

THE **RCI**
Christel House
Open

INTERNATIONAL CHARITY GOLF TOURNAMENT

The ninth annual RCI Christel House Open will take place at tournament sites spanning four continents. Approximately 1,500 golfers are expected to participate in events held worldwide.

This unique, series of global tournaments is the signature event for Christel House, helping to raise awareness and financial support for the organization.



2011 Tournament Locations

Boonville, NY • Breckenridge, CO
 Carmel, IN • Daytona Beach, FL • Kissimmee, FL
 Gatlinburg, TN • Myrtle Beach, SC
 Palm Beach Gardens, FL • Scottsdale, AZ
 Shenandoah, VA • Vista, CA • Williamsburg, VA
 Algarve, Portugal • Bangalore, India
 Cape Town, South Africa • Johannesburg, South Africa
 Mexico City, Mexico
 Perivale, Middlesex, United Kingdom



Christel House®

Christel House helps more than 3,200 children around the world break the cycle of poverty, realize their hopes and dreams, and become self-sufficient, contributing members of society.

The centers in India, Mexico, South Africa, Venezuela and the United States provide a challenging curriculum, instill universal values, encourage personal accountability and teach social responsibility and good citizenship.

Christel House provides each child with:

- Education
- Character Development
- Life Skills
- Job Placement
- Nutrition
- Workplace Mentoring
- Health Care
- Family and Community Support

As a result, all of the generations that follow will benefit from the Christel House focus on child, family and community. One-hundred percent of cash proceeds are utilized for programs and services directly benefiting the children.



www.christelhouse.org

Christel House is a registered 501(c)(3) public charity. Donations are deductible to the extent allowed by law.



INTERNATIONAL CHARITY GOLF TOURNAMENT

Dick Coyle
 Laurel Crest Resort
 2628 Laurel Crest Ln.
 Pigeon Forge, TN 37863

**Improve More
 Than Just Your Game**

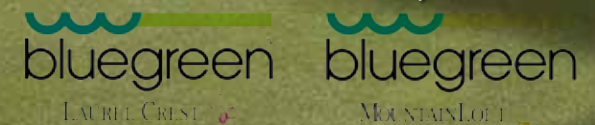


WEDNESDAY, JUNE 15, 2011

The Sevierville Golf Club

Sevierville - Pigeon Forge - Gatlinburg, TN

Tournament Hosted By:



Proceeds benefit the children of Christel House

WEDNESDAY, JUNE 15, 2011

Sevierville Golf Club

Sevierville - Pigeon Forge - Gatlinburg , TN

1556 Old Knoxville Highway

12:00 pm Registration and Lunch

1:00 pm Shotgun Start

Awards and Dinner to Follow



INTERNATIONAL CHARITY GOLF TOURNAMENT

The day promises to be enjoyable for the occasional golfer, as well as the serious enthusiast. Join an exclusive group of individuals and sponsors who have chosen to unite for a special cause - the children of Christel House.

Tournament Hosted By:



www.bluegreencorp.com

For more information contact:
Dick Coyle
Bluegreen Corporation
865.428.8570
Dick.Coyle@bluegreencorp.com

IN ADDITION TO A GREAT DAY OF GOLF, PRIZES AND CONTESTS INCLUDE:

**Chance to participate in
\$1,000,000 SHOOT-OUT
50/50 Ball Drop—\$500 minimum payout**

Chance to win a new car

**Cash prizes for
1st & 2nd places in each flight
1st, 2nd & 3rd place trophies**

**Closest to the Pin Contest
Longest Drive Contest
Putting Contests**

About the Course

The Sevierville Golf Club is located in Sevierville on Old Knoxville Highway, which runs adjacent to Hwy. 66. Designed by D.J. DeVictor, this Championship course presents breathtaking views and tight fairways throughout its layout. Nominated in 1995 for Golf Digest's "Best New Public Course," the par 72, 6900 yard layout is the longest local course you can find. Offering an array of landscapes, the course changes from hole to hole. You find yourself playing on a flat fairway one moment and then battling hills on the next.

Sponsorship Opportunities

Sponsorship includes golfer gift bag at the course, as well as complimentary lunch and dinner.

- Eagle Sponsor (1 available) - \$2,500**
 - Company Logo on golf towel to be given to each player
 - Two (2) complimentary foursomes
 - Tee sign at one tee box (location TBD)
 - Recognition from the podium at post-event awards dinner
- Birdie Sponsor - \$1,250**
 - Company Logo on sleeve of golf balls given to each player
 - One (1) complimentary foursome
 - Tee sign at one tee box (location TBD)
 - Recognition from the podium at post-event awards dinner
- Cart Sponsor (1 available) - \$1,000**
 - Company name on all golf carts
 - One (1) complimentary foursome
- Beverage Cart Sponsor (4 available) - \$750**
 - Name on the beverage cart
 - One (1) complimentary foursome
- Corporate Team - \$500**
 - One (1) complimentary foursome
 - Tee sign at one tee box (location TBD)
- Tee Sponsor - \$100**
 - Tee sign at one tee box (location TBD)
- Individual Player - \$100**

Sponsorship Commitments & Registrations must be received by May 9, 2011. Payment is due within 30 days.

Sponsorship Form

Company Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Sponsorship Type(s)

- | | |
|--|--|
| <input type="checkbox"/> Eagle Sponsor | <input type="checkbox"/> Corporate Team |
| <input type="checkbox"/> Birdie Sponsor | <input type="checkbox"/> Tee Sponsor |
| <input type="checkbox"/> Cart Sponsor | <input type="checkbox"/> Individual Player |
| <input type="checkbox"/> Beverage Cart Sponsor | |

Payment Options

Total Sponsorship and/or Donation: \$ _____

- Payment Enclosed** **Send an Invoice**
- Check payable to "Christel House"
- Credit Card: Visa Mastercard AMEX

Name on Card _____

Card # _____

Exp. Date _____

Signature _____

Date _____

Please mail or fax this form to:

Christel House Open
Dick Coyle
Bluegreen Resorts
Laurel Crest Resort
2628 Laurel Crest Ln.
Pigeon Forge, TN 37863
Phone: 865.428.8570 Fax: 865.286.7505

Player registration forms will be sent to sponsors upon receipt of this pledge form.