



September 20, 2010

WILSHIRE COUNTRY CLUB

301 N. Rossmore Ave.
Los Angeles, CA 90004
(323) 934-1121

Benefiting:

Eisner Pediatric & Family Medical Center
Los Angeles Ronald McDonald House®
Something mAAgic®
Volunteer League of the San Fernando Valley

www.flagshipcharities.org



Dear Friends,

We invite you to support the 28th annual Flagship Charities Golf Classic and Dinner, the only event hosted by American Airlines Western Division. All proceeds raised from this tournament directly benefit four children's charities; Eisner Pediatric & Family Medical Center, Los Angeles Ronald McDonald House®, Something mAAgic and the Volunteer League of San Fernando Valley, all helping to improve the quality of lives for children in our community.

Players will start their day with a continental breakfast and the opportunity to participate in the putting contest and demonstrate clubs at the driving range. On the course, players will enjoy a BBQ lunch and chances to win prizes for the longest and accurate drives. On every par 3 holes, the closest-to-the-pin winner will receive 25,000 AAdvantage miles on American Airlines.

Non-golfers are invited to join us for cocktails and the awards banquet while having the opportunity to bid on unique silent auction items. A spectacular live auction concludes the evening with one-of-a-kind American Airlines travel packages that include luxurious 5-star hotels and resort stays.

Early sponsorships are encouraged as we anticipate a sell-out crowd. Please call the American Airlines Flagship Charities office to discuss golf and dinner sponsorship opportunities at (310) 648-6411 or email flo@flagshipcharities.org. For your convenience, sponsorships and registration is available on-line at www.flagshipcharities.org.

We look forward to welcoming you on September 20th at Wilshire Country Club.

Sincerely,

Cathy Bradley Berg
Tournament Chair

Deborah Pattillo
Tournament Director

Children's Charities

Eisner Pediatric & Family Medical Center

Eisner Pediatric & Family Medical Center is a quality-focused, nonprofit community health center dedicated to improving the physical, social, and emotional well-being of people in the communities we serve, regardless of income. As an FQHC, our overarching purpose is the provision of primary and preventive care to traditionally marginalized, underserved populations. We are one of a handful of providers of accessible, free and low-cost health services in downtown and South Los Angeles, functioning as a "medical home" area residents can count on for timely and culturally responsive care. Our model of integrated care includes medical and dental services (adult and pediatric), mental health counseling and psychotherapy, comprehensive pregnancy care, school-based services, early development and intervention services, and a wide variety of enabling and educational programs. In 2009, we provided 107,852 visits to 24,741 unduplicated patients.

Los Angeles Ronald McDonald House®

Los Angeles Ronald McDonald House has offered a safe, nurturing haven for families with children undergoing treatment for cancer and other catastrophic illness. The need for our programs and services is urgent, as we have operated at maximum occupancy for the last ten years. That's why we are proud to have recently added a new building which is an additional 40 rooms for our families and children. Through the support received from our community and Flagship Charities Golf Tournament, we are able to serve 75 families each night and have become one of the largest Ronald McDonald Houses in the world!

Something mAAgic®

The Something mAAgic Foundation®, is a non-profit organization comprised of volunteers who are current and former employees of American Airlines, American Eagle and American Airlines Federal Credit Union. We support the missions of Give Kids The World Village® and other children's organizations to create magical memories for children with chronic or life-threatening medical conditions. Our annual marquee event, WishFlight, offers these special children an unforgettable vacation experience in Orlando, Florida. The children and their families fly from around the globe on American Airlines and American Eagle flights to visit Central Florida's attractions. To date, we have had a part in making dreams come true for more than 300 children.

Volunteer League of the San Fernando Valley

The Volunteer League, a non-profit organization in existence for over 50 years, strives to help underprivileged children in the Los Angeles area. This organization provides over 2,000 children with new clothes, shoes, school supplies and toiletries. The children in need are identified by their schools, social workers, nurses and principals. The gift of brand-new clothes gives each child a sense of pride and dignity, ultimately fostering personal and academic growth. The League also produces a traveling educational puppet program, designed to teach children about disabilities. This exciting program raises awareness and sensitivity toward their peers by addressing cerebral palsy, blindness, and attention deficit disorder.

Sponsorship Opportunities

Platinum Sponsor \$8,000

- Two foursomes
- Corporate recognition on the course
- Sixteen reservations at the award banquet
- Tee packages for each player

Gold Sponsor \$4,500

- One foursome
- Corporate recognition on the course
- Eight reservations at the award banquet
- Tee packages for each player

Tee Sponsor \$1,000

- Acknowledgement on the Course & Web
- Two reservations for auction, cocktail reception and dinner

Dinner Sponsor \$500

- Corporate recognition in the dinner program
- Two reserved seats for the awards banquet

Tournament Award Banquet \$100

- Silent Auction / Cocktail Reception
- Reservation for the awards banquet

Donation

I am not able to attend or participate this year, enclosed is my tax-deductible donation of \$ _____

Gift Sponsor • *I would like to donate*

| | |
|-------------|-----------------|
| Description | Estimated Value |
|-------------|-----------------|

Registration

Please respond by
September 1, 2010

Name

Company

E-mail

Telephone

To register online and for tournament details please visit www.flagshipcharities.org

To register by mail, please return this form with players names and payment made payable to:

AMR Foundation

American Airlines Flagship Charities Golf Classic
222 N. Sepulveda Blvd., Suite 2100
El Segundo, CA 90245
Fax: (310) 648-6481

All contributions are tax-deductible within legal limits of the law. Tax ID #76-2086656

Schedule

September 20, 2010

WILSHIRE COUNTRY CLUB
301 N. Rossmore Ave.
Los Angeles, CA 90004
(323) 934-1121

9:30am

Registration Opens
Continental Breakfast

10:45am

Call To Tee

11:00am

Shotgun Start
Lunch Served on the Course

4:00pm

Cocktail Reception
Silent Auction

5:30pm

Awards Banquet
Spectacular Live Auction
Benefit Drawing

Golf Format

Shamble

Best Ball of Foursome
(Low Gross & Low Net)

Each player plays his/her own ball
from the best drive.

Half of an individuals handicap
will be used with a maximum
of 9 strokes allowed.

Foursome

Please respond by
September 1, 2010

1 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

2 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

3 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

4 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

1 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

2 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

3 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____

4 Golfer Name (Please print) _____ E-mail Address _____
Attending Dinner? YES or NO

Guest Name _____ Telephone _____

Affiliated Golf Club _____ Handicap/Index _____ Shirt Size _____