

2021 Story Ideas – The Ally Challenge presented by McLaren

GENERAL INFORMATION

THE ALLY CHALLENGE PRESENTED BY MCLAREN – AT A GLANCE

The Ally Challenge presented by McLaren is one of the premier Regular Season events on PGA TOUR Champions in 2021, which will give way to the third-annual Charles Schwab Cup Playoffs – a season-ending, three tournament series used to determine the TOUR’s season-long champion. The tournament is held annually in Grand Blanc, Michigan and features legends of the game such as Bernhard Langer, Fred Couples, Colin Montgomerie, Kenny Perry and Vijay Singh to name a few. The Ally Challenge presented by McLaren proudly stands as a premier golf tournament on PGA TOUR Champions, but this event is much more than a golf tournament. The events and activities associated with The Ally Challenge provide an all-inclusive, entertaining atmosphere and the beautiful views of historic Warwick Hills Golf & Country Club serve as a backdrop for world-class golf and provide the perfect venue to mingle with friends, family and business leaders while watching the legends of the game. The fourth-year event also benefits local charities throughout Genesee County. All three rounds of The Ally Challenge are televised internationally by Golf Channel.

Dates: August 23–29, 2021

Venue: Warwick Hills Golf and Country Club, Grand Blanc, Michigan

Website: www.theallychallenge.com

Twitter: @allychallenge

Instagram: @allychallenge

Facebook: www.facebook.com/allychallenge

Hash Tag(s): #AllyChallenge

Golf course architect: Joe Lee

Yardage/Par: 7,127 / Par 72

Defending Champion: Jim Furyk

Past Champions

Jim Furyk (2020) 68-66-68 202 (-14)

Jerry Kelly (2019) 67-65-68 200 (-16)

Paul Broadhurst (2018) 67-68-66 201 (-15)

Format: 54-hole stroke-play with no cut

Field and Size: 82 PGA TOUR Champions Professionals

Purse: \$2 Million

Winner’s Share: \$300,000

Broadcast: Golf Channel

THE SCHEDULE (WITH BROADCAST TIMES)

Schedule times and events subject to change

TUESDAY, August 24

- Course closed to patrons
- Professional Practice Rounds
- Tournament qualifier (located at Flint Golf Club) Tee times begin at 8 a.m.
- Media Center opens at 7 a.m.

WEDNESDAY, August 25

- Course closed to patrons
- Professional Practice Rounds
- PRO-AM (Warwick Hills)
 - Morning wave starts at 7:20 a.m.
 - Afternoon wave starts at 12:30 p.m.
- Media Center opens at 7 a.m.

THURSDAY, August 26

- Course closed to patrons
- Professional Practice Rounds
- PRO-AM (Warwick Hills)
 - Morning wave starts at 7:20 a.m.
 - Afternoon wave starts at 12:30 p.m.
- Media Center opens at 7 a.m.

FRIDAY, August 27

- Media Center opens at 7 a.m.
- Public Gates open at **9 a.m.**
- Opening Ceremony **9:50 a.m.** (estimated)
- First Round Official Tournament Competition: **10:15 a.m.** start (estimated)
- **Family Fun Night: 5 p.m. – 7 p.m., located in the Fan Zone and Hole No. 17**
 - ❖ Family Fun Night kicks off the 2021 special events schedule at The Ally Challenge on Friday from 5 p.m. to 7 p.m. on Hole No. 17 and in the Fan Zone presented by Charles Stewart Mott Foundation. Admission and parking are free for this fun-for-the-whole-family event. Parking is located at the Grand Blanc High School with complimentary shuttle service provided.
 - ❖ Family Fun Night includes free pizza and drinks for youths 18 years and under, a DJ dance party, Golf Stations conducted by The First Tee of Eastern Michigan, and the newest addition to Family Fun Night, the Champions' Caddie Exhibition. The Exhibition will start off the jam-packed evening at 5 p.m. and feature the tournament's three champions, Jim Furyk (2020), Jerry Kelly (2019), and Paul Broadhurst (2018) switching roles with their caddies as they tee it up on the 17th hole in a closest to the pin contest to determine the winner of a grand prize package from among three randomly selected youth attending Family Fun Night.

Daily Activities (Open to the public)

- The Ally Deck at 17 (located on Hole No. 17) **Open all day**
- The Lawn presented by Faygo and Absopure – featuring live daily music (located next to the clubhouse) **1 p.m. – 4 p.m.**
- Food Truck Concessions (located on Hole No. 17) **Open all day**
- Birdie Time is Miller Time (located on Hole No. 17) **Open all day**
- Miller Lite Beer Garden (located on Hole No. 17) **Open all day**
- The Fan Zone presented by C&L Ward (located adjacent to Hole No. 17) **9:30 a.m. – 7 p.m.**
- Mulligan's Deck (located on Hole No. 17) **Open all day**

- Kids Zone (located in the Fan Zone) *9:30 a.m. – 7 p.m.*
- McLaren Public Bleacher (located on Hole No. 18) **Open all day**
- COVID-19 Vaccine Clinic presented by Walgreens and McLaren (adjacent to Hole No. 1) **11 a.m. – 4 p.m.**
- Dow VETerans Den (located on Hole No. 18) *9 a.m. – 5 p.m.*
- First Aid Tent (located on Hole No. 18) **Open all day**

Broadcast

Golf Channel: 1 p.m. – 3 p.m.

SATURDAY, August 28

- Media Center opens at 7 a.m.
- Public Gates open at **7 a.m.**
- Second Round Official Tournament Competition: *7:20 a.m. start (estimated)*
- *Celebrity Shootout – featuring Jack Nicklaus, Lee Trevino, Tom Izzo and Jeff Blashill: 3 p.m. start (estimated) on the 10th tee following final tournament grouping*
- *The Ally Challenge Community Concert – Headlined by Little Big Town: Gates open at 5 p.m.*
 - *6:30 p.m. Opening Act, Frame 42*
 - *8 p.m. Little Big Town*

Daily Activities

- The Ally Deck at 17 (located on Hole No. 17) **Open all day**
- The Lawn presented by Faygo and Absopure – featuring live daily music (located next to the clubhouse) *11:30 a.m. – 2 p.m.*
- Food Truck Concessions (located on Hole No. 17) **Open all day**
- Birdie Time is Miller Time (located on Hole No. 17) **Open all day**
- Miller Lite Beer Garden (located on Hole No. 17) **Open all day**
- The Fan Zone presented by C&L Ward (located adjacent to Hole No. 17) *9:30 a.m. – 5 p.m.*
- Mulligan’s Deck (located on Hole No. 17) **Open all day**
- Kids Zone (located in the Fan Zone) *9:30 a.m. – 5 p.m.*
- McLaren Public Bleacher (located on Hole No. 18) **Open all day**
- COVID-19 Vaccine Clinic presented by Walgreens and McLaren (adjacent to Hole No. 1) **11 a.m. – 4 p.m.**
- Dow VETerans Den (located on Hole No. 18) *7 a.m. – 5 p.m.*
- First Aid Tent (located on Hole No. 18) **Open all day**

Broadcast

Golf Channel: 3 p.m. – 5 p.m.

SUNDAY, August 29

- Media Center opens at 7 a.m.
- Public Gates open at **8:30 a.m.**
- Free Pancake Breakfast (located between Hole No. 9 and 18 greens near the Clubhouse) **8:30 a.m. – 11 a.m.**
- Final Round Official Tournament Competition: *9:45 a.m. start (estimated)*
- *Awards Ceremony: Following Play of Final Round*

Daily Activities (Open to the public)

- The Ally Deck at 17 (located on Hole No. 17) **Open all day**
- The Lawn presented by Faygo and Absopure – featuring live daily music (located next to the clubhouse) *12 p.m. – 4:30 p.m.*
- Food Truck Concessions (located on Hole No. 17) **Open all day**
- Birdie Time is Miller Time (located on Hole No. 17) **Open all day**
- Miller Lite Beer Garden (located on Hole No. 17) **Open all day**
- The Fan Zone presented by C&L Ward (located adjacent to Hole No. 17) *9:30 a.m. – 4 p.m.*
- Mulligan’s Deck (located on Hole No. 17) **Open all day**

- Kids Zone (located in the Fan Zone) 9:30 a.m. – 4 p.m.
- McLaren Public Bleacher (located on Hole No. 18) **Open all day**
- COVID-19 Vaccine Clinic presented by Walgreens and McLaren (adjacent to Hole No. 1) **11 a.m. – 4 p.m.**
- Dow VETerans Den (located on Hole No. 18) 8:30 a.m. – 4:30 p.m.
- First Aid Tent (located on Hole No. 18) **Open all day**

Broadcast

Golf Channel: 2 p.m. – 4:30 p.m.

WARWICK HILL GOLF AND COUNTRY CLUB

Warwick Hills has been voted as one of the best-conditioned courses in the Midwest with some of the finest greens to putt. The course opened in June of 1957 and was home to the PGA TOUR's Buick Open tournament for over 50 years. Designed by Joe Lee, one of the greatest golf course architects of his time and a direct descendant of Robert E. Lee, Mr. Joe Lee created/renovated more than 200 golf courses, including several with PGA TOUR pedigree.

Warwick Hills golf course has 18 holes and four sets of tees for each hole which can provide a unique and challenging game every time out. The course is a par 72 and Tiger Woods and Billy Mayfair jointly hold the course record of 61.

Born to host

Warwick Hills Golf and Country Club was the host site for the PGA TOUR's Buick Open from 1958–2009*. Some of the greatest names in golf competed in the Buick Open at Warwick Hills. The list of winners includes the likes of Tiger Woods, Vijay Singh, Jim Furyk, Fred Couples, Hale Irwin, Tom Weiskopf, Julius Boros, Tony Lema and Billy Casper.

*No tournament was played at Warwick Hills Golf and Country Club from 1970–1977

Past winners of the Buick Open will be well represented again this year for The Ally Challenge presented by McLaren. Nine members of that esteemed fraternity will be competing at Warwick Hills, including Woody Austin, Fred Couples, Jim Furyk (2020 The Ally Challenge champion), Billy Mayfair, Rocco Mediate, Tom Pernice, Jr., Kenny Perry, Vijay Singh and Scott Verplank.

SUGGESTIONS:

- Tour the course hole by hole, previewing the bunkers, sloping greens and other hazards the players may come across.
- Interview course superintendent, Chris Kuciemba, regarding preparations to the golf course for the second playing of The Ally Challenge presented by McLaren.
- Interview Head Golf Professional, Doug Brody, regarding how the PGA TOUR Champions players attack the course compared to the PGA TOUR players from the Buick Open days. How differently does the course play?
- Interview past winners of the Buick Open and players that competed at Warwick Hills when the PGA TOUR was in Grand Blanc. Contact Tom Sprouse to help identify players.

THE FOURTH PLAYING OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

Volunteers, fans and the PGA TOUR Champions professionals are excited to build on the success of the event, now entering its fourth year at Warwick Hills.

Circle of Champions: Located behind the clubhouse, near the main putting Hole No. 18 green. This area pays tribute to the past winners of The Ally Challenge presented by McLaren and the Buick Open.

One of the best fields on PGA TOUR Champions... This elite roster of 82 players collectively represent 254 PGA TOUR Champions victories, including 53 senior major championship titles from 24 different players. The field—arguably the best of the season—also contains nine World Golf Hall of Fame members and nine of the top-10 players in the Charles Schwab Cup ranking, including 2021 U.S. Ryder Cup Captain Steve Stricker.

One of the primary objectives of The Ally Challenge presented by McLaren is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in southeastern Michigan, including raising more than \$3.2 million for charity since 2018. The Ally Challenge will continue to positively impact the community in Genesee County and beyond by designating net proceeds from the 2021 tournament to benefit United Way of Genesee County.

Furthermore, as an extension of the tournament's mission to positively impact non-profit organizations in the greater Flint area, the tournament offers an additional charitable program called Birdies for Charity presented by Ally. This fundraising program gives Michigan 501(c)(3) charities the opportunity to raise additional funds and benefit from the number of birdies made by PGA TOUR Champions players during competitive rounds of The Ally Challenge presented by McLaren.

Birdies for Charity is a grassroots charity platform, now in its fourth year, that serves as an extension of The Ally Challenge presented by McLaren's mission to positively impact non-profit organizations in the greater Flint area. This successful program has included nearly 60 participating Michigan 501(c)(3) organizations and raised more than \$1 million since it began in 2018.

Birdies for Charity gives qualified Michigan 501(c)(3) charities and schools the opportunity to raise funds based on the number of birdies made by PGA TOUR Champions players during competitive rounds at The Ally Challenge. Each participating charity will solicit pledges per birdie, or flat donations, to their organization through the Birdies for Charity program. Charities will receive 100% of collected donations, as well as a guaranteed bonus match of 10% on the first \$300,000 of donations and 5% thereafter.

All qualified non-profit organizations that register for Birdies for Charity presented by Ally are eligible to participate in the tournament's newest charitable initiative, Tickets FORE Charity. This new program gives charities an opportunity to earn extra dollars for their cause based on attendance during the final round of The Ally Challenge.

Each time a ticket, purchased with a charity's special promo code, is scanned at a tournament admissions gate on Sunday, August 2, The Ally Challenge presented by McLaren will donate \$10 to that designated charity. In addition, a \$5,000 bonus pool will be split amongst the top three charities receiving the most scanned tickets.

Economic impact and exposure for the region

- Local estimated economic impact exceeds \$10 million for a standard PGA TOUR Champions event.
- Exposure... With more than 10 hours of live television coverage for The Ally Challenge presented by McLaren, reaching over 400 million households, a national and international spotlight shines on Genesee County, along with Southeastern Michigan and the entire region during tournament week.

SUGGESTIONS:

- Interview volunteers and fans about their excitement for the fourth year of The Ally Challenge at Warwick Hills Golf and Country Club and the return of fans.
- Interview Tournament Director, Matt Stepnes at the Circle of Champions. Have Matt narrate the experience and then get his perspective on the history of Warwick Hills and professional golf in Grand Blanc.
- Interview United Way of Genesee County representatives regarding the charitable impact received to date and expected from The Ally Challenge in 2021.
- Interview officials from Flint and Genesee County and the city of Grand Blanc regarding the impact already being felt in the community after the first three years of The Ally Challenge.

STAYING CONNECTED AT THE ALLY CHALLENGE PRESENTED BY MCLAREN

The Ally Challenge presented by McLaren will permit fans to bring their mobile phones and devices in the tournament as part of the PGA TOUR Champions mobile device policy (see below).

Patrons may capture video, audio and photographs at the tournament on any day of the tournament throughout the tournament site (including, for clarity, competition areas on competition days), consistent with all posted rules and instructions of TOUR and/or tournament staff. However, you may only use such content for personal, non-commercial purposes (e.g., for your personal social media accounts), and you may not distribute such content on a live or near-live basis (no live streaming) or use such content to create a real-time, stroke-by-stroke or hole-by-hole account of the tournament. Further, you shall not use or authorize others to use any such content or other Reproductions for any commercial or promotional purpose, or for or in connection with a media outlet (directly or indirectly) unless you and the media outlet have received an official media credential for the tournament from the TOUR. Upon reasonable request by TOUR, at TOUR's cost and expense, you will sign any documents necessary to effect TOUR's ownership of all Reproductions. Without limiting the foregoing, you shall not collect, transmit, distribute, publish or sell any scoring, statistical, competition or other data at or from the tournament for purposes of any betting or gambling-related activity. For security purposes, you consent to the reasonable inspection of your person and property before entering the tournament, which may include metal detection. No standalone photo or video cameras (outside of mobile devices) on competition days (allowed practice days only), coolers, ladders, signs, firearms, explosive devices, etc. will be permitted onto the tournament grounds. Mobile devices are permitted to the extent they are on silent and used in accordance with this license and the posted Mobile Device Policy.

The Ally Challenge has implemented several initiatives to make sure fans stay connected and improve their experience on site.

- The Ally Challenge presented by McLaren website (www.theallychallenge.com) features a fully responsive design that enables fans to access the site on any device and on all platforms. The site features the latest news, comprehensive tournament information, links to live scoring and more.
- The PGA TOUR's official App offers live scoring, video, PGA TOUR Radio and more. The app is available for iPhone, iPad, and Android platforms.

SOCIAL MEDIA ACCOUNTS

- Follow us on Twitter: @AllyChallenge (www.twitter.com/allychallenge)
- Follow us on Instagram: @AllyChallenge (www.instagram.com/allychallenge)
- Like us on Facebook: www.facebook.com/allychallenge

SUGGESTIONS:

- Show how the policy can enhance spectators' on-course experience, for example, allowing them to conduct business while at the course, connect with other friends on site, stay in touch with the leaderboard and follow the tournament on social media: @AllyChallenge on Twitter and Instagram and on Facebook at www.facebook.com/allychallenge.
- Give your readers/viewers a "Cell Phone Etiquette 101" class.
- Many sponsors are using mobile devices to keep their guests informed on everything taking place on the course and in their hospitality venues during tournament week. Talk with a few of the companies that are making the most of the PGA TOUR's recent changes to its mobile device policies.

PARKING 101

There is one central and convenient parking solution for fans attending The Ally Challenge presented by McLaren. Public parking is available beginning Friday, August 27 through Sunday, August 29 at the Grand Blanc High School East Campus, 11920 S. Saginaw St., Grand Blanc, MI 48439. The high school is located 2 miles from Warwick Hills Golf & Country Club and complimentary shuttles* will run continuously during scheduled times. See below for the daily shuttle schedule. **The cost for public parking is \$10 per vehicle and all proceeds go to Grand Blanc High School.**

Shuttle Times by day:

- Friday, August 27, 2021: 8 a.m. – 7:30 p.m.
- Saturday, August 28, 2021: 6 a.m. – midnight
- Sunday, August 29, 2021: 7:30 a.m. – 7 p.m.

Warwick Hills Golf and Country Club*

9057 S. Saginaw Road
Grand Blanc, MI 48439
www.warwickhills.org

*Parking will **NOT** be permitted onsite at Warwick Hills without a proper parking pass

SUGGESTIONS:

- Give your viewers/readers a step-by-step guide on how to get to The Ally Challenge presented by McLaren, where to park and tips for the best times to arrive.

- During tournament week, spend some time at Grand Blanc High School to witness the “choreography” it takes to manage parking for the tournament – all thanks to our well-orchestrated and dedicated volunteers. We’ll even let you try your hand at directing traffic within the parking area.
- With all proceeds from public parking going to Grand Blanc High School, interview school officials regarding the impact the tournament will have on their school.
- Interview tournament officials and community leaders about steps the tournament is taking to keep drivers safe.

YOUTH INITIATIVES

Kids Zone

The Kids Zone is located in the Fan Zone presented by C&L Ward next to the famed 17th hole at Warwick Hills and open Thursday from 9:30 a.m. to 5 p.m., Friday from 9:30 to 7 p.m. Saturday from 9:30 to 5 p.m. and Sunday from 9:30 a.m. to 4 p.m. The Kids Zone includes inflatable games with a bounce house, a basketball challenge and a soccer target game.

Family Fun Night

FUN FOR THE WHOLE FAMILY!

Date: Friday, August 27

Time: 5 p.m. - 7 p.m.

Location: Fan Zone presented by C&L Ward adjacent to Hole No. 17 at Warwick Hills

ADMISSION AND PARKING ARE **FREE!**

Parking is located at the Grand Blanc High School with complimentary shuttle service provided

Family Fun Night at The Ally Challenge is Friday from 5 p.m. to 7 p.m. on Hole No. 17 and in the Fan Zone presented by Charles Stewart Mott Foundation. Admission and parking are free for this fun-for-the-whole-family event. Parking is located at the Grand Blanc High School with complimentary shuttle service provided.

Family Fun Night includes free pizza and drinks for youths 18 years and under, a DJ dance party, Golf Stations conducted by The First Tee of Eastern Michigan, and the newest addition to Family Fun Night, the Champions’ Caddie Exhibition.

The Caddie Exhibition will start off the jam-packed evening at 5 p.m. and feature the tournament’s three champions, Jim Furyk (2020), Jerry Kelly (2019), and Paul Broadhurst (2018) switching roles with their caddies as they tee it up on the 17th hole in a closest to the pin contest. Each caddie will be matched up with a randomly selected youth attending Family Fun Night for the opportunity to win the grand prize package.

THE ALLY CHALLENGE PRESENTED BY MCLAREN FAN GUIDE

Provide your readers/viewers with a one-stop guide of everything to do at The Ally Challenge presented by McLaren, from where to get the best food, best shade, best drinks and how to stay connected while they're on the course.

Your guidebook could include (our staff can offer suggestions/info on each):

- The 411 about the second playing of The Ally Challenge presented by McLaren
- The schedule of events
- What the fans can experience aside from the thrilling competition. There's something for everyone.
- The world class field – arguably the best of the season
- Warwick Hills Golf and Country Club hole-by-hole descriptions
- Event week activities
- The volunteers, the heartbeat of The Ally Challenge presented by McLaren
- Best food and drink deals
- What NOT to bring
- Security
- Where and how to use your mobile phone
- Best views of the golf course and the action
- Best family-friendly and food venues

SUGGESTIONS:

- Tour the course and produce segments on each bullet
- Feature fan experiences at the 2019 The Ally Challenge presented by McLaren
- Conduct fan surveys

FAN DESTINATIONS (open to the public)

- COVID-19 Vaccine Clinic presented by Walgreens and McLaren (located adjacent to Hole No. 1)
- The Fan Zone presented by C&L Ward (located adjacent to Hole No. 17)
- Kids Zone (located in the Fan Zone)
- Miller Lite Beer Garden (located on Hole No. 17)
- The Ally Deck at 17 (located on Hole No. 17)
- Dow VETERans Den (located on Hole No. 18)
- The Lawn presented by Faygo and Absopure – featuring daily live music (located next to the clubhouse)
- Mulligan's Deck (located on Hole No. 17)
- Birdie Time is Miller Time (located on Hole No. 17)
- McLaren Public Bleacher (located on Hole No. 18)
- Food Truck Concessions (located on Hole No. 17)
- First Aid Tent (located on Hole No. 18)
- Free Pancake Breakfast (located between Hole No. 9 and 18 greens near the Clubhouse)

COVID-19 Vaccine Clinic presented by McLaren and Walgreens

The Ally Challenge announced today that it will host on-site COVID-19 vaccination opportunities at the COVID-19 Vaccine Clinic presented by McLaren and Walgreens. The Clinic is a public service open to all interested patrons. All three vaccine types (Pfizer, Moderna, and Johnson & Johnson) are available. No COVID testing will take place. The Vaccine Clinic will be staffed by McLaren and is conveniently located off the main entrance path, near Hole No. 1 and adjacent to the chipping green practice area. Hours of operation are 11 a.m. – 4 p.m. Friday through Sunday.

Patrons also have the option to pre-register online for their vaccine appointment and choose a time for their shot by visiting the following link: [The Ally Challenge Vaccine Clinic \(office365.com\)](https://office365.com). Walk-ups are also available; an appointment is not required.

The Fan Zone presented by C&L Ward

The Fan Zone presented by C&L Ward is an interactive fan destination located next to the famed 17th hole at Warwick Hills and is open Friday from 9:30 a.m. to 7 p.m., Saturday 9:30 a.m. to 5 p.m., and Sunday from 9:30 a.m. to 4 p.m. Patrons visiting the Fan Zone will be treated to a number of available activities, including the popular island chip shot, newly renamed the Bucket Savings Challenge, compliments of the tournament's title sponsor, Ally Financial. The Bucket Savings Challenge allows participants to target "saving" for a vacation, house or car and win prizes corresponding to that savings goal. Ally introduced the savings bucket tools to its online savings accounts last year.

Also located in The Fan Zone is the McLaren Bunker Challenge. This activation offers golf fans of all ages a chance to test their skills as well as learn more about the statewide McLaren system. Fans can try to sink a shot out of a bunker onto a mini green that is screened in for safety. The Bunker Challenge will be hosted by McLaren volunteers and offer prizes for golf fans who sink the shot, with a chance to win a larger raffle prize at the end of the tournament. Displays along the waiting area for the bunker shot will highlight various McLaren services, including the McLarenNow telehealth service, which allows patients to virtually connect with a board-certified physician, 24/7, via their phone, laptop or computer with web cam. The McLaren Bunker Challenge is open during the hours of the Fan Zone, August 27-29.

Kids Zone

While you're at The Fan Zone make sure your kids don't miss the **Kids Zone** where it's play time! Kids can challenge themselves on the 65' inflatable obstacle course, compete in an interactive soccer game and jump to their hearts' content in the bounce house.

Miller Lite Beer Garden and Tito's Lounge

Check out the Miller Lite Beer Garden offering shade and seating. This venue is to the public and provides optimal views of Hole 17. Grab your Hole 17 branded gear at the merchandise tent located within the Beer Garden.

The Ally Deck at 17

The Ally Deck is greenside and open to the public. This venue is great for photo ops and offers fans a place to cool down, grab a drink and enjoy the action on the famed 17th.

Dow VETerans Den

U.S. Armed Forces and veteran admission to the tournament includes access to the Dow VETerans DEN located on the 18th green at Warwick Hills Golf & Country Club. Guests will enjoy premium golf viewing

and complimentary snacks and beverages. The Dow VETerans DEN is open Friday (9 a.m. – 5 p.m.), Saturday (7 a.m. – 5 p.m.), and Sunday (8:30 a.m. – 4:30 p.m.), August 27 – 29.

Below are the available U.S. Armed Forces and Veteran ticket options. For tickets and additional information visit: <https://birdiesforthebrave.sheerid.com/ally-2021/>.

Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans, receive **two complimentary tickets** for each day of the tournament, Friday – Sunday.

Please note that a valid Department of Defense issued ID or photo ID must be provided along with a Military ticket voucher. This special offer extends to family members and dependents of approved **Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans**. Please note that fans 17 and under are admitted free of charge with a ticketed adult.

The Lawn presented by Faygo and Absopure

This venue is located next to the clubhouse and is open to the public with views of the 9th green and the putting green. Relax and enjoy the live music at this new destination with access to full concessions.

- Friday, August 27 → 1 p.m. – 4 p.m.
- Saturday, August 28 → 11:30 a.m. – 2 p.m.
- Sunday, August 29 → 12 p.m. – 4:30 p.m.

Mulligan's Deck

A great place to hang out, enjoy food & beverages with No. 17 as the backdrop. Time to sit back, relax and watch some golf! Featuring: Cottage Inn Pizza, White Claw, Josh Cellars Wine and Gemma di Luna Sparkling Wine.

Birdie Time is Miller Time

Fans and pros alike can celebrate birdies Friday through Sunday at the famed 17th hole. Enjoy drink specials, too! Each time a birdie is recorded by a player during official competition, beer is just \$2 for seven minutes. Even better - the time starts over if another birdie is made!

McLaren Public Bleacher

A perfect place to perch player left of the 18th green, all fans are welcome to enjoy the views and watch the action unfold.

EVENTS

Official Tournament Pro-Am

The Official Tournament Pro-Am takes place on Wednesday, August 25 and Thursday, August 26, 2021 at Warwick Hills. This prestigious golf tournament pairs amateur foursomes with a PGA TOUR Champions professional in a best ball of the five-player team format. Whether entertaining clients or spending the day on the links with your golfing buddies, the tournament's official Pro-Am guarantees memories that will last a lifetime.

SUGGESTIONS:

- Interview amateurs and professionals alike about their experience playing Warwick Hills under tournament conditions.

Opening Ceremony

Celebrate the start of tournament competition for the 2021 The Ally Challenge presented by McLaren on the first tee box at Warwick Hills Golf & Country Club. The Opening Ceremony will feature ceremonial first tee shots from local youth from First Tee – Eastern Michigan. Representatives from Ally Financial and McLaren Health Care will address the crowd and introduce the ceremonial first tee shot participants.

SUGGESTIONS:

- Capture b-roll of the ceremonial first tee shots
- Interview ceremonial first tee shot participants and their families
- Interview representatives from First Tee – Eastern Michigan
- Interview tournament officials and representatives from Ally Financial and McLaren Health Care

Celebrity Shootout

Patrons attending the tournament on Saturday, August 28, will experience star-studded event at Warwick Hills Golf & Country Club. The Celebrity Shootout is a nine-hole team exhibition match that will benefit charity and take place following the last tournament pairing of the second round of competition at The Ally Challenge starting on Hole No. 10. In 2021 this special competition will feature golf’s greatest champion Jack Nicklaus, fellow World Golf Hall of Famer Lee Trevino, MSU Men’s Basketball head coach Tom Izzo, and Detroit Red Wings head coach Jeff Blashill.

The 2021 format for the fan-favorite, 9-hole Celebrity Shootout will feature three separate 3-hole matches, with the celebrities rotating partners each match in a team scramble, match-play format. The teams will compete for a \$30,000 purse to benefit six Southeastern Michigan charitable organizations: Catholic Charities of Southeast Michigan; Genesee County Habitat for Humanity; Local Initiatives Support Corporation (LISC) Flint; My Brother’s Keeper of Genesee County; Shelter of Flint; and YWCA Genesee County. Each team will play for a specific charity during each of the 3-hole matches, and holes have been assigned a dollar value that will be awarded to the winning team’s charity after each hole.

Ties will result in a carryover of the assigned hole value to the next hole. A tie at the end of a match will result in a sudden-death chip-off on the green of that match’s final hole (Hole Nos. 12, 15 or 18).

Pairings, charity designations and hole value breakdowns for the Celebrity Shootout are provided below.

MATCH 1

Nicklaus and Izzo (*Shelter of Flint*)

vs.

Trevino and Blashill (*Catholic Charities of Southeast Michigan*)

Hole Nos. 10.....\$2,000
 Hole Nos. 11.....\$3,000
 Hole No. 12.....\$5,000
 TOTAL.....\$10,000

MATCH 2

Nicklaus and Blashill (*Local Initiatives Support Corporation Flint*)

vs.

Trevino and Izzo (*My Brother’s Keeper of Genesee County*)

Hole Nos. 13.....\$2,000
 Hole Nos. 14.....\$3,000
 Hole No. 15.....\$5,000
 TOTAL.....\$10,000

MATCH 3

Nicklaus and Trevino (*Genesee County Habitat for Humanity*)

vs.

Blashill and Izzo (*YWCA Genesee County*)

Hole Nos. 16.....\$2,000

Hole Nos. 17.....\$3,000

Hole No. 18.....\$5,000

TOTAL.....\$10,000

TOTAL PURSE..... \$30,000

SUGGESTIONS:

- Crowd reactions
- Interview celebrities at the conclusion of the Shootout
- What’s it like to have super stars battling it out to raise money for your non-profit? Interview charity representatives for their reaction to this impactful event

Community Concert

Saturday (8/28) evening is the tournament’s Community Concert presented by Ally, headlined by GRAMMY, EMMY, ACM, CMA and AMA Award-winning group Little Big Town. This special event will take place on the driving range at Warwick Hills Golf & Country Club. Gates open at 5 p.m., with local opening act Frame 42 performing at 6:30 and Little Big Town taking the stage at 8 p.m. A fireworks display will close out the evening immediately following the concert.

General Admission access to both the Celebrity Shootout and Community Concert are included with the purchase of a Weekly Grounds Ticket or any Saturday Daily Ticket option.

SUGGESTIONS:

- Interview fans during the day on Saturday to capture their excitement to attend the Community Concert
- Engage fans to participate in a “name that song” challenge featuring music from Little Big Town

Family Fun Night

FUN FOR THE WHOLE FAMILY!

Date: Friday, August 27

Time: 5 p.m. - 7 p.m.

Location: Fan Zone presented by C&L Ward adjacent to Hole No. 17 at Warwick Hills

ADMISSION AND PARKING ARE **FREE!**

Parking is located at the Grand Blanc High School with complimentary shuttle service provided

Family Fun Night at The Ally Challenge is Friday from 5 p.m. to 7 p.m. on Hole No. 17 and in the Fan Zone presented by Charles Stewart Mott Foundation. Admission and parking are free for this fun-for-the-whole-family event. Parking is located at the Grand Blanc High School with complimentary shuttle service provided.

Family Fun Night includes free pizza and drinks for youths 18 years and under, a DJ dance party, Golf Stations conducted by The First Tee of Eastern Michigan, and the newest addition to Family Fun Night, the Champions' Caddie Exhibition.

The Caddie Exhibition will start off the jam-packed evening at 5 p.m. and feature the tournament's three champions, Jim Furyk (2020), Jerry Kelly (2019), and Paul Broadhurst (2018) switching roles with their caddies as they tee it up on the 17th hole in a closest to the pin contest. Each caddie will be matched up with a randomly selected youth attending Family Fun Night for the opportunity to win the grand prize package.

SUGGESTIONS:

- Capture b-roll of kids and families experiencing the event
- Interview kids and parents about their experience at The Ally Challenge presented by McLaren
- Participate in the First Tee of Eastern Michigan golf stations and interview representatives from the organization

Trophy Presentation and Circle of Champions

The Trophy Presentation celebrates the end of a wonderful week with speeches from the winner, as well as the tournament's title sponsor, and – of course – The Ally Challenge presented by McLaren trophy being officially awarded to the tournament's new champion.

Closing Ceremony will be held immediately following the conclusion of play on the 18th green.

The Circle of Champions is located adjacent to the first tee box at Warwick Hills. This special monument displays winners of The Ally Challenge presented by McLaren and Buick Open.

SUGGESTIONS:

- Capture footage of the winner being presented with The Ally Challenge presented by McLaren trophy.
- Get fan reaction – capture fan reactions and how they felt about the outcome of the event.
- Talk to local government officials and get reaction on the event and what it has meant/will mean to the region.
- Attend the winning player's press conference and find out how they plan to celebrate.
- Interview winner and/or tournament director Chris Coffman at the Circle of Champions. Capture reaction to the end of the tournament and the history of professional golf at Warwick Hills.

VOLUNTEERS – THE HEARTBEAT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

The more than 900 people who volunteer their time to The Ally Challenge presented by McLaren are an integral part of the event's success, both during tournament week and in The Ally Challenge's ability to support charities. The volunteers support every element of the tournament from tracking statistics, greeting guests and feeding fans to keeping the grounds beautiful throughout the week and much more.

The Ally Challenge presented by McLaren volunteers work hundreds of hours both leading up to and during tournament week. Without their hard work, The Ally Challenge would not be possible.

SUGGESTIONS:

- Be a volunteer for the day – or a few hours! We can arrange for you to experience a variety of jobs as a way to illustrate just what it takes to put on an event of this magnitude.
- Interview the oldest and youngest volunteer at the event.
- Interview a volunteer(s) that worked at the Buick Open

THE ALLY CHALLENGE PRESENTED BY MCLAREN TRIVIA

Give your readers/viewers a chance to test their knowledge about The Ally Challenge presented by McLaren. We can provide a variety of fun facts for you to utilize as a daily “Did You Know?” segment or quiz for prizes, or try your own luck against a few fans at the golf course.

THE ALLY CHALLENGE PRESENTED BY MCLAREN FOOD

Throughout tournament week, The Ally Challenge presented by McLaren will feed thousands of people a huge variety of different meals ranging from sandwiches to five-course banquets, and the logistics, planning and attention to detail that goes into catering for the tournament is staggering.

The professionals at Andiamo Catering and Event Management will be providing food service to all on-course concession locations and hospitality venues at The Ally Challenge. Andiamo Catering and Event Management is a full-service catering company and industry leader throughout southeast Michigan.

Warwick Hills Golf and Country Club will cater events and hospitality taking place in the clubhouse.

SUGGESTIONS:

- Profile the head chef at Warwick Hills and/or one of the Andiamo chefs or company representatives and get a cooking demonstration/taste test of some of the items that are available to attendees.
- Interview a nutritionist about the importance of diet for the golfers during tournament week.

ON-SITE METEOROLOGIST

A meteorologist is on site this week to assist tournament officials with potentially dangerous weather situations. The meteorologist works with PGA TOUR Champions rules officials to ensure the safety of both players and spectators.

SUGGESTIONS:

- Have your outlet’s weather expert talk weather with the TOUR’s meteorologist and show the different responsibilities of the on-site weather staff as well as the technology used each week to predict weather and safely evacuate the course, if necessary.
- Orchestrate a head-to-head prediction challenge between the TOUR’s weather staff and your news outlet’s staff.

- Give fans a “Weather 101” on what they bring to prepare for possible weather situations and how best to react once on site if dangerous weather were to move in.

THE ALLY CHALLENGE PRESENTED BY MCLAREN – WHERE COMPANIES MEET

The Ally Challenge presented by McLaren offers the ultimate setting for business development and networking for local, national and international corporations, and numerous companies will use the event as an opportunity to entertain clients, CEOs and employees from around the world.

SUGGESTIONS:

- Setup an interview with approved executive(s) from Ally Financial and McLaren Health Care to discuss some of the ways they activate their sponsorship and its overall impact.
- Interview executives from local companies who sponsor The Ally Challenge to find out how the tournament is offering the ultimate return on investment. Also, talk with some of their clients/customers who are enjoying the tournament courtesy of these local companies. How does that positively impact their business relationships?
- Talk to local business owners who are tournament vendors, providing much of the equipment and/or manpower needed to make the tournament a success. How much of an impact is this event making on their 2021 revenue? Tournament officials can arrange interviews with appropriate vendors.
- Report on the impact of local hotels, restaurants, golf shops, car rentals and other outlying businesses that benefit from the event. Interview local businesses about the impact of The Ally Challenge, perhaps focusing on some of the local restaurants that host players and their families during the week.
- Highlight how The Ally Challenge presented by McLaren is being leveraged to promote Genesee County and southern Michigan.

TITLE SPONSOR – ALLY FINANCIAL

Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to "Do It Right" for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender, which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services. A relentless ally for all things money, Ally helps people save well and earn well, so they can spend for what matters. For more information, please visit www.ally.com and follow @allyfinancial.

Assets: \$180 billion as of June 30, 2021

Customers: More than 9 million

Employees: 10,000+

Employees in SE Michigan: 1,500+

Charitable initiatives

Ally and the Ally Charitable Foundation believe in providing individuals and communities with greater access to vital services, education and resources that they can use to help improve their economic circumstances and enrich their lives. The Ally Challenge philanthropic efforts are focused on key organizations that share our mission of improving the economic mobility of those around us.

Benefiting Charities - Net proceeds from the tournament will positively impact a wide range of non-profits in this community through United Way of Genesee County. The emphasis of the giving will be largely dedicated to building economic mobility, which is the focus of the Ally Charitable Foundation.

The Ally Challenge raised \$363,690 last year for the United Way in 2020 which helped:

- More than 2,300 clients transition from emergency shelters to more permanent housing environments
- Assist 260 individuals with wrap-around case management to prepare them for relocation from dilapidated Section 8 housing to a new development
- More than 40 homes receive furnace repairs/upgrades
- 121 homes receive repairs including roofs, plumbing and electrical work
- 113 individuals gain employment
- 187 youth receive financial education

Birdies for Charity presented by the Ally Charitable Foundation - Through this initiative, Michigan 501(c)(3) charities can raise donations for each birdie shot during the competitive rounds of the tournament and the Ally Charitable Foundation will make a matching bonus contribution of 10% of the donations raised.

Tournament Events

August 27 – First round of competition

August 28 - Second round of competition followed by the Celebrity Foursome Charity Shootout and Little Big Town at the Community Concert

August 29 – Final round of competition followed by the trophy presentation

Continuous Events

- “Fan Zone Savings Challenge” is a new spin on Ally’s popular island chip shot. Score in the game by getting the ball in the Vacation, Home or Car bucket, just like Ally customers can bucket their savings within their accounts to reach their goals. Participants play for a chance to win prizes that correspond to those savings goals.
- The Ally Lounge on the 17th green will be open to all fans with a grounds ticket.
- All Pro-Am players will have an opportunity to take a shot at an Ally Truthmark (large a) on 17 and into the windshield of a replica of the Ally No. 48 car at the driving range. For each shot made, Ally will donate \$500 to the Genesee County Animal Control up to \$10,000. Ally and Hendrick Motorsports driver Alex Bowman are raising funds for Best Friends Animal Society affiliated shelters throughout the 2021 NASCAR season.
- During the tournament the Ally Truthmark challenge will move to the driving range.

Suggestions:

- Speak with Andrea Brimmer, Chief Marketing and Public Relations Officer, about Ally's commitment to the region and why Ally chose to host The Ally Challenge here at Warwick Hills.
- Check out the activities from Ally at the 17th hole including a floating island chip shot, and The Ally Lounge.



Ally Public Relations Contact:

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PRESENTING SPONSOR – MCLAREN HEALTH CARE

About McLaren Health Care

McLaren Health Care, headquartered in Grand Blanc, Michigan, is a \$6 billion, fully integrated health care delivery system committed to quality, evidence-based patient care and cost efficiency. The McLaren system includes 15 hospitals in Michigan and Ohio, ambulatory surgery centers, imaging centers, a 490-member employed primary and specialty care physician network, commercial and Medicaid HMOs covering more than 588,000 lives in Michigan and Indiana, home health, infusion and hospice providers, pharmacy services, a clinical laboratory network and a wholly owned medical malpractice insurance company. McLaren operates Michigan's largest network of cancer centers and providers, anchored by the Karmanos Cancer Institute, one of only 51 National Cancer Institute-designated comprehensive cancer centers in the U.S. McLaren has 28,000 full-, part-time and contracted employees and more than 90,000 network providers throughout Michigan, Indiana and Ohio. Learn more at www.mclaren.org.

McLaren Health Care is very proud to play a leading role for the fourth year in bringing this premier PGA Tour Champions event to Genesee County and, specifically, to Grand Blanc, where our corporate headquarters are located. The Ally Challenge presented by McLaren provides a tremendous platform to align the McLaren brand with an event that generates so much fan enthusiasm, community engagement, economic benefit, and, most importantly, significant charitable dollars that benefits thousands of families in our region.

McLaren Bunker Challenge

McLaren Health Care will offer golf fans a chance to test their golfing skills as well as learn more about the statewide McLaren system at the McLaren Bunker Challenge located in the Fan Zone near Hole #17. Golf fans of all ages can try to sink a shot out of an actual bunker onto a mini-green, which is surrounded by screening for safety purposes. The bunker challenge will be hosted by McLaren volunteers. Prizes will be available for golf fans who sink the shot, and giveaways for giving it a try will also be distributed. Displays along the waiting area for the bunker shot will highlight various McLaren services, including the McLarenCareNow clinics, in partnership with Walgreens; the McLaren Proton Therapy Center; the Karmanos Cancer Network and other services. The McLaren Bunker Challenge is open during the hours of the Fan Zone, August 27-29 from 9:30 a.m. to 5 p.m.

Vaccine Clinic Presented by McLaren Health Care and Walgreens

McLaren Health Care and Walgreens are teaming up to offer on-site COVID-19 vaccination opportunities at a COVID-19 Vaccine Clinic located on the tournament grounds. The Clinic is a public service open to all interested patrons. All three vaccine types (Pfizer, Moderna, and Johnson & Johnson) are available. No COVID testing will take place. The Vaccine Clinic will be staffed by McLaren and is conveniently located near Hole No. 1, adjacent to the chipping area. Hours of operation are 11 a.m. – 4 p.m. Friday through Sunday.

Patrons have the option to pre-register online for their vaccine appointment and choose a time for their shot by visiting the following link: [The Ally Challenge Vaccine Clinic \(office365.com\)](https://office365.com). Walk-ups are also available; an appointment is not required.

Medical Tent

McLaren and MedStar are teaming up to provide medical services for fans and golfers who may need medical attention at the course. A medical tent will be located adjacent to the 18th fairway to handle minor situations, with ambulances at the ready to transport to the hospital for more emergent needs.

McLaren Health Care interviews are available by contacting Laurie Prochazka, VP of Marketing, at 810-625-2152.

Laurie Prochazka can also setup interviews with Physical Therapists, Sports Medicine specialists, orthopedic specialists, or dermatologists for stories about preventing golf related injuries, treating golf-related injuries, how to properly “warm up” before a game of golf, and how to avoid excessive sun exposure and steps to take in the prevention of skin cancer. Interviews with McLaren clinical leadership related to the vaccine clinic are also available.

SUGGESTIONS:

- Speak with Phil Incarnati, McLaren Health Care President and CEO, about McLaren's commitment to the State of Michigan, its investment in enhancing community benefit and quality of life for Michigan residents, and why McLaren chose to be the presenting sponsor of The Ally Challenge.
- Visit the McLaren Bunker Challenge to try your hand at executing those tricky bunker shots and get advice from a Michigan PGA professional.
- Interview a recreational therapist, physical therapist, orthopedic surgeon or sports medicine specialist about preventing golf related injuries, treating golf-related injuries, and how to properly “warm up” before a game of golf.

- Interview a dermatologist about working in a sport that dictates high sun exposure, and what steps can golfers take to avoid excessive sun exposure and prevent skin cancer.
- Interview Ray Rudoni, M.D., Emergency Medicine Specialist and official “physician contact for the golf professionals at Warwick this week” to learn about the types of injuries, illnesses and conditions that he has treated in the past and that might be expected this year.
- Speak with Phil Incarnati and other McLaren leadership about McLaren's growing health care system and its impact on providing the latest advances and clinical innovations to people throughout the State of Michigan, Ohio and Indiana
- Interview a clinical specialist or McLaren executive about the vaccine clinic being offered at the tournament.

McLaren Public Relations Contact:

Laurie Prochazka

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810-625-2152

CHARITABLE IMPACT OF THE ALLY CHALLENGE PRESENTED BY MCLAREN

As an official event of the PGA TOUR Champions, The Ally Challenge presented by McLaren is in good company when it comes to charity. Through the world of golf, the PGA TOUR, backed by its network of volunteers, drives positive impact at unprecedented levels to support and improve local communities. The PGA TOUR and its tournaments have donated more than \$3.2 billion to date to support local organizations.

The Ally Challenge presented by McLaren is proud to continue the PGA TOUR’s philanthropic focus by ensuring that one of the primary objectives of tournament is a genuine, philanthropic vision. To that end, the tournament has established a legacy of giving in southeastern Michigan, including raising nearly \$3.2 million for charity in its first three years. The Ally Challenge will continue to positively impact the community in Genesee County and beyond by designating net proceeds from the 2021 tournament to benefit United Way of Genesee County.

Furthermore, as an extension of the tournament’s mission to positively impact non-profit organizations in the greater Flint area, the tournament offers an additional charitable program called Birdies for Charity presented by Ally. This fundraising program gives Michigan 501(c)(3) charities the opportunity to raise additional funds and benefit from the number of birdies made by PGA TOUR Champions players during competitive rounds of The Ally Challenge presented by McLaren.

United Way Of Genesee County

United Way of Genesee County (UWGC) has operated in the community for over 97 years providing support to residents of all socioeconomic backgrounds. Focusing on addressing educational outcomes, health access, financial stability and the basic needs of its residents; the UWGC leverages donations from more than 200 workplace campaigns and individual investors to support over 150 programs. Dollars provided through the Ally Challenge will support more than nine agencies throughout Genesee County that are working to remove barriers to employment, increase the financial health of residents and provide families with quality stable housing.

Birdies for Charity presented by Ally

Birdies for Charity presented by Ally is a grassroots charity platform, now in its fourth year, that serves as an extension of The Ally Challenge presented by McLaren's mission to positively impact non-profit organizations in the greater Flint area. This successful program has included nearly 60 participating Michigan 501(c)(3) organizations and raised more than \$1 million since it began in 2018.

Birdies for Charity gives qualified Michigan 501(c)(3) charities and schools the opportunity to raise funds based on the number of birdies made by PGA TOUR Champions players during competitive rounds at The Ally Challenge. Each participating charity will solicit pledges per birdie, or flat donations, to their organization through the Birdies for Charity program. Charities will receive 100% of collected donations, as well as a guaranteed bonus match of 10% on the first \$300,000 of donations and 5% thereafter.

All qualified non-profit organizations that register for Birdies for Charity presented by Ally are eligible to participate in the tournament's newest charitable initiative, Tickets FORE Charity. This new program gives charities an opportunity to earn extra dollars for their cause based on attendance during the final round of The Ally Challenge.

Each time a ticket, purchased with a charity's special promo code, is scanned at a tournament admissions gate on Sunday, August 2, The Ally Challenge presented by McLaren will donate \$10 to that designated charity. In addition, a \$5,000 bonus pool will be split amongst the top three charities receiving the most scanned tickets.

For more information about the Birdies for Charity presented by Ally and Tickets FORE Charity programs, including how to participate, please visit <https://theallychallenge.com/charity/>.

How does Birdies for Charity work?

- Each participating charity will solicit pledges per "birdie" or flat donations to their organization through the Birdies for Charity program.
- These donations will be driven through The Ally Challenge presented by McLaren and then **100%** of collected donations will be given to the designated charity.
- Birdies for Charity will provide a **guaranteed 6% match**. The final bonus match will be determined after the conclusion of the tournament in September 2018.

What is a birdie?

A birdie is a score of one stroke under par for any golf hole on the course. The par value of a hole is the predetermined number of strokes an expert golfer should require to complete the hole.

Example: On a par 5 hole, a score of 4 is a birdie

Who is Eligible?

To qualify each charity and school must be a 501(c)(3) in the state of Michigan where the funds raised would benefit those within said state.

Charity Benefits

- No risk or expenses!

- Charities receive 100% of all donations collected
- All administrative costs will be handled by The Ally Challenge presented by McLaren
- Additional funds through the matching program

To participate in the Birdies for Charity program visit <https://theallychallenge.com/charity/birdies-for-charity/>

To donate to one of the charities participating in the Birdies for Charity visit <https://theallychallenge.com/charity/birdies-for-charity/>

Participating organizations in the Birdies for Charity program

- | | | |
|---|---|-------------------------------------|
| • Ascension Genesys Foundation | • Flint Institute of Science and History | • Pink Par Tee of Warwick Hills |
| • Autism Support and Resource Center | • Flint Walk to End Alzheimer's | • Shelter of Flint |
| • Barbara Ann Karmanos Cancer Institute | • Food Bank of Eastern Michigan | • The Bottomless Toy Chest |
| • Bethel United Methodist Church | • Friends of the Grand Blanc Grid | • The Second Mile Center of Detroit |
| • Cass Community Social Services | • Genesee County Free Medical Clinic | • United Way of Genesee County |
| • Catholic Charities of Shiawassee & Genesee Counties | • Genesee County Habitat for Humanity | • Whaley Children's Center |
| • Communities First, Inc. | • Gottagetit | • Winning Futures |
| • Fallen and Wounded Soldiers Fund | • Humane Society of Genesee County | • YWCA of Greater Flint |
| • FISH Inc, Grand Blanc Chapter | • Junior Achievement of Southeastern Michigan | • |
| | • Ozone House | |

SUGGESTIONS:

- Interview Tournament Director, Matt Stepness, regarding the charitable impact of The Ally Classic presented by McLaren.
- Interview representatives from United Way of Genesee County
- Interview PGA TOUR Champions Pros about the general impact of charity on PGA TOUR Champions

FIELD OF COMPETITORS

This elite roster of 82* players collectively represent 254 PGA TOUR Champions victories, including 53 senior major championship titles from 24 different players. The field, arguably the best of the season, also contains nine World Golf Hall of Fame members and eight of the top-10 players in the Charles Schwab Cup ranking.

Past winners of the Buick Open will be well represented again this year for The Ally Challenge presented by McLaren. Eight members of that esteemed fraternity will be competing at Warwick Hills, including Woody Austin, Jim Furyk (2020 The Ally Challenge champion), Billy Mayfair, Rocco Mediate, Tom Pernice, Jr., Kenny Perry, Vijay Singh and Scott Verplank.

Note: Michigan native Tom Gillis will be competing in the field for the second year. A well as fellow Michiganders George Bowman and Scott Hebert who both received sponsor exemptions.

MILITARY APPRECIATION

The 2021 Ally Challenge presented by McLaren will offer complimentary admission to The Ally Challenge presented by McLaren to members of the United States Armed Forces (Active Duty, National Guard, Reserve, and Retirees) and veterans.

U.S. Armed Forces and veteran admission to the tournament includes access to the Dow VETerans DEN located on the 18th green at Warwick Hills Golf & Country Club. Guests will enjoy premium golf viewing and complimentary snacks and beverages. The Dow VETerans DEN is open Friday (9 a.m. – 5 p.m.), Saturday (7 a.m. – 5 p.m.), and Sunday (8:30 a.m. – 4:30 p.m.), August 27 – 29.

Below are the available U.S. Armed Forces and Veteran ticket options. For tickets and additional information visit: <https://birdiesforthebrave.sheerid.com/ally-2021/>.

Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans, receive **two complimentary tickets** for each day of the tournament, Friday – Sunday.

Please note that a valid Department of Defense issued ID or photo ID must be provided along with a Military ticket voucher. This special offer extends to family members and dependents of approved **Active Duty, National Guard, Military Reserve Service Members, Military Retirees and Military Veterans**. Please note that fans 17 and under are admitted free of charge with a ticketed adult.

SUGGESTIONS:

- Interview military and their families that are attending the tournament
 - Profile The Ally Challenge presented by McLaren and how the tournament gives back to the men and women of the Country's armed forces.
 - Interview active military members participating in the Military Flag tending program.
 - Capture b-roll of the military tending the flag on Hole No. 18 in action.
-

GOLF ETIQUETTE

All cell phones and pagers must be put on silent. Remain quiet and stand still when the players are about to hit the ball. For your own safety, stay behind the gallery ropes and obey the Officials and Marshals.

Spectators will be removed immediately without warning for:

Refusal to obey quiet signs or signals

Distracting or embarrassing a player

Making rude, vulgar or other inappropriate comments or gestures toward a player

Booing or cheering at inappropriate times

Items not allowed on course include (but are not limited to):

Weapons

Large bags (small purses are allowed)
Cameras or video cameras (permitted Monday-Thursday)
Radios, TVs, signs, banners or ladders
Outside food and beverage

For a full list please visit www.theallychallenge.com.