

Applebee's Neighborhood Grill & Bar®

— Presents —

The 24th Annual

# APPLE OPEN GOLF OUTING

*Supporting*

**Pennies**  
*from Heaven*  
Keeping Families Together

*Helping Pittsburgh Families In Need*



## 24th Annual Apple Open Golf Outing

Four-Person Scramble  
Treesdale Country Club  
Gibsonia, Pa.

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**Tuesday, May 29, 2018**

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

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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 \$2,500,000.00 and helped over 150,000 families.

You can help! **Participate as a sponsor and/or golfer in the 24th 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.

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**Join Us for Golf and Support the Pennies From Heaven Fund**

**24th Annual Apple Open**

Four-Person Scramble  
Treesdale Country Club  
Gibsonia, Pa.

**May 29, 2018**

Noon — Shotgun Start

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

**Registration Fee:** \$225 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 or e-mail registration to (Deadline: May 25, 2018):**

Don Welka  
5130 Meadow Ridge Lane  
Gibsonia, PA 15044  
412-303-1801  
E-mail: [dwelka@appleamerican.com](mailto: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.

## 2018 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 2017 Presenting Sponsors:*

Alarm.com  
Applebee's Neighborhood  
Grill & Bar  
Auto Palace Porsche  
DeForest Koscelnik Yokitis  
& Berardinelli  
Five Star Refrigeration  
NFP Structured Settlements  
Printscape Imaging &  
Graphics  
Rosen, Louik & Perry, PC  
Rectenwald Brothers  
Construction, Inc.  
Snowden Lane Partners  
Standard Bank  
Tri-Century Insurance

# 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:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Premier Sponsor</b> \$25,000      | <input type="checkbox"/> <b>Full-Page Ad</b> – \$750    |
| <input type="checkbox"/> <b>Presenting Sponsor</b> – \$2,500  | <input type="checkbox"/> <b>Half-Page Ad</b> – \$500    |
| <input type="checkbox"/> <b>Pennies Partner</b> – \$1,500     | <input type="checkbox"/> <b>Quarter-Page Ad</b> – \$250 |
| <input type="checkbox"/> <b>Tee or Greens Sponsor</b> – \$300 |   |

*Copy-ready artwork must be submitted no later than **May 21, 2018**.*

**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](mailto:dwelka@appleamerican.com)

[www.penniesfromheavenpittsburgh.org](http://www.penniesfromheavenpittsburgh.org)