



45TH ANNUAL ROOF RAISERS

Thank you for your upcoming participation in the 45th Annual Roof Raisers event!
We look forward to seeing you Friday, May 8 at Omni La Costa Resort & Spa.
We appreciate your support of this time-honored event benefiting the
Magdalena Ecke Family YMCA.

EVENT SCHEDULE

Golf Registration & Driving Range open with TaylorMade Demo Booth – 9:30 am
Golf Tee Time – 11:30 am
Cocktail Party with hosted drinks and hors d'oeuvres and Silent Auction – 4:30 pm
Dinner – 6:00 pm
Program, Awards and Live Auction – 6:30 pm
Prize Drawing and Grand Prize Winner Announced – 8:00 pm

DIRECTIONS TO OMNI LA COSTA RESORT & SPA

From Interstate 5, take the La Costa Avenue exit. Head east onto La Costa Avenue. Drive approximately 1.5 miles to El Camino Real, and turn left (north). The entrance to La Costa is approximately a quarter-mile on the right side, located at 2100 Costa del Mar Road in Carlsbad.

PARKING FOR GUESTS

Upon entering the resort through the main Costa Del Mar driveway entrance, please proceed towards the valet circle of the resort. In the morning, golfers will be greeted at the Spa Curb by the La Costa Resort staff who will assist you with your golf bag. After they take your bag, please proceed to the valet circle for assistance with your vehicle. You will then be greeted by a YMCA volunteer who will direct you through the hotel lobby towards the golf check-in. Dinner guests can drive directly to the valet circle for vehicle assistance in the evening and proceed to the Poinsettia Ballroom.

DRESS FOR ALL GUESTS

For golf, collared shirts and regulatory length shorts or pants are required and soft spikes are mandatory. Please note that denim or jeans are strictly prohibited on the golf course. Golf/country club casual attire is appropriate for the evening.

GOLF CHECK-IN & LAYOUT

Golf check-in will open at 9:30 am on the hotel promenade. The golf shotgun start is at 11:30 am. This year's tournament will take place on the newly renovated south Legends course. Prior to golf, you can access the practice putting green with a Putting Challenge (the winner will be announced at the dinner afterward) and the driving range. Shuttles will be available to transport golfers from the check-in area to the driving range where you can

also enjoy the TaylorMade Demo Booth prior to the tournament. A hosted bar on the promenade will be open for your enjoyment.

The golf scoring format will be a scramble, or best ball play. Please make note of the instructions on your cart. Our first and second place foursomes will be announced at the dinner event, along with our on-course competition winners.

ON-COURSE COMPETITIONS AND ACTIVITIES

We invite you to participate in the variety of course activities and opportunities to win prizes during your beautiful day of golf. Opportunities include the Putting Challenge, Longest Putt, Longest Drive, Closest to the Pin, Most Accurate Drive and more games, contests and entertainment. We thank Hoehn Motors for sponsoring the Hole-in-One opportunities as well as TaylorMade Golf Company for providing fabulous prizes for our winners.

ON-COURSE FOOD AND BEVERAGES

Roof Raisers wishes to thank the committed Hole Sponsors who will be providing lunch and other entertainment throughout the tournament on the golf course. Thank you to Robert Green Vineyards, Pacific Building Group, Main Electric Supply, El Callejon, Board & Brew, Round Table Pizza Encinitas and Hoehn Motors Carlsbad. Food stations will be on various holes throughout the course and partially hosted beverage carts will be circling the course for your convenience and enjoyment.

FAVOR GIFTS

To thank you for attending Roof Raisers, a favor gift will be given to all guests upon arrival at the dinner program. You won't want to miss this desirable item from TaylorMade Golf Company! Golfers can also look forward to a bag of goodies on each cart at the beginning of the tournament.

DINNER

The cocktail hour and dinner program will take place in the Poinsettia Ballroom located near the hotel lobby in the Coastal Events Center of the resort. Omni La Costa Resort's award-winning chefs will prepare a gourmet, three-course, plated dinner for your enjoyment. Cocktails and hors d'oeuvres will be served during the silent auction and cocktail hour. The cocktail hour will feature live music by the Mattson 2 and other entertaining activities. A hosted bar will be open during cocktail hour and dinner. We thank Biddle Ranch Vineyard and Nossaman LLP for their underwriting support of this portion of the event.

EVENING ACTIVITIES

Continuing 45 years of tradition, Roof Raisers evening activities will feature exciting silent and live auction bidding, a chance to sponsor the YMCA's meaningful projects and a prize drawing with an opportunity to win one of 20 fabulous prizes including \$7,500 cash!

LIVE AND SILENT AUCTIONS

Our exciting silent auction will be held during the cocktail hour and will feature sports memorabilia, fabulous vacations, unique experiences and items for the whole family.

The silent auction will close prior to the start of dinner. The live auction features one-of-a-kind experiences and extraordinary trips.

Please refer to the Silent and Live Auction Catalog on the Roof Raisers website.

Please note that Mother's Day is the Sunday following Roof Raisers. Any items bid on with the intent of being a gift should be taken home from the event that night.

PRIZE DRAWING

As a Roof Raisers guest, you are automatically entered into our famous and luxurious prize drawing. You will have the opportunity to win one of twenty amazing prizes including high-tech gifts, popular sports items, a plasma screen television, Roof Raisers \$475 ticket refund or the grand prize of \$7,500 cash! Every one in ten guests win a prize including four lucky participants will be picked at random to sit on stage to win one of our largest prizes. The fifth chair will be auctioned off for you to have that last chance to win big!

YMCA SPONSORSHIPS

Proceeds from Roof Raisers go towards worthy capital projects at the Magdalena Ecke Family YMCA to serve our community better. Most recently, Roof Raisers expanded and renovated the Y Aquatic Center, Preschool, world-renowned Skate Park and the YMCA Aquatic Park at the Carlsbad Lagoon. Proceeds from the 2015 Roof Raisers event will be used to fund the YMCA's Capital Expansion Project, ensuring the Magdalena Ecke Family YMCA can continue to serve more children and families in our community for years and years to come!

During the dinner event, you will have the opportunity to sponsor the YMCA in a live bidding format at various donation levels. Higher levels of support will be eligible for perpetual recognition in our Capital Support Recognition Wall. In addition, donors choosing to support at the higher levels will be included in Capital Campaign recognition events, publications and experiences. Your support is critical for thousands of children and families in our community. We thank you in advance for making a Live Sponsorship during the event.

PAYMENT FOR AUCTION ITEMS

All items must be paid for at the event. We encourage bidders to sign up for Express Check-Out. Simply give the staff member your credit card information at the door and prevent waiting to pay at the end of the evening. Express Check-Out will enable you to pick up your items, collect your itemized receipt and leave. Accepted methods of payment include cash, checks made payable to the Magdalena Ecke Family YMCA, Discover, Visa, MasterCard and American Express. All purchased or won prizes and auction items must be taken home from the event.

All remaining items not taken home must be picked up at the YMCA by May 15.

THE MAGDALENA ECKE
FAMILY YMCA AND THE 45th
ANNUAL ROOF RAISERS
THANKS OUR GENEROUS
SPONSORS!



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