

**2014 FALL INTERNSHIP
PROGRAM**



**TRAVELERS
CHAMPIONSHIP**



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 \$1.25 million to 180 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.





KEY FACTS

Dates:	June 16 - 22, 2014
Course:	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 Brad Faxon – 2005

2013 TOURNAMENT HIGHLIGHTS





PRE-TOURNAMENT WEEK 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 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 CAROSEL DESIGNS

Also, on Tuesday, 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. The shower was hosted by non-profit organizations Operation Shower and Birdies for the Brave in collaboration with Carosel Designs.



TOURNAMENT WEEK EVENTS

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.

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 *Care*. 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 again provided the Patriots' Outpost, a climate-controlled, hospitality venue on site for all Military Service Members and their dependents, including U.S. Veterans.

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."



MEDIA COVERAGE

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, WEEI and WFAN.



GOLF CHANNEL®



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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. 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.

FALL SEMESTER INTERNSHIP

The Travelers Championship is currently looking for students for the Fall Semester (Part-Time Positions) from Mid September to Friday, December 12. Students can receive course credit during the academic year and 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.)

LOCATION

The internship will take place at the Travelers Championship offices, 90 State House Square, Hartford, CT. A complimentary parking pass will be provided.

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)

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. This position may be tailored to best match the student's interests and career goals.





APPLICATION INFORMATION

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

TOURNAMENT STAFF CONTACT

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DEADLINE

Fall Semester: August 1, 2014