

Largest North Texas

CHARITY GOLF TOURNAMENTS

Ranked by revenue from event in 2010

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Rank 2011/2010	Tournament name/ dates held in 2010	2010 revenue from event/ net proceeds	Charity benefit	Golf course/ player fees/ number of golfers	Tournament chair(s)/ number of volunteers	Special activities or features	Date for 2011 event and net proceeds	Year established/ celebrity host
1 1	HP Byron Nelson Championship May 17-23	\$10,889,325 \$4,700,000	Salesmanship Club Youth and Family Centers	TPC Four Seasons Resort None 156	George Conant 1,000	KidsZone, Pavilion After Dark, HP Technology Zone and The Legendary Pavilion	May 23-29	1968 none
2 4	Southwest Airlines LUV Classic and Party Oct. 1	\$810,250 \$621,000	Ronald McDonald House	Bear Creek Golf Club \$1,750-\$7,000 492	Ann Hancock 222	Raffle at the Party including over 400 prizes to international and domestic destinations	Oct. 7	1985 none
3 3	Brinker Charity Golf Classic Oct. 25	\$783,000 \$600,000	Kenny Can Foundation, Texas Scottish Rite Hospital for Children, The Northern Texas PGA Junior Golf Foundation	Stonebriar Country Club \$15,000 260	John Thielke 100	Breakfast, lunch, awards dinner, sponsor gift cards for merchandise shop, raffle, contest holes	Oct. 24	2009 none
4 2	St. Jude/Derek Harper Golf Classic Oct. 18	\$700,000 \$500,000	St. Jude Children's Research Hospital	Stonebriar Country Club \$500 275	Perry Smith, Michael Gruber 20	Evening under the star party with live and silent auctions	Oct. 17	1995 Derek Harper
5 NR	Emmitt Smith Celebrity Invitational May 15	\$600,000 \$400,000	Pat and Emmitt Smith Charities	TPC Craig Ranch \$5,000 88	Lara Ashmore 35	Emmitt Smith Trip of a Lifetime contest	May 13-14	2010 Pat and Emmitt Smith
5 6	Lee Jarmon Alzheimer's ProAm Golf Tournament May 17	\$600,000 \$350,000	Alzheimer's Association, Greater Dallas Chapter	Gleneagles Country Club \$1,250-\$30,000 218	Bob Thompson 70	Chuck Greenberg was the guest speaker, live auction following dinner	June 6	1988 Chuck Greenberg
7 5	Archon Group's President's Day Golf Classic Feb. 15	\$580,000 \$550,000	Dallas CASA	Four Seasons Las Colinas \$1,500 and up 180	Woody McMinn 50	Guest speaker at VIP dinner	Feb. 21, \$600,000	1998 none
8 7	Tom Landry Open April 26	\$375,913 \$302,566	Greater Dallas Fellowship of Christian Athletes	Stonebriar Country Club \$750-\$25,000 274	Bob Lilly Jr., Mike Reeves 85	Silent auction, live auction, raffle prizes, trips, VIP guest golfers	April 18	1977 Neal Jeffrey
9 NR	The MAGIS presented by Legacy Texas Bank Oct. 11	\$352,000 \$210,000	Jesuit College Preparatory School	Stonebriar Country Club \$250-\$2,500 256	B.J. Antes 90	VIP dinner party, vacation shootout, gift salon	Oct. 10	2010 Babe Laufenberg
10 9	Bright Celebrity Golf Classic Sept. 20	\$296,520 \$186,847	Big Brothers Big Sisters	Las Colinas Country Club \$750 240	Tiffany Olson 30	Pre-party: Party at the Palladium	May 9	1967 Doug Dunbar
11 13	Addison Rotary Open Sept. 13	\$265,000 \$205,000	Ronald McDonald House of Dallas	Gleneagles Country Club \$750 220	Greg Grimm 70	Post tournament party with live and silent auction	Sept. 12	1991 none
12 8	Del Frisco's Classic June 6	\$262,282 \$210,945	Cystic Fibrosis Foundation	Gleneagles Country Club \$700 200	Jerry Rasansky 50	Dinner and auction hosted by Del Frisco's Double Eagle Steak House.	June 13	1987 Dee Lincoln
13 NR	Angels For Eosinophilic Research Golf Tournament May 22	\$254,800 \$134,500	Cincinnati Center For Eosinophilic Disorders	Brookhaven Country Club \$140 96	Cindy Angel, Amy Zicarelli 20	Par-TEE For A Cure the night before the tournament with a band, gourmet food stations and a silent auction	June 4	2010 none
14 NR	Coca Cola C5 Aug. 30	\$250,750 \$207,500	C5 Youth Foundation of Texas	TPC Craig Ranch \$6,000 124	Chuck Burkhardt 25	State Farm Shootout	Aug. 29	2005 Brenden Morrow, Scott Murray
15 10	No Child Left Behind Foundation Golf Classic April 23	\$220,000 \$95,000	St. Anthony Academy	The Cowboys \$600 124	Mark Wischmeyer 26	Winners go to the Bryon Nelson Corporate Challenge	May 5	2001 Ron Kirk
16 11	Swing for Relief-Dallas Red Cross Golf Classic Sept. 27	\$216,276 \$193,870	American Red Cross-Dallas Area Chapter	Prestonwood Country Club \$350 135	Edwin Thal, Mel John 30	Longest drive, putt for cash, hole-in-one cash prize opportunity, Beat The Pro contest, buffet, auction, cocktails	Sept. 19	1998 none
17 14	Balfour Beatty Golf Classic Oct. 11	\$206,370 \$140,000	Children's Medical Center Dallas	Stonebriar Country Club NA 188	Brent Blake, Craig Land 30	Brunch, driving range, raffle prizes, dinner and awards presentation	Oct. 3	1991 none
18 NR	Ill Forks Golf Classic June 13-14	\$204,486 \$128,186	TeamConnor	Gleneagles Country Club \$500-\$2,000 200	Richard Asel, Jennifer Bolton 35	Dinner with silent and live auction at Ill Forks	May 1-2	2099 none
19 12	Four Seasons Cool 18 Golf Tournament Nov. 3	\$200,000 \$150,000	Irving Healthcare Foundation	TPC Four Seasons \$500 90	Angela Enright 30	Lunch, dinner, live auction, golf	November	1998 none
20 NR	Partnerships In Action Golf Tournament June 28	\$185,314 \$95,824	Aga Khan Foundation USA	Stonebriar Country Club \$350 128	Nick Jivani 30	Helicopter Ball Drop for two Super Bowl XLV tickets, \$1 Million Shootout, hole-in-one contest for a new car	June 6	2007 Arezow Doost, Chris Arnold
21 19	15th Annual Edmund M. Hoffman Golf Classic Sept. 27	\$179,000 \$133,000	Goodwill Industries of Dallas Inc.	Northwood Club \$130 136	John Hallam, Suzanne Charrriere, Grey Stogner/35	Lunch, cocktails, dinner, prizes, raffle, contests	Sept. 26	1996 none
22 NR	Corporate Cup Oct. 5	\$177,375 \$145,966	Boys & Girls Clubs of Greater Dallas	Dallas National Golf Club \$7,500 per team 88	Colette Young 10	Special trick shot show with professional golfer Dan Boever, two hole-in-one contests, other on-course competitions	Oct. 4	2006 none
23 15	University of Dallas Golf Tournament April 26	\$172,351 \$129,504	UD Cor Fund scholarships	Las Colinas Country Club \$2,500 and up 140	Jim Livernois 50+	Lunch, awards program with dinner, diamond anniversary raffle	May 2	2001 none
24 NR	Hunger Busters Golf Classic May 3	\$172,019 \$152,798	Hunger Busters	The Tribute Golf Course, The Old American Golf Club \$365 144	Brandon Barganski 20	Luncheon, player bag, Daryl Johnston served as luncheon speaker	May 2	2002 none
25 16	Links Fore Leukemia Golf Tournament May 10	\$152,424 \$126,188	The Leukemia & Lymphoma Society	Gleneagles Country Club \$250 164	Libby Reding 30	Live auction, silent auction	May 16	1996 D.A. Weibring

NR: Not ranked NA: Not available
Source: The companies, websites

Research: Jerry Gunter