



TRAVELERS
CHAMPIONSHIP

2012 INTERNSHIP PROGRAM



June 18-24, 2012 | TPC River Highlands | Cromwell, CT

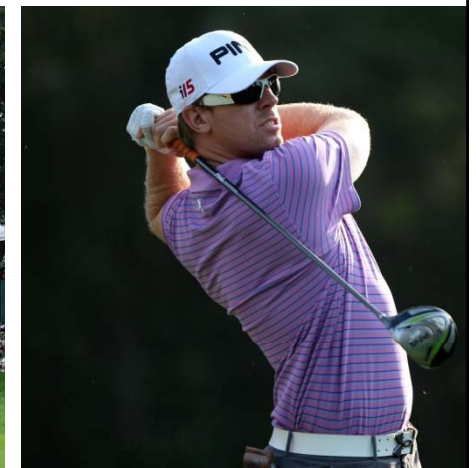


TRAVELERS
CHAMPIONSHIP

TOURNAMENT OVERVIEW

The 2011 Travelers Championship marked the 60th time the PGA TOUR has been played in Connecticut, dating back to 1952 as the former Insurance City Open. It was also the fifth year Travelers has been the title sponsor for the event in Cromwell at TPC River Highlands. The Travelers Championship is the PGA TOUR's only stop in Connecticut and has been a tradition for golf fans, families and the business community.

In 2011, the tournament showcased some of the world's best golfers who competed for a \$6 million purse. The event played host to thousands of fans throughout the week and more than 3,500 volunteers donated their time. In addition to world class golf, the Travelers Championship served as an effective platform for business development, a great family event, and most importantly, a successful charitable fundraiser. With the support of our sponsors, the 2011 Travelers Championship generated more than \$1 million for more than 130 charities throughout the region. Since the tournament inception in 1952, the tournament has raised more than \$29 million for charities throughout our community.





TRAVELERS CHAMPIONSHIP

TOURNAMENT KEY FACTS

Dates:	June 18 - 24, 2012
Place:	TPC River Highlands, Cromwell, CT
Course Layout:	Par 70, 6,844 yards
Total Purse:	\$6.1 Million
Winner's Share:	\$1.098 Million
FedExCup Points:	500 for the Winner
Defending Champion:	Fredrik Jacobson
TV Broadcast:	Golf Channel (Thurs. & Fri.) CBS Sports (Sat. & Sun.)
Past Champions:	Bubba Watson – 2010 Kenny Perry – 2009 Stewart Cink – 2008 & 1997 Hunter Mahan – 2007 J.J. Henry – 2006





TRAVELERS
CHAMPIONSHIP

2011 TOURNAMENT HIGHLIGHTS





TRAVELERS CHAMPIONSHIP

2011 TOURNAMENT RECAP

Fredrik Jacobson clinched his first PGA TOUR victory by shooting a final round 66 at the 2011 Travelers Championship. He came to the 72nd hole needing a par to win. He hit a perfect drive and followed with an approach to 13 feet, before two-putting for the victory. Jacobson's total score of 260 was the third best in tournament history. He was steady the entire tournament with 21 birdies and only one bogey over four rounds. Jacobson became the fourth first-time PGA TOUR winner at the Travelers Championship in the past six years, joining Bubba Watson, Hunter Mahan and J.J. Henry.



2011 TOURNAMENT LEADERBOARD

POS	PLAYER	RND	THRU	TOTAL
1	Fredrik Jacobson	-4	F	-20
T2	Ryan Moore	-7	F	-19
T2	John Rollins	-7	F	-19
4	Michael Thompson	-8	F	-18
5	James Driscoll	-3	F	-16





TRAVELERS
CHAMPIONSHIP

PRE-TOURNAMENT EVENTS

MEDIA DAY

On May 17, 2011, the Travelers Championship hosted Media Day at TPC River Highlands. The morning kicked off with the MetroHartford Alliance's Rising Star Breakfast, where more than 150 business professionals from the Greater Hartford area attended the event. After the breakfast, over 100 local and national media attended a press conference with defending champion Bubba Watson and ESPN personality Chris Berman. A question and answer program lasted about thirty minutes, which was followed by lunch and one-on-one media interviews with Bubba Watson. After lunch, the media were sent out in foursomes to play TPC River Highlands in a rain-shortened shamble format. The day concluded with dinner and awards following play.

WALMART CLASSIC FOR THE FIRST TEE OF CONNECTICUT

The Travelers Championship hosted the inaugural Walmart Classic for The First Tee of Connecticut on Sunday, June 5 at TPC River Highlands. The event featured amateur foursomes with special appearances from local celebrities and junior members from The First Tee of Connecticut. The First Tee of Connecticut is a youth development organization that uses golf as its vehicle to teach life skills and The First Tee's Nine Core Values to children throughout the state.

BLUMSHAPIRO 5K FOR CAMP COURANT

The third annual BlumShapiro 5K for Camp Courant was held on Saturday, June 11. The event attracted over 500 runners to TPC River Highlands in Cromwell, Connecticut to take part in a Kids Fun Run and 5K Road Race. The race helped raise funds and awareness for Camp Courant, the nation's largest free day camp. In addition to the 5K, the event provided a half-mile and mile Kids Fun Run that kicked off the festivities in the morning with more than 50 kids ages 2-11.





TRAVELERS
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TOURNAMENT WEEK EVENTS

AETNA TOURNAMENT PLAYERS PRO-AM

More than 100 tournament sponsors had the unique opportunity to play alongside PGA TOUR professionals and their caddies on the tournament course during the Aetna Tournament Players Pro-Am on Monday afternoon during tournament week.

FARMINGTON BANK FAN & FAMILY DAY

On Tuesday, the tournament hosted Farmington Bank Fan & Family Day, featuring Play Golf America Day sponsored by the Connecticut Section PGA. The day consisted of fun-filled events, activities, product demos and clinics for golfers of all ages and abilities. Highlights of Farmington Bank Fan & Family Day included a "Golf is Cool" clinic with PGA professional Eric Eshleman, a clinic for kids and a clinic specific for women. The clinics were host by PGA Professional Suzy Whaley. The hitting bays on the range were open on a variety of occasions for people of all ages to hit balls, demo clubs and receive free lessons.

GOLF DIGEST JUNIOR PRO-AM

On Tuesday evening, the Travelers Championship held its third annual Junior Pro-Am, proudly sponsored by Golf Digest. The Golf Digest Junior Pro-Am featured 36 junior golfers, their caddies and PGA TOUR professionals in a nine-hole scramble on the front nine of TPC River Highlands. Junior golfers from the Connecticut Section PGA, the Metropolitan Section PGA and The First Tee of Connecticut earned a spot within the Golf Digest Junior Pro-Am based on their fundraising efforts for their respective organizations through the tournament's Birdies for Charity program.

TRAVELERS CELEBRITY PRO-AM

Despite a rain-shortened round, thousands of fans came out to TPC River Highlands on Wednesday to watch some of their favorite celebrities play golf alongside PGA TOUR professionals and amateurs in the Travelers Celebrity Pro-Am. Some of the celebrities included Ray Allen, Chris Berman, Jim Calhoun, Joe Pesci, Michael Bolton, The Miz, Doug Floutie, Ahmad Rashad, Eddie Money, Karl Ravech and more.





TRAVELERS
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TOURNAMENT WEEK EVENTS

MILITARY APPRECIATION PRESENTED BY SAINT FRANCIS

The Travelers Championship was once again proud to support United States Armed Forces with Military Appreciation presented by Saint Francis Hospital and Medical Center. This weeklong salute offered complimentary admission throughout tournament week to all active, reserve and retired Military Service Members and their dependents. In addition, the tournament built the Patriots' Outpost, a climate-controlled, military hospitality venue on site for all Military Service Members and their dependents, including U.S. veterans.

REACH CONCERT SERIES FEATURING EDDIE MONEY

On Wednesday evening following the Travelers Celebrity Pro-Am, Eddie Money rocked fans with an hour long concert after play. The concert was sponsored by the REACH Foundation, which raises money and awareness to support charitable organizations and programs focusing on children in need. As the skies cleared, hundreds of fans were treated to an enjoyable evening of entertainment.

WOMEN'S DAY PRESENTED BY TRAVELERS

Women's Day presented by Travelers was held on Thursday, June 23, 2011. Nearly 500 women were present throughout the day to experience an exciting agenda. The Travelers Championship was thrilled to have Mika Brzezinski, who was joined by her MSNBC "Morning Joe" co-host, Joe Scarborough, as the keynote speaker. Mika spoke about the unique professional and personal challenges women face in the key moments of their lives.

REACH CONCERT SERIES FEATURING HUEY LEWIS AND THE NEWS

Following play on Saturday, June 25, fans who purchased a ticket to the tournament were also given admission to a concert by Grammy Award winning band Huey Lewis and The News. The concert began thirty minutes after play had ended for the day. Thousands of fans packed the SUBWAY® Fan Zone to hear the award winning band play. Top Ten Hits played included "Heart of Rock & Roll," "Stuck with You," "I want a New Drug," "If this is it," "Hip to be Square," and "Workin' for a Livin'."





TRAVELERS CHAMPIONSHIP

2011 MEDIA EXPOSURE

The Travelers Championship is broadcast nationally on Golf Channel and CBS and available to 115 million homes in the U.S. and more than 224 countries & territories and 500 million households around the world. In addition, the tournament receives tremendous local television coverage, including live morning show broadcasts and sports features by all four networks. As for radio support, the tournament receives a wide variety of local and national radio coverage, which includes LIVE on-site broadcasts from ESPN Radio and WFAN.



THE GOLF CHANNEL®



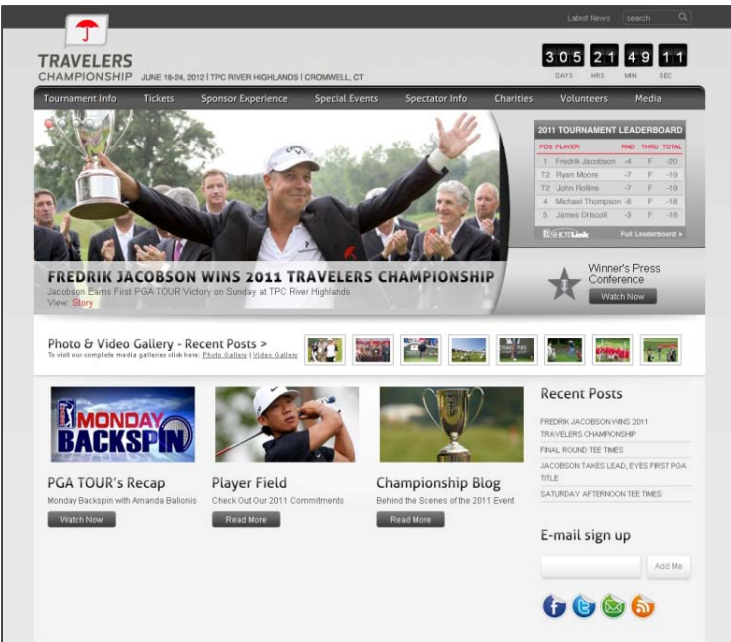
SATELLITE
RADIO





TRAVELERS CHAMPIONSHIP

2011 ONLINE MEDIA PLATFORMS



TRAVELERS CHAMPIONSHIP JUN 18-24, 2012 | TPC RIVER HIGHLANDS | CROMWELL, CT

3 0 5 2 1 4 9 1 1

Tournament Info | Tickets | Sponsor Experience | Special Events | Spectator Info | Charities | Volunteers | Media

FREDRIK JACOBSON WINS 2011 TRAVELERS CHAMPIONSHIP
Jacobson Earns First PGA TOUR Victory on Sunday at TPC River Highlands
[View Story](#)

Winner's Press Conference [Watch Now](#)

Photo & Video Gallery - Recent Posts >

PGA TOUR's Recap | Player Field | Championship Blog

E-mail sign up [Add Me](#)

Founding Partners: **accure**, **Actret**, **Cognizant**, **ConnectCare**, **ebmpapst**, **Hartford HealthCare**, **M&T**, **MetLife**, **WELLS FARGO**, **Webster**

Title Sponsor: **TRAVELERS** | Presenting Sponsor: **SAINT FRANCIS Hospital and Medical Center**

Tournament Info
Quick Facts | Player Field | Spectators | Schedule of Events | Travelers Championship Blog | Contact Us

Tickets
Ticket & Packages | Will Call

Sponsor Experience
Online Entry Structure | Hospitality Venues | Daily Hospitality | Pro-Amp

Special Events
Walmart Classic for the First Tee of CT | BlumShapiro Skit for Camp Courant | Adira Tournament Players Pro-Am | Farmington Bank Fan & Family Day | Travelers Celebrity Pro-Am | Women's Day presented by Travelers | REACH Concert Series | Fan Zone | Military Appreciation presented by St. Francis Hospital & Medical Center


Spectator Info
Directions & Parking | FAQs | Course Map | Practice Facility | Spectators with Special Needs | Travel & Lodging


Charities
Tournament Charities | Benches For Charity | Chip In for Charity

Volunteers
Volunteer Info | Register Now

Multi Media
Photo Gallery | Video Gallery | Blog | Latest News | Championship Blog

Media





Travelers Championship Professional Sports Team

Wall: Write something...

Operation Shower
We would like to thank Travelers Championship and St Francis Care for their support of our shower in Groton, CT for 20 members. Thank you for supporting military families.
View Post · September 6 at 11:55am

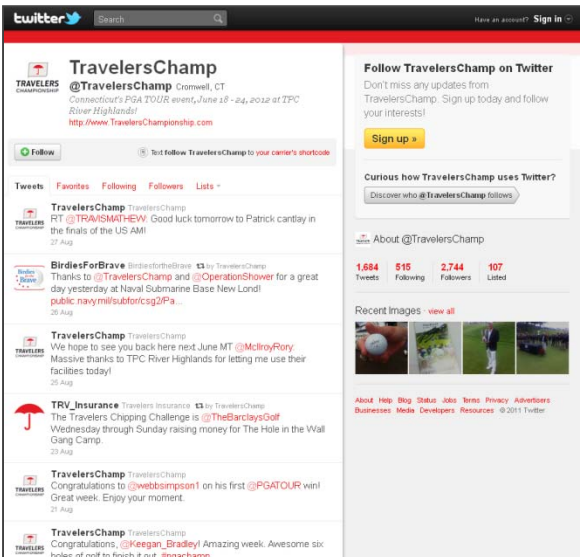
Travelers Championship
Congrats to Webb Simpson for his win in a playoff yesterday at the Zurich Bank Championship! Bubba Watson finished T6 at -20, Bubba Watson T16 at -8 and Fredrik Jacobson T42 at -3. All three will move on to play in the BMW Championship in two weeks.
2,076 Impressions · 0.21% Feedback
Like · Comment · Share · September 6 at 9:25am

Travelers Championship
Bubba Watson leads through three rounds of the Deutsche Bank Championship at TPC River Highlands in CT and Fredrik Jacobson is T30 at -3. Who do you think will win tomorrow?
3,300 Impressions · 0.21% Feedback
Like · Comment · Share · September 4 at 9:05am

Jared Dwyer **BUBBA WATSON**
September 4 at 10:12pm · Like

Chadley Taylor **BUBBA WATSON**
September 4 at 10:12pm · Like

Doug Headland **Ricky Fowler**
September 5 at 12:05pm · Like



TravelersChamp @TravelersChamp | Cromwell, CT
Connecticut's PGA TOUR event, June 18 - 24, 2012 at TPC River Highlands!
<http://www.TravelersChampionship.com>

Followers: 1,684 | Tweets: 515 | Following: 2,744 | Lists: 107

Tweets

TravelersChamp @TravelersChamp
RT @TRAVISM1HEW: Good luck tomorrow to Patrick cantlay in the finals of the US AMI!
27 Aug

BirdiesForBrave @birdiesforbrave | **TravelersChamp**
Thanks to @TravelersChamp and @OperationShower for a great day yesterday at Naval Submarine Base New London!
public navy/military/cspg/Pa
20 Aug

TravelersChamp @TravelersChamp
We hope to see you back here next June MT @McRoyRory
Massive thanks to TPC River Highlands for letting me use their facilities today!
20 Aug

TRV_Insurance @TravelersChamp | **TravelersChamp**
The Travelers Chipping Challenge is @TheBarclaysGolf Wednesday through Sunday raising money for The Hole in the Wall Gang Camp.
20 Aug

TravelersChamp @TravelersChamp
Congratulations to @webbsimpson1 on his first @PGA TOUR win! Great week. Enjoy your moment.
21 Aug

TravelersChamp @TravelersChamp
Congratulations, @Keegan_Bradley! Amazing week. Awesome six holes of golf to finish it out. #ggachamp
21 Aug



TRAVELERS CHAMPIONSHIP JUN 18-24, 2012 | TPC RIVER HIGHLANDS | CROMWELL, CT

INSIDE THE ROPES | MAY 2011

2011 TICKETS ON SALE NOW

BECOME A FAN ON FACEBOOK

FOLLOW US ON TWITTER

MEDIA DAY WITH BUBBA WATSON
Watch the interview with ESPN's Chris Berman

2011 EARLY COMMITMENTS
Stuart Appleby
Ricky Barnes
Keegan Bradley
John Daly
Chris DiMarzio
Riekie Fowler
Tommy Gainey

In addition to doing interviews with national and local media outlets, the three-time PGA TOUR winner took part in a Q&A session with ESPN's Chris Berman at both the MetroHartford Alliance Rising Star Breakfast and the Media Day press conference.



PARTNERSHIP OPPORTUNITIES

TRAVELERS CHAMPIONSHIP

TPC RIVER HIGHLANDS
CROMWELL, CONN.
JUNE 20-26, 2011

TRAVELERS CHAMPIONSHIP
FedEx Cup

TRAVELERS CHAMPIONSHIP
2011 CHAMPION
Bubba Watson

Founding Partners: **accure**, **Actret**, **Cognizant**, **ConnectCare**, **ebmpapst**, **Hartford HealthCare**, **M&T**, **MetLife**, **WELLS FARGO**, **Webster**



TRAVELERS
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2012 INTERNSHIP PROGRAM OVERVIEW





TRAVELERS
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2012 INTERNSHIP PROGRAM OVERVIEW

The tournament seeks talented college students searching for a dynamic internship experience in sport management and marketing. Interns will have hands on experience in a variety of efforts that go into organizing a professional sports event, including marketing, sponsorship sales, operations, community relations and tickets. The Travelers Championship internship program is a great opportunity for a student looking to build solid experience in sports management. Internships are available for fall and spring semesters. Candidates should also be highly motivated, detail-oriented, dependable, and a team-oriented self-starter. A Travelers Championship intern will receive the advantage of working in a professional, results-driven atmosphere with experienced team members.

TIME COMMITMENT & COMPENSATION

Students will receive course credit during the academic year. Beginning in mid-May through the end of the internship, students will be paid a bi-weekly stipend. Complimentary parking provided. A set schedule is required, and will be developed after the student's course schedule is set. The nature of this program is that work hours may be less demanding earlier in the year, with intensity increasing as the tournament nears. The tournament does require an extensive time commitment and the staff will work with each student to work out a schedule that is appropriate for each individual.

Fall Semester (Full Time and Part Time Positions)

From September 12 – December 9, 2011 interns must be willing to work some weekends and evenings.

(Ideally, the tournament is seeking an intern who would like to be part of the team for the entire year-long planning cycle. Therefore, these positions have potential to continue through the Spring Semester, if agreeable to the student and the tournament.)

Spring Semester (Full Time and Part Time Positions)

From January 23 – July 13, 2012 interns must be willing to work some weekends and evenings, including Memorial Day. Interns must be available daily from May 21 – July 13, 2012 and students are expected to work weekends leading up to and during tournament week (June 18 - 24, 2012).

LOCATION

The internship will take place at the Travelers Championship offices, 90 State House Square, 8th Floor, Hartford, CT. A complimentary parking pass will be provided. Operations Interns will relocate to the golf course in Cromwell, CT in early May, followed by the entire staff and tournament interns in early June.

REQUIREMENTS

Excellent oral and written communications skills; ability to manage multiple projects; skilled in Microsoft Word, PowerPoint and Excel; and a detail-oriented, hard-working, positive personality are required for all positions.



TRAVELERS
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FALL SEMESTER AVAILABLE POSITIONS

TOURNAMENT INTERN

As a Tournament Intern, the student will assist in all areas of tournament management. The student will be assigned to report to a particular staff member, but will likely work on a variety of projects including marketing, sponsorship sales, operations, community relations and tickets. Responsibilities will include, but not be limited to all responsibilities listed in the positions detailed below (Operations, Media/Marketing, Sales, Tickets, Pro-Am and Community Relations). This position may be tailored to best match the student's interests and career goals.

OPERATIONS INTERN

The ideal candidate will have an interest in pursuing a career in sports management or major event production and will have some event experience via course work, internships or volunteer work. The position requires having PGA TOUR (or similar) field experience, proficiency in Microsoft Outlook and Excel, and experience in CAD drawing is also preferred.

Responsibilities include, but are not limited to, the following:

- Assist with the planning and organization of the on-site construction of the Tournament's infrastructure (Spectator Bleachers, Hospitality Chalets, CBS Sports Compound, etc.)
- Assist with the organization and development of the Tournament's communication plan and on-course signage plan
- Assist in the planning and organization of the volunteer training program
- Assist with the organization of all working credentials in compliance with post 9/11 security protocols as enforced by PGA TOUR Security
- Assist Operations Staff with various office duties, when necessary



TRAVELERS
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SPRING SEMESTER AVAILABLE POSITIONS

MEDIA/PUBLIC RELATIONS INTERN

Responsibilities include, but are not limited to, the following:

- Update and expand the Travelers Championship Media Guide
- Copy-writing and proof-reading of press releases, collateral materials and website
- Manage the media credential process
- Coordinate details for multiple press events, including an annual Media Day and various promotional events
- Assist with updating the Tournament Website, Social Media sites, Email Newsletters
- Establish a photography archive
- Provide hands on assistance at all tournament golf outings and events
- Assist other interns with packing and shipping of sponsor credential packages

SPECIAL EVENTS INTERN

Responsibilities include, but are not limited to, the following:

- Assist with managing pre-tournament special events (ex. Walmart Classic, CT Golf Show, Media Day, Travelers Championship Day, etc.)
- Assist with managing tournament week events (ex. Opening Ceremony, Military Appreciation, Fan & Family Day, Concert Series, etc.)
- Manage Golf Expo scheduling and responsibilities leading into the tournament
- Assist with updating the Tournament Website, Social Media sites, Email Newsletters
- Provide hands on assistance at all tournament golf outings and events
- Assist with various additional projects as needed

SALES INTERN

Responsibilities include, but are not limited to, the following:

- Assist with managing sponsor information for corporate hospitality, tickets and Pro-Ams
- Prepare various collateral for sponsors including corporate hospitality manual
- Manage various sponsor deliverables including Videoboard advertising, tournament publications, etc.
- Provide hands on assistance at all tournament golf outings
- Aid in the coordination of sponsor special events
- Facilitate the Corporate Apparel program
- Provide hands on assistance at all tournament golf outings and events
- Assist with various additional projects as needed
- Oversee corporate hospitality relations during tournament week



TRAVELERS
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SPRING SEMESTER AVAILABLE POSITIONS

TICKETS INTERN

Responsibilities include, but are not limited to, the following:

- Coordinate partnerships with community businesses to serve as retail ticket outlets
- Coordinate and administer Chip In for Charity program, a ticket sales fundraiser program for nonprofit organizations
- Manage all donation requests
- Manage ticket distribution process, including all corporate hospitality and sponsor ticket packages, as well as general admission packages
- Manage all ticket distribution and packaging on-site during advanced and tournament week
- Work with Finance Manager to monitor online ticket sales and credit card processing
- Work with sales team to fulfill all sponsorship packages
- Provide hands on assistance at all tournament golf outings and events
- Assist with various additional projects as needed

PRO-AM INTERN

Responsibilities include, but are not limited to, the following:

- Assist with managing sponsor information for the tournament Spring Outings and Pro-Ams
- Prepare event collateral for participants and provide support for the online Pro-Am registration
- Help manage tournament apparel/equipment purchases and distribution
- Provide hands on assistance at all Spring Outings and tournament week Pro-Ams
- Work directly with tournament golf partners to acquire volunteers and PGA professionals for tournament sponsored events
- Help facilitate the Pairings Party and Pro-Am Celebration, including the organization of the tournament's silent and live auction
- Organize and distribute all golf partner credentials and ticket packages
- Assist other interns with packing and shipping of credential packages
- Provide hands on assistance at all tournament golf outings and events
- Assist with various additional projects as needed



TRAVELERS
CHAMPIONSHIP

SPRING SEMESTER AVAILABLE POSITIONS

COMMUNITY RELATIONS INTERN

Responsibilities include, but are not limited to, the following:

- Administer Birdies for Charity, a pledge-based fundraising program that involves more than 100 Connecticut nonprofits annually
- Coordinate the Birdies for Charity training sessions at multiple locations statewide
- Manage all inquiries and requests from participating charities and donors
- Work with Sponsorship Manager to develop a comprehensive communication timeline for the participating Birdies for Charity organizations
- Help facilitate the Birdies for Charity kickoff event in the winter of 2012
- Organize and support the Birdies for Charity booth and the participating nonprofits during tournament week
- Distribute all charitable partner credentials and ticket packages
- Provide hands on assistance at all tournament golf outings and events
- Assist other interns with packing and shipping of credential packages
- Assist with various additional projects as needed

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- Assist with the organization of all working credentials in compliance with post 9/11 security protocols as enforced by PGA TOUR Security
- Assist Operations Staff with various office duties, when necessary



TRAVELERS
CHAMPIONSHIP

APPLICATION INFORMATION

To apply for an internship position to the 2012 Travelers Championship, please submit a cover letter and resume via mail or email.

TOURNAMENT STAFF CONTACT

Caitlin Champ
Sponsorship Manager
Travelers Championship
90 State House Square, 8th Floor
Hartford, CT 06103
cchamp@travelerschampionship.com
860-502-6804

DEADLINES

Fall Semester: As soon as possible
Spring Semester: November 1, 2011

