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(mirabegron)
extended-release tablets
25 mg, 50 mg



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————— 20 ✓ 17 —————

PGA TOUR VOLUNTEER CHALLENGE

VOLUNTEER CHALLENGE TOOLKIT

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PGA TOUR VOLUNTEER
CHALLENGE

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A NOTE FROM THE PGA TOUR

Thank you for your upcoming participation as a tournament volunteer!

We encourage you to participate in a special volunteer-only program focused on charitable giving - the PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron)!

The PGA TOUR and Astellas Pharma US, Inc., are excited to help 16 tournaments this season raise funds for charity through this friendly competition in which winning volunteers earn the opportunity to present a \$10,000 donation to a selected tournament charity on behalf of Astellas Pharma US, Inc. Getting started is easy, and every vote contributes to local charities and community organizations.

Visit pgatour.com/volunteers to register and get started!

WHAT IS THE VOLUNTEER CHALLENGE?

Part of a valued partnership between the PGA TOUR and Astellas Pharma US, Inc. reflects a shared commitment to volunteerism and charitable giving. This friendly contest is designed to raise funds for a variety of local non-profit organizations while recognizing the talent, passion and commitment of PGA TOUR volunteers in communities nationwide.

To participate in the PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron), visit www.PGATOUR.com/volunteers and register to participate in teams of one to four volunteers. Next, select from one of the tournament-approved charities. Then it's time to get votes by:

1. Inviting friends and family to vote for your volunteer team
2. Asking the charity your team has aligned with to encourage their constituents to vote
3. Engaging others who may not know you well but would like to support your selected charity

At the end of the voting period, the volunteer team with the most votes will earn the opportunity to present a check for \$10,000 to the charity they aligned with at registration.

Top-ranking tournaments also have the potential to earn additional charitable dollars from Astellas Pharma US, Inc. based on the total number of votes earned collectively by volunteers and the tournament. Bonus charity dollars could reach up to \$65,000 for the tournament with the most votes.

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HOW TO SIGN UP

1

REGISTER

Log on to PGATOUR.com/Volunteers, select your tournament, a charity from the pre-approved list provided by the tournament, and register to participate in teams of one to four volunteers.

2

COMPETE

Encourage voters to visit PGATOUR.com/Volunteers and vote for your team and charity. Read on for sample content to help you garner votes during the competition.

3

WIN

The volunteer team with the most votes on Saturday at 2pm ET during each participating tournament will have the opportunity to present a check for \$10,000 on behalf of Astellas Pharma US, Inc. to the charity aligned with at registration.

WHAT'S IN IT FOR ME?

GREAT PRIZES

Each tournament provides a unique list of prizes for top finishing volunteer teams. Please reference the separate sheet provided in your toolkit to learn more about your tournament's prizing.

GIVING BACK TO YOUR COMMUNITY

Everyone who participates and votes in the PGA TOUR Volunteer Challenge, sponsored by Myrbetriq® (mirabegron), can feel great by helping tournament charities and non-profit community organizations. Winning volunteer teams earn the opportunity to be part of a special check presentation awarding \$10,000 to the charity selected by the tournament in a ceremony held near the conclusion of every tournament.

MEDIA OPPORTUNITIES

The PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron) receives great media coverage, and program participants can be highlighted in articles, television and radio stories.

VOLUNTEER CAMARADERIE

Friendly competition is a great way to build relationships with other tournament volunteers.

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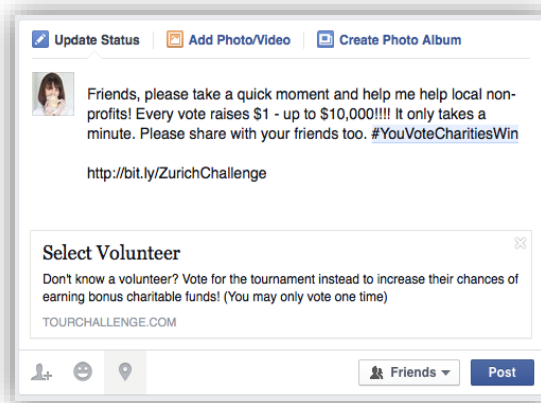
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2017 VOLUNTEER CHALLENGE TOOLKIT

HOW TO BOOST YOUR VOTES

1. Ask your network! Ask friends, family and your social networks to vote for you – and tell their friends to vote too. Here are some examples:

SOCIAL MEDIA



Example Facebook post



Graphic available for download at pgatour.com/volunteers

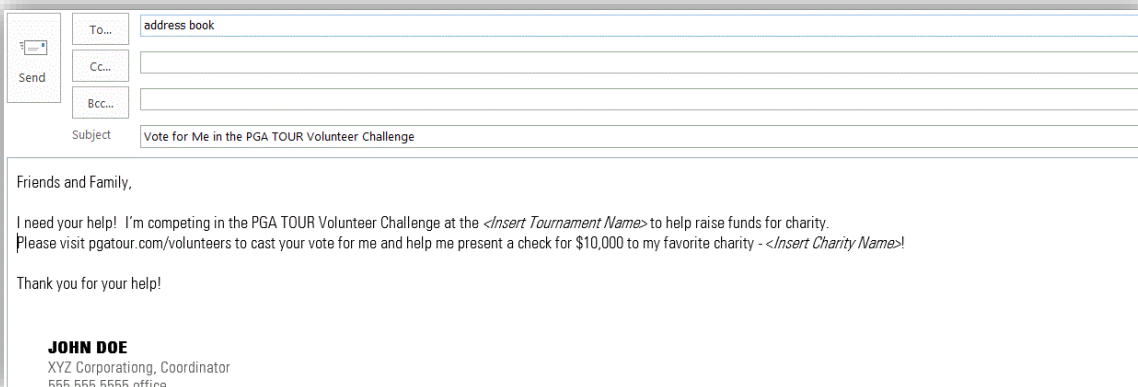


Example Twitter post



Graphic available for download at pgatour.com/volunteers

EMAIL



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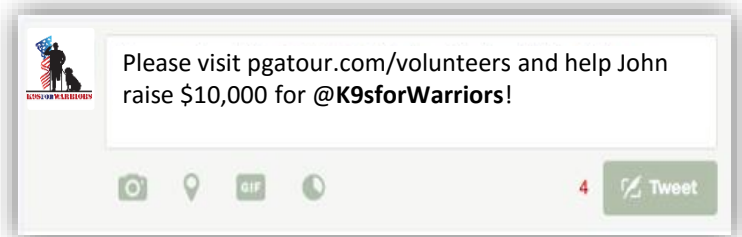
HOW TO BOOST YOUR VOTES (CONT.)

2. Work with your selected charity! Ask the communications contact at the charity you've selected to help stimulate votes to help you – and them! See below for ideas:

SOCIAL MEDIA

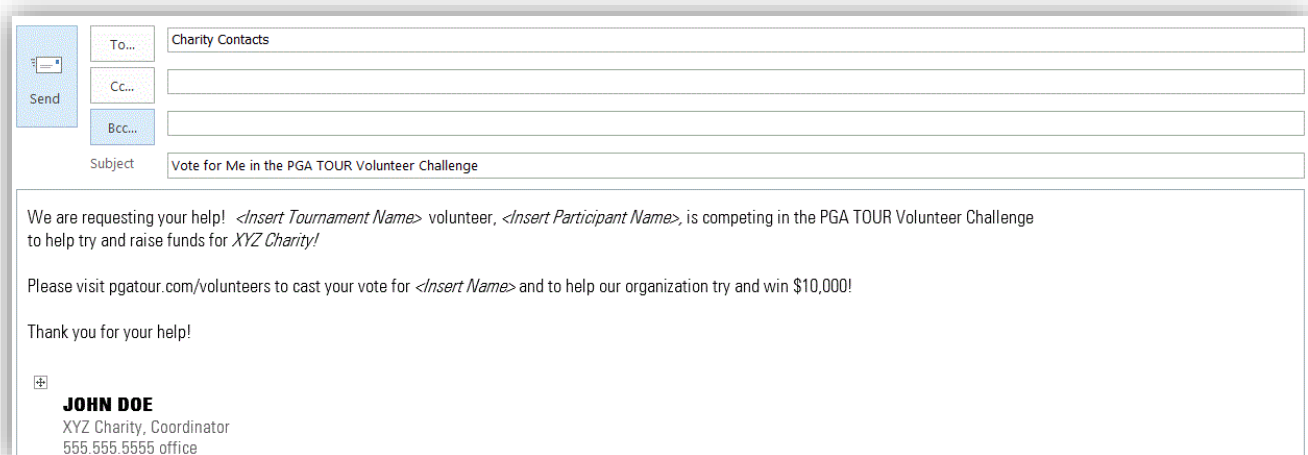


Example Facebook post



Example Twitter post

EMAIL



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HOW TO BOOST YOUR VOTES (CONT.)

3. Get creative! Engage others, such as groups in which you are a member (e.g., local gardening club, library book club) and other community channels! Previous volunteers have experienced great success asking the broader community to vote as a way to support charities and the local community. Following are some samples:

LOCAL COMMUNITY WEBSITE & SOCIAL MEDIA



Example community website post



Example social media post

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HOW TO BOOST YOUR VOTES (CONT.)

FLYER/HANDOUT

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VOTE FOR ME IN THE PGA TOUR VOLUNTEER CHALLENGE

YOUR VOTE COUNTS

I'm participating in the PGA TOUR Volunteer Challenge – a fun, friendly, vote-for-me competition that helps to raise charitable dollars for the local community.

Join me in trying to help raise \$10,000 for my favorite charity. To help, please visit pgatour.com/volunteers to cast your vote.

EVERY VOTE IS \$1 TOWARDS CHARITY

**YOU VOTE ✓
CHARITIES WIN**

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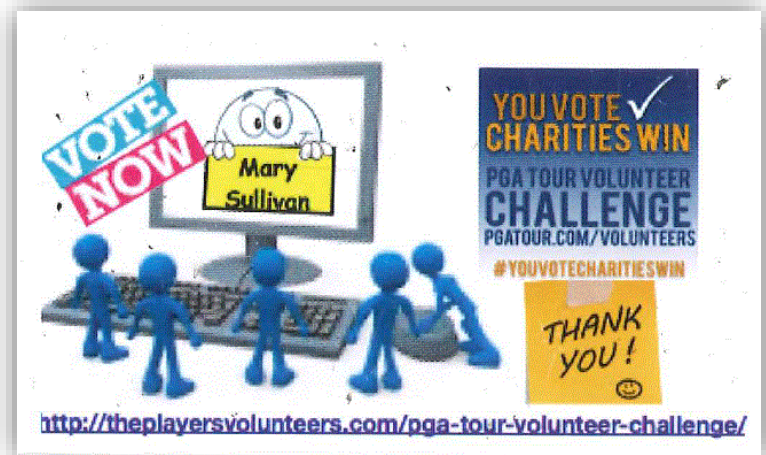
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SEE WHAT OTHER VOLUNTEERS HAVE DONE

Volunteers at each tournament are going above and beyond to help earn charity dollars for their favorite non-profit organizations. Below are some materials that volunteers have created to help campaign for votes:



Create custom, eye-catching graphics to post on social media



Create customized business cards to distribute

Hi Peggy,

Thank you for your hard work on the deck. I look forward to giving our presentation together this Friday.

Thanks so much,



JOE SMITH

PGA TOUR, Community Outreach
555.605.9585
joesmith@pgatour.com

Vote for my team in the PGA TOUR Volunteer Challenge to help raise \$10,000 for charity.
Vote now at www.pgatour.com/volunteers

Add a short description about the Volunteer Challenge and a link to vote in email signature