



bi-locharities.org

...your guide to the 2012

BI-LO CHARITY CLASSIC





LETTER FROM MICHAEL BYARS

Dear Friends,

The 2012 BI-LO Charity Classic Golf Tournament will celebrate 29 years of golf and giving. The tournament will be filled with great Southern flavors. I know you will enjoy the casual, fun atmosphere filled with great Southern food and beverage, amazing golf courses and unique new auction opportunities.

Activities will kick off on Saturday afternoon, June 2, at the President's Business Roundtable and continue through Monday evening, June 4, at the Awards Banquet, where we announce the fundraising success over our traditional dinner of steak and lobster.

We have secured 11 of the Carolinas' greatest courses and, by popular demand, we have again included the BMW driving experience.

Registration will begin February 1. Sign up early to make sure you get the course you want to play. I look forward to seeing you in June.

Sincerely,



Michael D. Byars
President and CEO BI-LO, LLC
Chairman of BI-LO Charities, Inc.

You are cordially invited to
the 29th

BI-LO Charity Classic

June 2-4, 2012





SIGN UP

AND HELP THOUSANDS

Since 1984, tournament participants have helped us raise over \$58 million for hundreds of charities throughout the Southeast. These contributions have impacted the lives of thousands of men, women and children in our communities. Please join us this year as we reach out once again to help those in need.



COMMUNITY

MAKES US WHO WE ARE

We partner with nonprofit organizations in the Southeast who are passionate about improving education, nourishing the hungry and enhancing the lives of children.

WE LIVE BY

OUR MISSION



2012 AGENDA

SATURDAY, JUNE 2

2:00PM BUSINESS ROUND TABLE (Bronze-Level Sponsors or higher or by Invitation Only at the Greenville Marriott)

6:30PM PRESIDENT'S PARTY Bronze-Level Sponsors or higher or by Invitation Only
Hartness Estate (tickets required)

SUNDAY, JUNE 3

9:30AM PRESIDENT'S PRACTICE ROUND (select golf courses or BMW Performance Center Driving Experience)

5:00PM PAIRINGS PARTY & AUCTION All Players and Guests
Hartness Estate (tickets required)

MONDAY, JUNE 4

8:00AM BRUNCH at assigned courses

10:00AM TOURNAMENT Play is Captain's Choice
Located at prestigious golf courses in North and South Carolina: Champion Hills, Cliffs of Glassy, Cliffs Valley, Cliffs of Keowee Vineyards, Green Valley, Greenville Country Club - Chanticleer, Greenville Country Club - Riverside, Kenmure, Keowee Key, The Reserve at Lake Keowee, and Thornblade.

Courses subject to change.

OR BMW Performance Center Driving Experience

5:30PM AWARDS BANQUET Players Only
Hartness Estate (ticket required)

All Hartness Estate events require a ticket. Specific times for all events will be included in invitations to be sent separately. **Diamond sponsors will be given course priority.** For questions, please call 864-286-5895 or email: bi-locharityclassic@bi-lo.com.



2012 REGISTRATION INFORMATION

PAIRINGS

All final pairings will be posted Sunday evening at the Pairings Party & Auction. Please request your pairings and golf course through online registration.

SIGNING UP

1. Go to www.bi-locharities.org.
2. Click on registration.
3. Choose your desired level from one of the following selections: DIAMOND, EMERALD, PLATINUM, GOLD, BRONZE, COURSE, PLAYER PLUS, PLAYER or GREEN SPONSOR.
4. Fill out and submit all information and print your confirmation page.
5. Be sure to select golf course preference at time of registration.

For more information:

Online: www.bi-locharities.org

Email: bi-locharityclassic@bi-lo.com

Phone: 864-286-5895

To give a donation, if you're a first time player or to order Pairings Party & Auction tickets, please email bi-locharityclassic@bi-lo.com or call 864-286-5895.



DIAMOND SPONSOR \$60,000

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)
- Exclusive company recognition banners at the Hartness Estate
- Brand recognition on BI-LO Charities website through May 2012
- In-store signage for 4 weeks surrounding the tournament



PARTICIPATION

PICK ONE

- 8 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 8 Spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 8 Gift vouchers at \$700 each
- 8 Invitations, plus guest, to the President's Party on Saturday night, June 2
- 8 Playing spots in the President's Practice Round on Sunday, June 3
- 8 Invitations to Ladies' Day Event on Sunday, June 3
- 8 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 8 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player
- 8 Hotel rooms (2 nights) at the Marriott Greenville





EMERALD SPONSOR \$50,000

PARTICIPATION

PICK
ONE

- 8 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 8 Spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 8 Gift vouchers at \$500 each
- 8 Invitations, plus guest, to the President's Party on Saturday night, June 2
- 8 Playing spots in the President's Practice Round on Sunday, June 3
- 8 Invitations to Ladies Day Event on Sunday, June 3
- 8 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 8 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player
- 8 Hotel rooms (2 nights) at one of Greenville's finest hotels

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)





PLATINUM SPONSOR \$35,000

PARTICIPATION

PICK
ONE

- 6 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 6 Spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 6 Gift vouchers at \$300 each
- 6 Invitations, plus guest, to the President's Party on Saturday night, June 2
- 6 Playing spots in the President's Practice Round on Sunday, June 3
- 6 Invitations to Ladies' Day Event on Sunday, June 3
- 6 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 6 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player
- 6 Hotel rooms (2 nights) at one of Greenville's finest hotels

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)





GOLD SPONSOR \$25,000

PARTICIPATION

PICK ONE

- 4 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 4 Spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 4 Gift vouchers at \$150 each
- 4 Invitations, plus guest, to the President's Party on Saturday night, June 2
- 4 Playing spots in the President's Practice Round on Sunday, June 3
- 4 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 4 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player
- 4 Hotel rooms (2 nights) at one of Greenville's finest hotels

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)



From left to right:
 Michael D. Byars
 President and CEO BI-LO, LLC
 Chairman of BI-LO Charities, Inc.

Roger Childers
 Executive Director of
 Church of God Home for Children

Anthea Jones
 Senior Vice President of Store Operations BI-LO, LLC



BRONZE SPONSOR \$15,000

PARTICIPATION

PICK
ONE

- 2 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 2 Spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 2 Gift vouchers at \$125 each
- 2 Invitations, plus guest, to the President's Party on Saturday night, June 2
- 2 Playing spots in the President's Practice Round on Sunday, June 3
- 2 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 2 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)





COURSE SPONSOR \$10,500

PARTICIPATION

PICK
ONE

- 2 Playing spots in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 2 spots at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 2 Gift vouchers at \$100 each
- 2 Invitations, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 2 Invitations to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player

RECOGNITION

- Company logo recognition at all tournament events
- Sponsorship of one entire golf course with signage at course (subject to availability) and at all special events





PLAYER PLUS \$2,850

PARTICIPATION

PICK ONE

- 1 Playing spot in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 1 Spot at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 1 Gift voucher at \$100 each
- 1 Invitation, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 1 Invitation to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player

RECOGNITION

- Company logo recognition at all tournament events
- Company logo in BI-LO Circular (distributed to over 3.5M households)





PLAYER \$850

PARTICIPATION

PICK
ONE

- 1 Playing spot in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 1 Spot at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 1 Gift voucher at \$75 each
- 1 Invitation, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 1 Invitation to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player





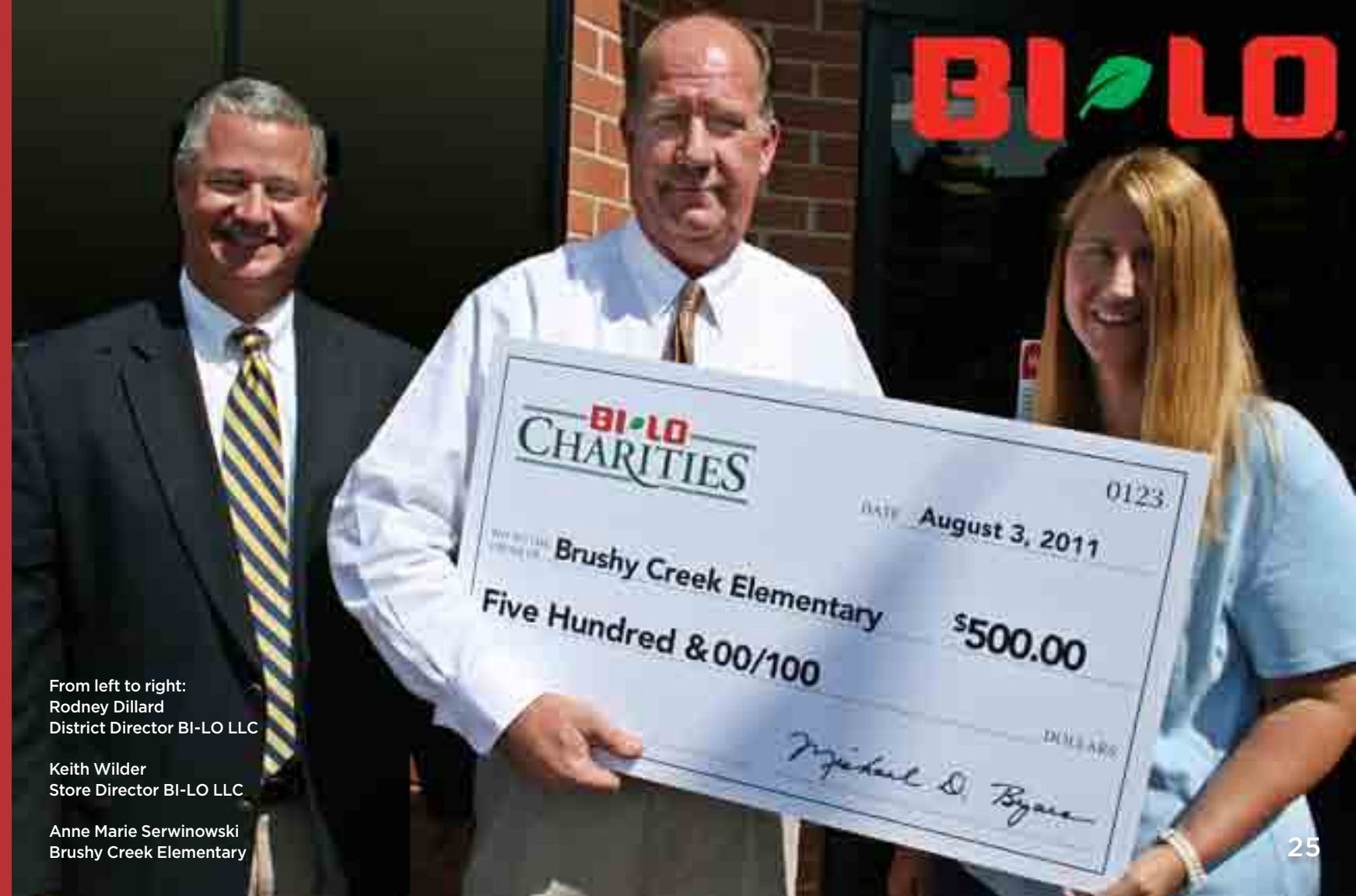
FIRST TIME PLAYER \$650

First time discount applies only to companies that have never participated in the BI-LO Charity Classic. A great way to find out what this great tournament is all about. Please call 864-286-5895 or email directly bi-locharityclassic@bi-lo.com.

PARTICIPATION

PICK ONE

- 1 Playing spot in the tournament at one of 11 of the most prestigious golf courses in North and South Carolina
- 1 Spot at the BMW Performance Driving Experience (alternative to President's Practice Round or tournament play, first come first serve)
- 1 Gift voucher at \$50 each
- 1 Invitation, plus guest, to the Pairings Party & Auction on Sunday night, June 3
- 1 Invitation to the Awards Banquet on Monday evening, June 4
- Brunch and lunch on tournament day at your golf course
- 2 Free mulligans for each player
- 1 Dozen premium golf balls for each tournament player



From left to right:
Rodney Dillard
District Director BI-LO LLC

Keith Wilder
Store Director BI-LO LLC

Anne Marie Serwinowski
Brushy Creek Elementary



GREEN SPONSOR* \$500

RECOGNITION

- Sponsorship of one green of your choice on any available course, with premium signage at green

**Discounted Pairings Party & Auction tickets are available upon request with this sponsorship.*



PAIRINGS PARTY & AUCTION TICKETS

\$100

Admits one person to Pairings Party and Auction on Sunday evening, June 3

\$150

Admits 2 people to Pairings Party and Auction on Sunday evening, June 3

To order Pairings Party & Auction tickets, please call 864-286-5895 or email bi-locharityclassic@bi-lo.com.





2011 TOP SPONSORS

Diamond

- Anheuser Busch
- C & S Wholesale Grocers
- Coca-Cola Bottling
- Dean Foods
- Frito-Lay
- General Mills
- Kraft Foods
- MillerCoors
- Pepsi
- Western Union

Emerald

- Cardinal Health
- Flavor First
- Sara Lee
- Tyson

Platinum

- American Greetings
- Deer Park
- Del Monte Foods
- Dr Pepper/Snapple
- Hilex Poly LLC
- Kellogg's
- Mars North America
- Nestle Purina Pet Care
- Snyder's-Lance Inc.
- Southeastern Paper Group
- Springer Mountain Farms
- Walter P. Rawl & Sons, Inc.

Gold

- A.D.S.
- American Italian Pasta Co.
- Chiquita/Fresh Express
- Clorox
- Constellation Wines U.S.
- Crystal Farms
- Dole Fresh Fruit
- E & J Gallo
- Kimberly Clark
- Land O' Frost
- McCormick & Co. Inc.
- Oneonta Starr Ranch Growers
- Pinnacle Foods
- Procter & Gamble
- Sargento
- Stemilt Growers
- The J.M. Smucker Company
- Unilever
- Wise Snacks

Bronze

- Atlanta Foods International
- Bayer Healthcare CCD
- Blackhawk Network
- Colgate-Palmolive Company
- Diageo-Guinness USA
- Foxy
- Future FoodsBrands
- Heinz
- Johnson & Johnson
- Kehe Distributors
- Marfoods USA
- NatureMade
- Nelson Mullins, Riley & Scarborough, LLP
- RJO Produce
- Southern Home
- Vinson & Elkins LLP
- Yellow Tail

Supporting

- Agilysys
- Charleston Post and Courier
- Clear Channel
- emedia group
- Erwin-Penland
- Greenville News
- Ivie and Associates
- Lexus Champions for Charity
- Lexus of Greenville
- Palmetto Graphics
- Print Direction
- Promotional Screen Printing
- Serigraph
- The Hughes Agency
- The State Media Company
- TPM
- Vestcom
- WYFF 4

THANK YOU FOR YOUR CONTINUED SUPPORT

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bi-locharities.org

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