

2014 SPRING INTERNSHIP PROGRAM



TOURNAMENT OVERVIEW

In 2013, the Travelers Championship once again provided world class golf paired with a variety of special events, all in an effort to raise money for charity. The tournament generated a record amount of money this year donating over \$1.2 million to more than 100 regional charities. Since the tournament's inception in 1952, over \$31 million has been surpassed in charitable giving. This marked the seventh year that Travelers has been the title sponsor of the event at TPC River Highlands in Cromwell, CT. 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 2013, the tournament showcased some of the world's best golfers who competed for a \$6.1 million purse. In the end, PGA TOUR Professional Ken Duke won in a playoff on the second hole of sudden death to capture his first win on TOUR in his 187th start. The event played host to thousands of fans throughout the week and more than 4,000 volunteers donated their time. The Travelers Championship continued to serve as an effective platform for business development, a great family event, and most importantly, a successful charitable fundraiser.



TOURNAMENT KEY FACTS

Dates:	June 16 - 22, 2014
Place:	TPC River Highlands, Cromwell, CT
Course Layout:	Par 70, 6,844 yards
Total Purse:	\$6.2 Million
Winner's Share:	\$1.116 Million
FedExCup Points:	500 for the Winner
Defending Champion:	Ken Duke
TV Broadcast:	Golf Channel (Thurs., Fri., Sat. & Sun.) CBS Sports (Sat. & Sun.)
Past Champions:	Marc Leishman - 2012 Fredrik Jacobson - 2011 Bubba Watson – 2010 Kenny Perry – 2009 Stewart Cink – 2008 & 1997 Hunter Mahan – 2007 J.J. Henry – 2006



2013 TOURNAMENT HIGHLIGHTS



PRE-TOURNAMENT EVENTS

MEDIA DAY

On Tuesday, May 14, 2013, 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, more than 100 local and national media attended a press conference with defending champion Marc Leishman and ESPN personality Chris Berman. A question and answer program lasted about thirty minutes, which was followed by a light lunch and one-on-one media interviews with Marc. After the press conference, the media were sent out in foursomes to play TPC River Highlands in a shamble format. The day concluded with dinner and awards following play.

PREMIER LIMO FIRST TEE CLASSIC

The Travelers Championship hosted the third annual Premier Limo First Tee Classic on Sunday, June 2, 2013 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 CHARITY

The annual BlumShapiro 5K for Charity was held on Saturday, June 8, 2013. The event attracted more than 300 runners to TPC River Highlands in Cromwell, Connecticut who took part in the Kids Fun Run or 5K Road Race.



TOURNAMENT WEEK EVENTS

AETNA TOURNAMENT PLAYERS PRO-AM

On Monday, June 17, 112 participants had the unique opportunity to play alongside PGA TOUR professionals and their caddies on the tournament course during the Aetna Tournament Players Pro-Am.

FARMINGTON BANK FAN & FAMILY DAY

On Tuesday, June 18, the tournament hosted the Farmington Bank Fan & Family Day, a fun-filled day of free golf activities. For the second time The Farmington Bank Fan & Family Day showcased The Golf Digest Hot List Tour. For the second time, the Farmington Bank Fan & Family Day showcased the Golf Digest Hot List Tour, providing equipment testing from brands such as Callaway, Cleveland, Fourteen Golf, Golf Pride, PING, Nike, Oakley, and more. Each of the vendors brought out the newest putters, drivers, and golf equipment available in the market for fans to test out on TPC River Highlands practice facility. With the support of the Connecticut Section PGA, the event featured 10 minute free expert instruction to golfers of all ages and skill levels.

OPERATION SHOWER PRESENTED BY CAROUSEL DESIGNS

Also, on June 18, 40 expectant and new mothers whose spouses are deployed members of the Navy, Naval Submarine School and Connecticut Army National guard were showered with gifts and appreciation during a group baby shower.

TRAVELERS CELEBRITY PRO-AM

Thousands of fans came out to TPC River Highlands on Wednesday, June 19, to watch some of their favorite celebrities play golf alongside PGA TOUR professionals in the Travelers Celebrity Pro-Am. The event is strongly supported by celebrities wanting to give back and generate awareness for the Travelers Championship and more than 100 charities throughout the region. Some of the celebrities included Geno Auriemma, Doug Flutie, Chris Berman, Ming Tsai, Tim Wakefield and many more.



TOURNAMENT WEEK EVENTS

WOMEN'S DAY PRESENTED BY TRAVELERS

The fifth annual Women's Day presented by Travelers was held on Thursday, June 20 at TPC River Highlands. The day featured more than 500 women attending the morning's festivities which included a variety of events. The day began with a networking breakfast at 7 a.m. Following the breakfast, UCONN Women's Basketball Coaches Geno Auriemma, Chris Dailey, and team shared highlights of their national championship season. Celebrity Chef Ming Tsai followed with a cooking demonstration for all attendees. The morning presentations concluded with Lafayette 148 co-founder and President Deirdre Quinn speaking about her life and career with a fashion show displaying her famous designs.

POWERSTATION EVENTS CONCERT SERIES FEATURING EDWIN MCCAIN

Edwin McCain performed a concert in the SUBWAY® Fan Zone on Friday, June 21. Edwin and his band kept the excitement alive with an hour long concert for fans. The concert was sponsored by Powerstation Events, a premier name in event and entertainment in Connecticut. Soft Rock artist Edwin McCain continued the energy into the night with his performance. His song "I'll Be" has topped out at no. 5 on the Billboard Top 100 Chart. He brought his friend and Connecticut native Javier Colon on stage to help him sing his signature tune.

POWERSTATION EVENTS CONCERT SERIES FEATURING THREE DOG NIGHT

Following the third round of play on Saturday June 22, fans were also invited to rock the Fan Zone with Three Dog Night. The band that played music that brought fans back to the 70s with hits such as "Joy to the World," "One," and "Momma Told Me Not to Come."



2013 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



NEWS 8
wtnh.com

 **NBC**
CONNECTICUT **HD**

FOX CT

SPORTSRADIO
WEEI
93.7FM/850AM

ESPN
((RADIO))

SPORTSRADIO
66AM
—NEW YORK— **WFAN**

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The tournament seeks talented college students searching for a dynamic internship experience. 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. Candidates should also be highly motivated, detail-oriented, dependable, and a team-oriented self-starter. A Travelers Championship intern will receive the advantage of learning in a professional, results-driven atmosphere with experienced team members.

TIME COMMITMENT

Students may receive course credit during the academic year. A set schedule is required, and will be developed after the student's course schedule is finalized. The nature of this program is that internship 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.

Spring Semester (Full-Time and Part-Time Internships)

From January 20 – July 11, 2014 interns must be willing to commit to occasional weekends and evenings, including Memorial Day. Interns must be available daily from May 19 – July 11, 2014 and students are expected to be available weekends leading up to and during tournament week (June 16 - 22, 2014).

Summer (Full-Time Internships)

Full-Time internships are available from May 5, 2014 – July 11, 2014 on the tournament operations team. On the operations team, interns will be located at the golf course in Cromwell, CT and are expected to be available weekends and evenings, including Memorial Day.

2014 SPRING INTERNSHIP PROGRAM OVERVIEW CONT'D

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 at the end of April, 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.

TOURNAMENT INTERN(S)

Internship roles focusing in, but not limited to: Tickets, Operations, Community Relations, Pro-Am's, Sponsors, Events, Media, Sales and Volunteers.



2014 INTERNSHIP SAMPLE SCHEDULE

May 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

From mid-May to the beginning of July interns are expected to be available weekends and long days. Interns will be asked to be available on holidays including Memorial Day weekend and Fathers Day. It is up to the interns supervisor(s) to determine a schedule for pre and post tournament. Please see the sample intern schedule above as a reference.

APPLICATION INFORMATION

To apply for a Spring 2014 internship position to the Travelers Championship, please submit a cover letter, resume and references via mail or email.

TOURNAMENT STAFF CONTACT

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DEADLINE

Spring Semester: Friday, October 25, 2013

