



# TRAVELERS CHAMPIONSHIP



JUNE 16-22, 2014 | TPC RIVER HIGHLANDS | CROMWELL, CT





Hunter Mahan



Keegan Bradley



Ian Poulter



Jason Dufner





Bubba Watson



Justin Rose



Rickie Fowler



Zach Johnson



# WORLD CLASS GOLF

For one week in June, the golf world turns its attention to the 2014 Travelers Championship, a world-class golf experience and the perfect venue to boost your business.

The Travelers Championship offers unique sponsorship opportunities promising maximum brand exposure. It is one of the PGA TOUR's most well-attended events and reaches millions of fans worldwide via CBS and the Golf Channel. Recent champions include top professionals like Ken Duke, Marc Leishman, Fredrik Jacobson, Bubba Watson, Kenny Perry, Stewart Cink and Hunter Mahan.

The family-friendly Cromwell, Conn., event at TPC River Highlands has had a successful 61-year legacy. It brings together a star-studded golf roster, energizes the community, and has generated more than \$30 million since its inception for deserving nonprofits.







Bubba Watson



2013 Champion  
Ken Duke

## CHAMPIONSHIP FACTS

Date: June 16 - 22, 2014

Place: TPC River Highlands, Cromwell, CT

Course: Par 70, 6,841 yards

FedExCup Points: 500

Defending Champion: Ken Duke

TV Broadcast: Golf Channel (Thursday & Friday)

CBS (Saturday & Sunday)

PGA TOUR Awards: Best Use of Players

Most Fan-Friendly Event

Best Title Sponsor Integration

## CONTACT US

For partnership information, please contact:

Jason Soucy, Director of Sales

(860) 502-6811, [jsoucy@travelerschampionship.com](mailto:jsoucy@travelerschampionship.com)

Tara Gerber, Senior Director of Strategy & Partnerships

(860) 502-6815, [tgerber@travelerschampionship.com](mailto:tgerber@travelerschampionship.com)



# MORE THAN JUST A GOLF TOURNAMENT

Dedicated to local philanthropy, the Travelers Championship donates 100 percent of net proceeds to nonprofit organizations throughout New England. Annually, the tournament averages more than \$1 million in giving to local charities.

More than 100 organizations benefit each year, including The Hole in the Wall Gang Camp, which serves children and families coping with cancer and other serious illnesses. Organizations can raise funds through a pledge-based program (Birdies for Charity), a ticket discount program (Chip In for Charity), or by hosting a special event to benefit their charitable mission.



Together, anything's possible.



a seriousfun camp







## Inside the ropes experience...

*"Volunteering for the Travelers Championship is a great conversation-starter. I love telling people how the tournament, one of only two professional PGA TOUR events in New England, is a gathering spot for community leaders, local celebrities, and of course some of the world's best golfers. Volunteers play a key role in crafting and executing a memorable event for Connecticut."*

**Marlisa Simonson**

*2013 Deliveries Committee Chair*



## VOLUNTEER

### THE HEART OF THIS EVENT

Every year more than 4,000 people donate their time to volunteer for the Travelers Championship. Hartford HealthCare is proud to sponsor these volunteers who spend countless hours to help this event be the most fan-friendly event on the PGA TOUR. Corporations, community groups, families and individuals are all encouraged to sign up today to volunteer and go behind the scenes at the 2014 Travelers Championship.

For more information, please visit [www.TravelersChampionship.com/volunteers](http://www.TravelersChampionship.com/volunteers).

Volunteers Sponsored by

**Hartford  
HealthCare**



# GET INVOLVED

*Raise funds,  
no risk, no cost...*

*"As a small nonprofit without enough resources to stage our own fundraising golf tournament, we find Birdies for Charity to be an excellent alternative for raising substantial dollars during what is normally a slow time of year (spring and summer). We enjoy competing for the Birdies Bonus Bucks, and have found they definitely incentivize our donors to give more."*

**Al May**

*Christian Community Action*

*"The Connecticut Association of REALTORS® Foundation has found the Chip In for Charity program to be a great benefit to our members. Not only can they get discounted tickets to the tournament but our Foundation receives much-needed funds that assist with our charitable efforts throughout the year."*

**Abby Krist**

*Connecticut Association of REALTORS® Foundation*



Rickie Fowler







## BIRDIES FOR CHARITY

Birdies for Charity presented by CohnReznick is a pledge-based fundraiser, similar to a walk-a-thon, where nonprofit organizations can solicit pledges based upon the number of birdies made during the 2014 Travelers Championship. Nonprofit organizations simply ask for a minimum of a two cent (2¢) per birdie or a \$10 flat-rate donation. It's that easy!

With the Birdies for Charity program, the fundraising possibilities are endless! Participating nonprofits not only receive 100 percent of the proceeds from their fundraising efforts, but they also have a chance to earn additional incentives for their organization and for their donors thanks to the generous support of CohnReznick and the Connecticut Association of Nonprofits. For more information on this program, please visit [www.TravelersChampionship.com/birdies-for-charity](http://www.TravelersChampionship.com/birdies-for-charity).



Presented by  
**COHNREZNICK**  
ACCOUNTING • TAX • ADVISORY



## CHIP IN FOR CHARITY

Chip In for Charity is an easy and effective opportunity for nonprofit organizations, companies and individuals to raise money for a charity they support.

Participating Chip In for Charity partners can sell tickets to the 2014 Travelers Championship for a discounted price of \$20, with 50 percent of the proceeds being donated to their charity of choice. Ticket buyers obtain a discounted admission ticket and the charity receives \$10 per ticket sold – it's a win-win for everyone!

To learn more and participate in the Chip In for Charity program, please visit [www.TravelersChampionship.com/chip-in-for-charity](http://www.TravelersChampionship.com/chip-in-for-charity).







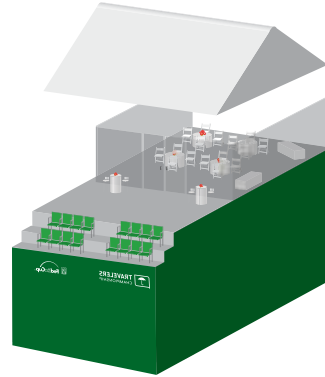
# PREMIUM HOSPITALITY VENUES

Inviting spaces around the course give you a great way to network. Wednesday through Sunday we offer hospitality sponsor venues, which are customizable to accommodate groups of any size. With picturesque views of the most dramatic holes on the course, and first-class entertainment and refreshments, the opportunities to build relationships are endless.



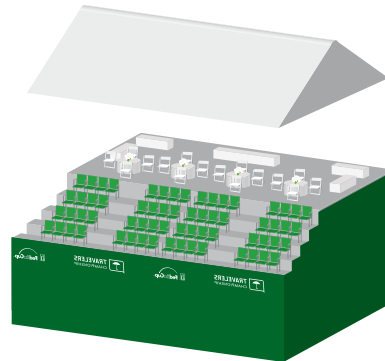
## CORPORATE ROW CHALET | \$69,000

- 100 Tickets per day (500 Tickets Total)
  - 4 Tickets per day for Company Hosts
  - 50 Any One Day Tickets
  - 3 Sponsor Valet Parking Passes per day
  - 3 VIP Parking Passes per day
  - 50 Lot B Daily Parking Passes
  - 1 Foursome in the Sponsors Outing (Spring 2014)
- Cost does not include Food and Beverage*



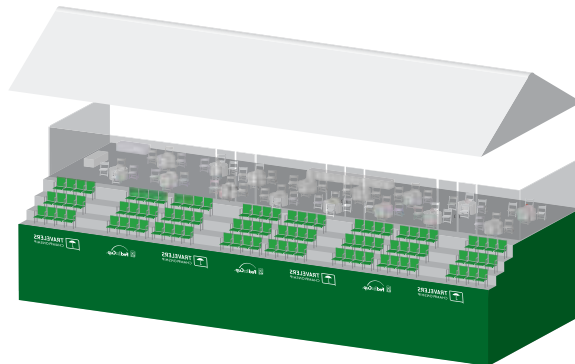
## SKYBOX | \$34,000

- 50 Tickets per day (250 Tickets Total)
- 4 Tickets per day for Company Hosts
- 2 Sponsor Valet Parking Passes per day
- 1 VIP Parking Pass per day
- 50 Lot B Daily Parking Passes
- Catered Food and Beverage
- Open Bar including Beer, Wine and Malt Beverages
- 1 Twosome in the Sponsors Outing (Spring 2014)



## CT1 MEDIA GREENSIDE CLUB | \$13,500

- 10 Tickets per day (50 Tickets Total)
- 10 Lot B Daily Parking Passes per day
- Access to the CT1 Media Greenside Club which includes:
  - Private Table for 8
  - Catered Food and Beverage
  - Full-Service Open Bar



# See the action in style...

*"At Webster Bank, we believe we can make a difference in the lives of the people and communities we serve. Thus, we are honored to support the Travelers Championship and its role within our community. In generating millions of dollars each year in both economic impact and charitable giving, we are proud to be a longtime sponsor. Each year when we host clients and prospective customers from Boston to Westchester County, the entertainment experience our guests receive is second to none. Combining our efforts to grow our business while giving back to the regional community through our partnership with the Travelers Championship is indicative of the Webster Way."*

**Joe Savage**

*EVP, Commercial Banking, Webster Bank*







Network with clients and partners in our two daily hospitality venues. Overlooking the 18th hole, these climate-controlled luxury accommodations are available on a per ticket, per day basis for businesses of all sizes.

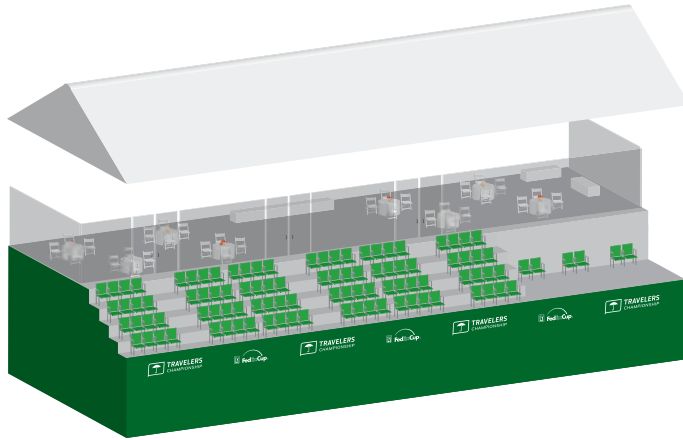
# DAILY HOSPITALITY



## GREATBLUE RESEARCH CHAMPIONS CLUB

Daily Ticket | \$250    Weekly Ticket | \$1,000

The GreatBlue Research Champions Club offers complimentary food and full-service bar for guests to enjoy in a climate-controlled venue. In addition, the venue includes open-air stadium seating that offers guests one of the best views of the 18th green.



## MICHELOB ULTRA 19th HOLE SPONSOR CLUB

Daily Ticket | \$75

The Michelob ULTRA 19th Hole Sponsor Club offers a climate-controlled venue for guests. Food, beverages and cocktails are available for purchase. One of the most popular networking venues, the Michelob ULTRA 19th Hole Sponsor Club features open-air seating overlooking action on the 18th hole.

Eagle Package | \$5,500

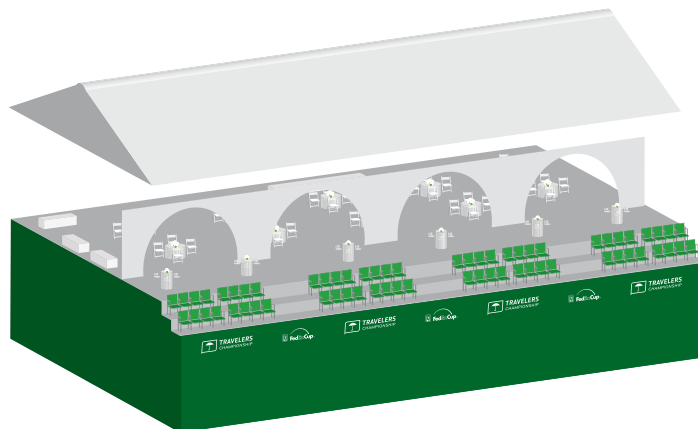
90 Tickets, 45 Lot B Parking Passes  
\$900 in Food & Beverage Vouchers

Birdie Package | \$3,500

50 Tickets, 25 Lot B Parking Passes  
\$500 in Food & Beverage Vouchers

Par Package | \$1,500

20 Tickets, 10 Lot B Parking Passes  
\$200 in Food & Beverage Vouchers



# First Class Networking...

*"It made perfect sense for GreatBlue Research to take advantage of the daily hospitality opportunities the Travelers Championship offers, as it is the most sought after business entertainment ticket in the state. The daily hospitality venues offered a perfect opportunity for us to entertain clients and prospects, while also providing ample networking opportunities for new relationships. The experience was first class all around, and GreatBlue Research looks forward to a continued partnership while also supporting our local community."*

**Michael Vigant**

President & CEO, GreatBlue Research, Inc.





# PRO-AM PACKAGES

Experiences speak volumes in creating client connections and rewarding your hard-working staff. We offer two Pro-Am packages that deliver true PGA TOUR action, allowing fans to play alongside exciting celebrities and world-class golf professionals.





## TRAVELERS CELEBRITY PRO-AM

Wednesday, June 18, 2014

Individual | \$8,000 Threesome | \$24,000

The Travelers Celebrity Pro-Am is one of the tournament's featured events each year. The Pro-Am provides the ultimate golf experience for avid golfers by teaming up each amateur group with one of the world's top PGA TOUR players. In addition, we welcome celebrities from the world of sports and entertainment to enhance the day's experience for both participants and fans.

- Meals and refreshments provided throughout the day
- 1 Pro-Am Participant Badge (valid for Grounds and Sponsor Club Admission all week)
- 1 Exclusive Pro-Am Participant Parking Pass (valid Wednesday only)
- 1 Pre-Tournament Practice Round at TPC River Highlands
- 2 Tickets to the Pro-Am Celebration on Monday and the Dine Around on Tuesday
- 1 Pro-Am Participant Gift Package
- 5 Michelob ULTRA 19th Hole Sponsor Club Tickets
- 1 Lot B Weekly Parking Pass

## AETNA TOURNAMENT PLAYERS PRO-AM

Monday, June 16, 2014

Individual | \$3,500 Foursome | \$14,000

This afternoon shotgun Pro-Am gives guests an opportunity to take on TPC River Highlands during tournament week alongside PGA TOUR professionals. In addition to the afternoon of golf, participants will enjoy a post-play Pro-Am Celebration and an invitation to the Dine Around on Tuesday.

- Meals and refreshments provided throughout the day
- 1 Pro-Am Participant Badge (valid for Grounds and Sponsor Club Admission all week)
- 1 Exclusive Pro-Am Participant Parking Pass (valid Monday only)
- 1 Pre-Tournament Practice Round at TPC River Highlands
- 2 Tickets to the Pro-Am Celebration on Monday and the Dine Around on Tuesday
- 1 Pro-Am Participant Gift Package
- 5 Michelob ULTRA 19th Hole Sponsor Club Tickets
- 1 Lot B Weekly Parking Pass

# Play with the Pros...

*"The Travelers Championship Pro-Ams exemplify the type of unique and premium guest experiences that our partners have come to expect at our Mohegan Sun branded events and properties. Each year our guests are thrilled to get a chance to play in the same group with one of the top ranked professional golfers in the world on one of the most enjoyable courses on the PGA TOUR. We are excited to partner with the Travelers Championship to showcase the type of unforgettable entertainment experiences that Connecticut has to offer the world."*

### **Mitchell Etes**

*Chief Executive Officer, Mohegan Sun Casino & Resort*



Alec Baldwin and Davis Love III





# ADVERTISING & BRANDING

Target thousands of consumers from Connecticut and the surrounding region by being a sponsor in our SUBWAY® Fan Zone. This engaging area delivers on exciting activities and social opportunities to grow your business, while creating some fans of your own.



## ON-SITE BRANDING

### Spectator Guide Ad | \$4,500

A full-page, color advertisement in the tournament publication that is distributed to thousands of fans throughout the week.

### Videoboard Ad Packages | \$3,000 - \$10,000

Display your company logo on the 18th green and in the Fan Zone.

### Videoboard Tower | \$2,500 - \$10,000

Promote your brand message to all spectators at key locations around the course.

### Hole Sponsorship | \$10,000

Display your company logo on one of the tee signs throughout the course, receive an advertisement in the Pairings Guide and exposure on the tournament videoboards.

## FAN ZONE EXPO PACKAGES

### Interactive Booth (10x10) | \$6,200

### On-Site Displays | Starting at \$15,000

The Fan Zone has quickly become one of the most popular areas on the golf course. Located between holes 1 and 18, the Fan Zone offers businesses a chance to interact directly with tournament spectators throughout the week.

## ADDITIONAL OPPORTUNITIES

- Tournament Ambassadors
- Comfort Stations
- Gift Cards
- Storage Lockers

To align your brand with these and other exciting programs, please contact the tournament staff for more information.

# Premier Brand Exposure Opportunities...

*"As an organization that strives to enrich the lives of our customers, it made perfect sense to offer enhanced fan experiences for spectators, such as providing bleachers and spectator pairings guide boxes, at the Travelers Championship. The Travelers Championship is the premier sporting event in southern New England, and is enjoyed by hundreds of our customers annually. Our ability to enhance the consumer's experience while giving back to our local community aligns perfectly with our organization's values."*

### **Shawn Cully**

*Director of Retail Experience, Nestlé Purina*





# SPECIAL EVENTS



Ming Tsai of the PBS series "Simply Ming," hosts a cooking demonstration at Women's Day presented by Travelers.



Special events are what set the Travelers Championship apart and has earned it the distinction of the PGA TOUR's most fan-friendly event. These entertaining extras are designed for guests of all ages and interests and pose a unique opportunity for brands to become a presenting or associate sponsor. Further customize the experience by selecting events that best define your brand.

Special events in 2013 included the following:

- BlumShapiro 5K for Charity
- Farmington Bank Fan & Family Day
- Golf Digest Junior Pro-Am
- Military Appreciation presented by Saint Francis Care
- Northstar Wealth Partners Celebrity Mini Golf Tournament
- Operation Shower
- Powerstation Events Concert Series
- Premier Limo First Tee Classic
- Women's Day presented by Travelers





# NAMING RIGHTS





With venue naming rights, your brand will have premium placement on the course. This means the best locations, the highest standards in quality signage, and being placed in the most trafficked and visited areas.

Venue Naming Rights in 2013 included the following:

- CT1 Media Greenside Club
- Farmington Bank Kids Zone
- GreatBlue Champions Club
- Michelob ULTRA 19th Hole Sponsor Club
- Northstar 9 Miniature Golf Course
- Patriots' Outpost presented by Saint Francis Care
- Radio Deck Presented by Better Built Basements
- SUBWAY® Fan Zone

# Premium Venues Premium Awareness...

*"As an organization, we are always looking for new ways to give back to the community. The Patriots' Outpost provided us a unique opportunity to show our support and dedication to the men and women of our armed forces. Supporting a complimentary hospitality venue that offers free food and beverage to all active, reserve and retired Military Service Members and United States Veterans not only provided us with great brand exposure on course, it aligned perfectly with our organization's values."*

**Christopher M. Dadlez**

*President and Chief Executive Officer, Saint Francis Care*



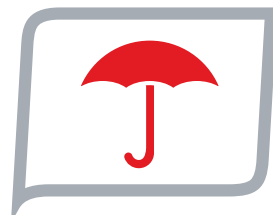












# TRAVELERS CHAMPIONSHIP

90 State House Square, Hartford, CT 06103

tel: (860) 502-6800 | fax: (860) 502-6809

707 Summer Street, Stamford, CT 06901

tel: (203) 388-1112

[www.TravelersChampionship.com](http://www.TravelersChampionship.com)

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