## USING THE UNIQUE POWER OF PEBBLE BEACH

Charitable groups know that partnering with Pebble Beach Resorts provides a halo effect that brings excitement and credibility to their organizations. They leverage the Resort’s unique stature and power to recruit, reward and build long-term relationships with their top donors and supporters. Bringing their groups to this legendary destination helps them tell their story and secure commitment from their members. The Pebble Beach name helps attract and engage high-level donors, build close connections and maximize contributions and event ROI.

*“We’ve done our golf tournament and charity auction for 33 years and all but one has been at Pebble Beach. We took it up to the Napa Valley one year, but it just wasn’t the same. Our people all wanted to go back to Pebble Beach. The grounds, the service and the fabulous views of the Pacific Ocean - just being here makes it special.”*

Michele Tomas, National Boiler, Inc., National Boiler Manufacturing Association Scholarship Fund

## A CHARITABLE HOST

Every year, Pebble Beach Resorts hosts a wide variety of charitable golf tournaments and events. Some of them are for large national organizations like the AT&T, Lexus and National Kidney Foundation. But the majority are for smaller groups with unique and often interesting missions.



## THE MARINE CORPS SCHOLARSHIP FOUNDATION

The annual Patriots at Pebble golf tournament celebrates the Marine Corps and their families. It supports the American Patriot's Campaign providing college scholarships for the children of Marines killed in combat since September 11, 2001. As part of the Funds for Heroes Tribute Scholarship program, their goal is to raise \$50 million so they can provide up to \$30,000 for each child of a fallen Marine. Famous local Monterey resident and then Secretary of Defense Leon Panetta attended the 2012 event.

## ANGEL FLIGHT WEST FOUNDATION

This unusual group provides free air transportation to in-need families to confront serious and often life-threatening emergencies. Their mission is to take people in crisis where they need to go. These volunteer pilots fly their own private airplanes where ever their clients need to go to meet medical or family emergencies. Angel Flight supports the work of family charities and hospitals throughout the west. Their annual golf tournament at Pebble Beach Resorts is the centerpiece of their fundraising program.

## LEGENDS INVITATIONAL

The annual four-day Legends Invitational Golf Tournament at Pebble Beach attracts a broad field of corporate participants and groups, many of whom are too small to produce their own charitable golf event. They bring their clients to play Pebble Beach with celebrity team captains from the NFL and other sports. Ten teams play for three days on each of the Resort's three courses. Legends partners with Good360 which works with America's top companies to donate their products to help support the operations of a broad range of charitable groups.

## CLAY WALKER CHARITY CLASSIC

Sometimes, the idea for a new charitable event starts right at Pebble Beach. RJ Harper, Executive VP, Golf and Retail for Pebble Beach Company and country music star Clay Walker are good friends. In 2008 they started the Clay Walker Charity Classic golf tournament to raise funds for Band Against MS (BAMS), the charity Walker founded to fight multiple sclerosis (MS) a disease he battles himself. Each year, his fun-loving group of musicians, friends and supporters gathers for three days of golf, great music and relaxation to raise funds to fight MS.



## TIGER WOODS INVITATIONAL

Like Clay Walker, many celebrities have their own foundations to help charities and nonprofits. Every October, the Tiger Woods Invitational takes place at one of his favorite courses – Pebble Beach Golf Links. Since his days at Stanford and through many seasons as a PGA TOUR pro, Pebble Beach has been a favorite course for Tiger. So it's only fitting that it is the site of Tiger's own charity golf event, benefiting the college access programs of the Tiger Woods Foundation.

## UNIVERSITY OF NOTRE DAME

Fundraising is critical for colleges and universities and the competition is intense. As the cost of education escalates, the need for alumni support, contributions and endowments has grown dramatically. In this competitive environment, it's no surprise that universities tend to stick with a good fundraising partner. The University of Notre Dame and Pebble Beach Resorts have that kind of partnership. Pebble Beach has hosted several golf tournaments for the Fighting Irish for both academic and athletic donor groups. Most recently, we hosted the Parseghian Golf Classic in 2012, which benefits the Ara Parseghian Medical Research foundation.

*“Pebble Beach is a great partner for our Notre Dame fundraising golf tournaments. The setting is without equal and the golf is in a class by itself. We always get a great turnout at Pebble Beach.”*

Jean Gorman, Senior Philanthropic Advisor, University of Notre Dame

## PEBBLE BEACH SIGNATURE EVENTS

Pebble Beach Resorts hosts several signature annual charity events. These events broaden the Resort's appeal and, expand the brand beyond its traditional golf heritage.

## THE NATURE VALLEY FIRST TEE OPEN AT PEBBLE BEACH

In 2004, Pebble Beach hosted the inaugural First Tee Open benefiting The First Tee youth leadership and development program. This innovative group uses golf and its values to influence and inspire young people. While teaching young men and women to play golf, The First Tee builds character by instilling golf's culture of honesty, integrity and confidence. These qualities transcend the game, giving young people critical life skills to help them build successful, productive lives and achieve their dreams.



A Champions Tour event and televised on the Golf Channel, The First Tee Open draws a mixed pro/amateur field. Eighty-one Champions Tour Pros host foursomes including two amateurs and a junior amateur. Proceeds from the tournament provide funding for both the national and local First Tee programs.

## PEBBLE BEACH CONCOURS D'ELEGANCE

The Concours d'Elegance started in conjunction with the Pebble Beach Road Races in 1950. The auto races roared through the roads of the Del Monte Forest, and a select group of classic cars was on display at the Resort. The races soon outgrew the winding narrow roads of the forest and were moved to the new Laguna Seca Race Track. With relocation of the races, the focus shifted to building the popular classic car competition, and a new charity event was born at Pebble Beach.

Today, the Concours d'Elegance draws classic car owners and enthusiasts from around the world to show their rare and elegant automobiles against the dramatic backdrop of the Pacific Ocean along the most famous hole in golf – the eighteenth at Pebble Beach. Initially, monies raised from the Concours helped fund construction of the Community Hospital of the Monterey Peninsula in 1960. A primary beneficiary of the Concours is the Pebble Beach Company Foundation, established in 1975 to perpetuate this rich heritage of giving back. Today, it supports some 62 charitable groups in Monterey County.

## PEBBLE BEACH FOOD & WINE

Each spring, the Resort comes alive with an acclaimed and growing highlight of the year – Pebble Beach Food & Wine. This extraordinary culinary event is a celebration of all things culinary. The four-day event turns out a virtual who's-who of the gourmet world, including 75 celebrity chefs, 250 wine makers and a host of sommeliers, restaurateurs and food producers. Event attendees enjoy a lavish immersion in some of the most exquisite and exclusive dining experiences available anywhere in the world.

Started in 2008, the rapid growth and popularity of the event is a testament to the important role that the culinary arts play in the life of Northern California and Pebble Beach Resorts. Beneficiaries from Pebble Beach Food & Wine include several local Monterey Peninsula charities.

Each year, these signature events enhance the legend of Pebble Beach and its singular allure. They help expand the Resort's appeal and introduce a continuous stream of new guests to Pebble Beach Resorts.



## VALUED RELATIONSHIPS

Charitable fundraising is a very competitive world. In today's slow economy, the struggle for donations increases every year as companies, nonprofits and charities of all types compete for funds to continue their good works. All these groups need consistent, effective fundraising to find the money they need be successful. Pebble Beach Resorts is proud to be a valued partner to our many charities in this important work.

Fundraising events are also good business for Pebble Beach. These events expose new customers to the Resort, many of whom become return guests and corporate clients that bring their golf groups and business meetings back. These events also help the company extend its reach and fulfill its charitable goals.

*“Charitable groups are a key part of our business plan and an effective way to introduce new guests and corporate customers to Pebble Beach.”*

David Stivers, Executive Vice President Brand Management and General Counsel

## PEBBLE BEACH AS YOUR STRATEGIC PARTNER

Pebble Beach is an experienced partner in the art and science of contemporary fundraising. High profile golf tournaments and events at the Resort are the centerpiece of the fundraising strategy of many charitable groups. We are continually exposed to the new ideas and best practices of our many groups and use that experience to keep our events fresh and exciting. We know what works and how to make a charity event special, distinctive and productive.

The staff at Pebble Beach Resorts specializes in producing effective fundraisers. Our golf, culinary and event planning professionals are the best in the business and work together to imagine, plan and produce successful group events. We learn the character and specific needs of each group, and design the resort experience to fit their profile. The Pebble Beach team provides the special skills and creativity to bring a group event to life and make it magic.

The group service team handles every aspect and detail of event planning and execution from start to finish. They know how to use every feature of the Resort to build the ideal experience for each group. Our golf pros know just how to structure and sequence a tournament to make it flow and build to a dramatic finish. And the resort chefs and culinary team create the perfect food and wine experiences that make your event unique and memorable.



# LOOKING FORWARD

The history of Pebble Beach Resorts and charitable giving are intertwined. From the beginning, the company forged a vital connection with the local community, and supported the organizations that help their neighbors. Crosby started something special with the Clambake, and since then, a long list of golf tournaments and charitable events have increased and enhanced that generous spirit.

*“To me there’s no better place on the planet to ask someone to support your cause than Pebble Beach. Your golfing donors love you for giving them a chance to check an item off their bucket list.”*

Ron Barefield, Hands of Hope, Equip, Project Rescue and Fire Bible Summit

Pebble Beach Resorts is an unequalled group fundraising partner. The Resort is a luxurious setting for group events and the Pebble Beach name ensures a strong turnout. The creativity and friendly personal service of the resort staff makes guests feel at home and brings them back again-and-again. Legendary golf on the Resort’s three incomparable courses remains the primary venue for charitable fundraising.

The Resort’s greatest value added though, is the seamless approach it takes to all its customers. Our lofty group service standards are set to the requirements and high expectations of our most demanding corporate clients. Pebble Beach is committed to provide the same high levels of quality and service to our charity partners as we do for a C-level board meeting or an exclusive customer golf event.

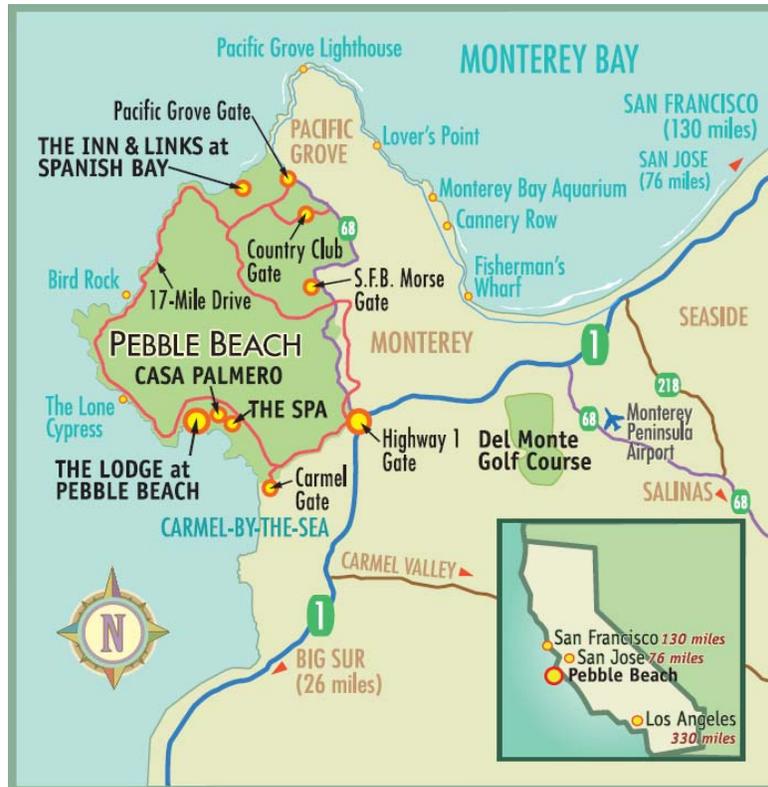
All this makes Pebble Beach Resorts a committed and proactive partner for charitable fundraising. The Company takes great pride in the support and contributions we make to many worthy causes each year. We partner with corporations, foundations, nonprofits, and charities of all stripes to increase their charitable donations and help them achieve their financial objectives. And we continue to seek new opportunities.

If your charity, foundation or nonprofit wants to attract high-value donors, consider an event at Pebble Beach Resorts. Please make Pebble Beach your first call. Perhaps your group will be next to share our proud legacy of giving back.



# Thank you for considering Pebble Beach Resorts.

To discuss how we can assist you, contact Tim Ryan, Vice President, Global Business Development at (831) 647-7406 or RyanT@PebbleBeach.com



Pebble Beach Resorts is in Del Monte Forest on the coast of California's Monterey Peninsula. The Resort is 130 miles (209 km) south of San Francisco, 76 miles (122 km) south of San Jose and 330 miles (530 km) north of Los Angeles.



## PEBBLE BEACH MEETINGS\*

17-Mile Drive, Pebble Beach, California 93953  
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