

20 ✓ 17 PGA TOUR VOLUNTEER CHALLENGE



Official Sponsor of the PGA TOUR



TOURNAMENT SOCIAL MEDIA

ACTIVATION REQUIREMENT

The PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron) is a friendly vote-for-me competition designed to raise charitable funds by harnessing the power, passion and commitment of PGA TOUR volunteers. Each tournament is encouraged to post a minimum of five (5) social media posts throughout the program to raise awareness and drive fans to vote for a volunteer or volunteer team.

SOCIAL MEDIA CONTENT

LAUNCH (70 DAYS PRIOR TO TOURNAMENT WEEK)

- **Facebook:** We're excited to launch the 2017 Volunteer Challenge! Volunteers will compete for votes and the winning volunteer team will present \$10,000 from Astellas Pharma US, Inc. to a local charity. Stay connected: pgatour.com/volunteers #YouVoteCharitiesWin *(Include Graphic)*
- **Twitter:** Volunteer Challenge is back! The winning volunteer team will present \$10K from @AstellasUS to charity <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin

UPDATE (30 DAYS PRIOR TO TOURNAMENT WEEK)

- **Facebook:** Take a closer look at which volunteer teams are leading the PGA TOUR Volunteer Challenge: <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin *(Include Graphic)*
- **Twitter:** Take a look at who is leading the Volunteer Challenge: <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin

COUNTDOWN (TWO WEEKS PRIOR TO TOURNAMENT WEEK)

- **Facebook:** Two weeks until one lucky volunteer team presents \$10,000 to a local charity. Vote for your favorite volunteer team here: <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin *(Include Graphic)*
- **Twitter:** Two weeks until we crown the volunteer winner. Vote for your favorite team: <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin

CALL TO ACTION (DURING PRACTICE ROUNDS OF TOURNAMENT WEEK)

- **Facebook:** Pros aren't the only ones going head-to-head this week. Take a look at which volunteer teams are competing to raise funds for charity and cast your vote! <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin *(Include Graphic)*
- **Twitter:** Every vote counts! Volunteers are competing to raise funds for charity and need your help: <http://goo.gl/Fr9Jq1> #YouVoteCharitiesWin

CONGRATULATIONS (DAY FOLLOWING FINAL ROUND OF TOURNAMENT)

- **Facebook:** You voted and the results are in! Congratulations to our 2017 Volunteer Challenge winner, *(insert volunteer name/team name)*! *(Volunteer name/team name)* presented a \$10,000 check from Astellas Pharma US, Inc. to *(insert charity name)* on Sunday. #YouVoteCharitiesWin *(Include photo of winner with check)*
- **Twitter:** You voted, and results are in! Congrats to the Volunteer Challenge winner, *(insert volunteer name/team name)*. #YouVoteCharitiesWin *(Include photo of winner with check)*