

Applebee's Neighborhood Grill & Bar®

— Presents —

The 23rd Annual

APPLE OPEN GOLF OUTING

Supporting

Pennies
from Heaven
Keeping Families Together

Helping Pittsburgh Families In Need



23rd Annual Apple Open Golf Outing

Four-Person Scramble
Treesdale Country Club
Gibsonia, Pa.

Tuesday, May 30, 2017

10:30–11:30 a.m. — Check-In

11 a.m.–Noon — Buffet Lunch

Noon — Shotgun Start

in support of

Pennies from Heaven Fund / Keeping Families Together

Pittsburgh People Helping Pittsburgh Kids

Imagine what it must be like to be a child diagnosed with a severe illness, alone and afraid in an alien place, surrounded by mysterious people. From a young child's perspective, a hospital room may seem like a strange place. Even if the "mystery people" are doctors and nurses working diligently to help the child get better, they still may seem like strangers to the child.

For a child in the hospital, having a parent nearby to provide comfort and support is an important component of the healing process. Unfortunately, many parents cannot afford to spend much time with their child in the hospital, usually because they cannot afford to take time away from work or pay for a sitter or day care for their other children at home.

In 2000, Jon and Joni Perry created the Pennies from Heaven Fund to ease the financial hardships of such families and to allow children who are admitted to Children's Hospital of Pittsburgh of UPMC to have the support of family members at their bedside. Every dollar collected goes directly to a family in need.

This year, Applebee's and the Pennies from Heaven Fund are once again working to ensure that families receive the help they need. We are looking for individuals and businesses in the community to support this effort. To date, we have raised more than \$2,000,000.00 and helped over 100,000 families.

You can help! **Participate as a sponsor and/or golfer in the 23rd Annual Apple Open.** Your sponsorship or registration fee serves as a financial donation that helps the Pennies from Heaven Fund immediately. Most importantly, the support you give to a child in need is one of the best things you could possibly do.

Please join us for golf or sign up as a sponsor.

Join Us for Golf and Support the Pennies From Heaven Fund

23rd Annual Apple Open

Four-Person Scramble
Treesdale Country Club
Gibsonia, Pa.

May 30, 2017

Noon — Shotgun Start

18 Holes — Limited Registration — Faster Play (using all 27 holes)

Registration Fee: \$ 225.00 per person

- Includes: Lunch in Grille Room; golf cart; 18 holes of golf; unlimited beer, soft drinks and snacks on the course; post-golf **dinner buffet**; and fabulous door prizes.
- Prizes for Skills Competition: \$1 million Hole-in-One; trips; golf accessories packages; golf passes; and weekend passes for local courses; and many more.



Mail registration to (Deadline: May 26, 2017):

Don Welka
5130 Meadow Ridge Lane
Gibsonia, PA 15044
412-303-1801

E-mail: dwelka@appleamerican.com

Fee must be mailed with registration. Please make checks payable to “Apple Open.” Reservations are provided on a first-come, first-serve basis. Space is limited, so register today! Only registered players will be permitted to participate in the Apple Open.

2017 Apple Open Sponsorship Packages

Premier Sponsor: \$25,000

- Please call for details

Presenting Sponsor: \$2,500

- **VIP check-in (No waiting!)**
- Player fees and attendance for four
- Recognized as presenting sponsor in event promotions
- Exclusive logo placement on all event ads and signage
- Logo placement on one tee or green
- Complimentary full-page ad in program
- Spokesperson's verbal recognition of sponsorship during event
- Four Pennies From Heaven sponsor gifts
- Four Mulligans From Heaven
- Four complimentary million dollar shot tickets
- Complimentary reception guest passes

Pennies Partner: \$1,500

- Player fees and attendance for four
- Complimentary half-page ad in program
- Logo placement on one tee or green

Tee or Greens Sponsor: \$300

- Logo placement on one tee or green

Ad Placement Sponsorship:

Full-Page Ad (5-1/2 x 8-1/2) – \$750

Half-Page Ad (5-1/2 x 4-1/4) – \$500

Quarter-Page Ad (2 x 3-1/2) – \$250

*All proceeds will be donated to the Pennies from Heaven Fund/
Keeping Families Together.*



Special Thanks to 2016 Presenting Sponsors:

Alarm.com

Allegheny Valley Bank

Applebee's Neighborhood
Grill & Bar

DeForest Koscelnik Yokitis
& Berardinelli

NFP Structured
Settlements

Printscape Imaging
& Graphics

Rosen Louik & Perry, PC

Rectenwald Brothers
Construction Inc.

Stephen R. Alatis, D.O.

Applebee's Neighborhood Grill & Bar (Sponsor Form)

Sign up for a Sponsorship Package and Support the Pennies from Heaven Fund

Sponsorship Reservation

Contact Name _____ Title _____

Sponsor's Name (as it should appear on all printed material) _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____ Fax Number _____

Email Address _____

2017 Apple Open Sponsorship Packages

We are proud to support the Pennies from Heaven Fund at the following level:

Premier Sponsor \$25,000

Presenting Sponsor – \$2,500

Pennies Partner – \$1,500

Tee or Greens Sponsor – \$300

Full-Page Ad – \$750

Half-Page Ad – \$500

Quarter-Page Ad – \$250

*Copy-ready artwork must be submitted no later than **May 23, 2017**.*

Full-Page: 5-1/2 x 8-1/2; **Half-Page:** 5-1/2 x 4-1/4; **Quarter-Page:** 2 x 3-1/2

All proceeds will be donated to the Pennies from Heaven Fund/Keeping Families Together.

I have enclosed a check in the amount of \$ _____

Please make your check payable to "Pennies from Heaven"

Signature _____ Date _____

Sponsor's Foursome

Please note that foursomes are included at the Presenting and Pennies Partners levels.

1. _____

2. _____

3. _____

4. _____

For ads and sponsorships —

Please mail your check and artwork with this form to:

Mr. Jon Perry

Rosen Louik & Perry, PC

Suite 200, The Frick Building

437 Grant Street

Pittsburgh, PA 15219-6003

Electronic Artwork to:

jperry@caringlawyers.com

Questions? Call Jon Perry at 412-281-4200.

Pennies
from Heaven
Keeping Families Together

See next page for Golf-Only Registration Form

Golfer Registration (non-sponsor)

Names in your foursome:

1. _____

2. _____

3. _____

4. _____

If you do not have a foursome, and would like help finding someone, please let us know.

\$225 per person. Cash or check payable to Apple Open.

Contact Don Welka for additional information by calling 412-303-1801.

Please mail with your check to:

Don Welka

5130 Meadow Ridge Lane

Gibsonia, PA 15044

412-303-1801

E-mail: dwelka@appleamerican.com

www.penniesfromheavenpittsburgh.org