



Arnold Palmer conducted a clinic for The First Tee of Tucson.

A Youth Golf Program Funded by You

*in partnership with the
Tucson Conquistadores*



What is The First Tee Program?

The First Tee, a division of the World Golf Foundation, is a program designed to impact the lives of young people by creating affordable and accessible golf facilities for those who have never had access to the game and its positive values. These values are enhanced through The First Tee Life Skills program which teaches goal setting, decision-making and mentoring, all skills that can be used on and off the golf course.

The program is targeted to at-risk and disabled young people. This Life Skills program is designed to identify children not being served by existing programs and provides a golf component to programs for the Boys & Girls Clubs, Special Olympics, Parks & Recreation, El Rio Neighborhood Center, Arizona School for the Deaf and Blind and YMCA.

Learn more about The First Tee Program at www.thefirsttee.org.

How does the First Tee Program differ from other junior golf programs?

Consider the fact that only 2% of children aged 12-17 ever try golf, and only 5% of the nation's golfers are minorities. Research shows that the major barrier to attracting more children, especially economically disadvantaged children, to the game was the lack of places that welcomed them, places they could physically get to, and places that they could afford. The First Tee was created to address these access and affordability issues.

With the Trini Alvarez-El Rio golf course certified as The First Tee Facility, children will have priority play on a course specifically designed to their skill levels, allowing more hours for learning and playing. The program also focuses on giving young people from all backgrounds the opportunity to develop, through golf and character-education, a set of nine core values. Through its Coach Program, prospective instructors, volunteers and staff, will learn how to teach The First Tee Life Skills Experience lessons.

Golf Can Teach Kids About Life

Is there any data on the success of The First Tee Program?

A research study completed by The First Tee, the University of Florida and the University of Nevada, Las Vegas revealed that after an average of six weeks in the Par-level training, parents noted a positive impact on their child's behavior.



- 74% of parents observed a positive change in their child's communications skills.
- 74% of parents observed a positive change in their child's display of responsibility.
- 76% of parents observed an increase in their child's confidence.
- 52% of parents observed that their child made better grades in school.
- 66% of parents observed a positive change in their child's social ability.

What are the sources of funding in Tucson?

The Tucson Conquistadores committed \$1.5 to the capital funding phase of the program, with the City of Tucson earmarking \$1.2 million to facility improvements.

PGA TOUR Design Services and The First Tee architect Brandon Johnson and local golf course architect Ken Kavanaugh donated their services to the project.

The Tucson Conquistadores established the Conquistadores Youth Golf Fund, a 501(c)3 non-profit organization responsible for raising the capital and operating funds for the program.

How can you support The First Tee Program in Tucson?

A contribution to the Conquistadores Youth Golf Fund will support the capital costs of the improvements, and the operation of the program. Contributions are 100% tax deductible.

Where the Money Goes

The current goals are to raise funds to build the clubhouse/learning center and secure operating funds to cover day-to-day program expenses. Over 500 children are expected to enroll this year. Trained volunteers will provide additional staffing needs.

Capital Budget

Clubhouse/Learning Center	\$650,000
Computers/Computer Room	30,000
Furnishings and equipment	45,000
Van	40,000
Signage	50,000
Golf equipment	100,000

TOTAL	\$915,000
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Operating Budget

Golf Course: Range / Practice area	\$ 15,000
Utilities	7,300
Clubhouse/Learning Center maintenance	7,200
Education Program Salary and wages	25,000
Camps, Clinics, Life Skills education	3,000
Teaching aids and supplies	9,000
Technology	2,500
Transportation	3,000
Golf Outings & events	7,500
Management Administrative salary and wages	45,000
Supplies	3,000
Travel and entertainment	3,000
Dues and subscriptions	500
Insurance	10,000

TOTAL	\$152,500
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Capital and Operating Budget: \$1,067,500



Our Request



The Tucson Conquistadores invite you to become a valued partner in The First Tee of Tucson.

On the following pages, you'll see ways you can support this very important program and help impact the lives of our youth now and for years to come.

As chairman of The First Tee of Tucson fundraising campaign, I would be pleased to meet with you to discuss giving options which best meet your objectives.

Sincerely,

Tom Chestnut, Chairman
520-571-0400



Opportunities

Naming Rights

- | | |
|--|-----------|
| ● Practice Range/3-Hole, Par-3 Course | \$400,000 |
| ● Conference/Meeting Room in the Clubhouse | \$275,000 |
| ● Computer Room in the Clubhouse | \$250,000 |
| ● Life Skills Center in the Clubhouse | \$225,000 |
| ● Club Repair Room in the Clubhouse | \$200,000 |

Naming Rights benefits include:

- Name on the designated area
- Inclusion on the Donor Wall at the site
- Invitations to VIP functions for The First Tee
- Recognition on the Web site and The First Tee membership and board

Other Opportunities

- **Private Corporate Golf Outing** **\$20,000**

Enjoy the exclusive use of El Rio Golf Course for a day for a Corporate Golf Outing, Charity Fundraiser or Employee Appreciation Golf Day. Green Fees for up to 144 players are included in this package.

- **First Tee Golf and Life Skills Classes** **\$15,000**

Sponsor this important program annually. Your donation underwrites the costs for 25 children to enroll in First Tee Class twice each week for one year. Kids receive a First Tee of Tucson golf shirt and hat.



Partner Programs

**Golf is a true sport of sports,
inspiring integrity, self-discipline and humility in its
players—values that reach far beyond the fairway.**

Your partnership with the Tucson Conquistadores will continue this tradition of bringing golf's educational and character building opportunities to young people in Southern Arizona through The First Tee Program. Your generosity provides the financial resources to support the development of this charitable youth initiative aimed at introducing golf to young people, thereby promoting character development and life enhancing values through the game of golf.

- TARGET \$5,000
- PRE-PAR \$10,000
- PAR \$15,000
- BIRDIE \$ 20,000
- EAGLE \$ 25,000
- I will give a gift of \$ _____
- I will give a gift of \$ _____ over ___ years



Name _____

Signature _____

Phone _____



Fostering Professional Golf as a Means to Help Young Athletes

THE TUCSON CONQUISTADORES

Although sponsoring professional golf tournaments has been the trademark of the Conquistadores, the success of this nonprofit group is not just a sports story. It's a story about the tangible rewards of commitment, hard work and community leadership.

The 30 businessmen who formed the original Tucson Conquistadores in 1963 were the leaders of their day. The civic group recognized a need in the community, that of "extra-curricular support of deserving athletes as well as community sporting events," as stated by the group's founding father, the late Roy P. Drachman.



In 1966, the Conquistadores adopted the Tucson Open golf tournament. The tournament was established in 1945 and was the ninth oldest tournament on the PGA TOUR. The high-powered group turned the fledging event into an exciting professional sporting and community event netting over \$1 million in its most recent years for youth programs in Southern Arizona.

Now, the group provides tournament leadership for the World Golf Championships-Accenture Match Play Championship, which premiered in Tucson in February 2007. The Conquistadores will raise over \$1.5 million each year for its efforts in staging this global golf event.

The Conquistadores has an active membership of up to 55 business and professional men, and a total membership of 189 who represent a cross-section of the Tucson community.

Key beneficiaries of the Conquistadores' fund-raising efforts have been The First Tee of Tucson, Tucson and Pima County Junior Golf Programs, the Field of Dreams/Challenger Little League sports complex, Boys and Girls Clubs in Tucson and Nogales, and Pima County Special Olympics.