



TRAVELERS CHAMPIONSHIP



**2016 Travelers
Championship
Internship Program**



TOURNAMENT OVERVIEW

In 2015, 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. Since the tournament's inception in 1952, more than \$33 million has been surpassed in charitable giving. 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 2015, the tournament showcased some of the world's best golfers who competed for a \$6.4 million purse. In a playoff against Paul Casey, Bubba Watson birdied the second hole of sudden-death to claim his second Travelers Championship victory and eighth career PGA TOUR victory overall.

The event played host to thousands of fans throughout the week and 4,000 volunteers donated their time. The Travelers Championship continued to serve as an effective platform for business development, a great family event, and more importantly, a successful charitable fundraiser.

TOURNAMENT KEY FACTS

DATES:	August 1-7, 2016
PLACE:	TPC River Highlands, Cromwell, CT
COURSE LAYOUT:	Par 70, 6,841 yards
TOTAL PURSE:	\$6.6 million
WINNER'S SHARE:	\$1.188 million
FEDEXCUP POINTS:	500 to the winner
DEFENDING CHAMPION:	Bubba Watson
TV BROADCAST:	Golf Channel CBS





**2015 TOURNAMENT
HIGHLIGHTS**

PRE-TOURNAMENT EVENTS

MEDIA DAY

On Tuesday, May 12, 2015, 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 a question and answer session with defending Champion Kevin Streelman and ESPN personality Chris Berman. The Q&A session was followed by a light lunch and one-on-one media interviews with Streelman. The day continued with the media playing in foursomes at TPC River Highlands, with dinner and awards following play.

BLUMSHAPIRO 5K FOR CAMP COURANT

The annual BlumShapiro 5K for Camp Courant was held on Saturday, May 2, 2015. The event attracted more than 400 runners to TPC River Highlands in Cromwell, who took part in the Kids Fun Run or 5K Road Race.

THE FIRST TEE OF CONNECTICUT CHARITY CLASSIC

On Sunday June 7, 2015, the tournament hosted the fifth annual Walmart Charity Classic for the First Tee of Connecticut presented by Stanley Black & Decker. The event featured amateur foursomes with special appearances from local celebrities and junior members from The First Tee of Connecticut.



TOURNAMENT WEEK EVENTS

AETNA TOURNAMENT PLAYERS PRO-AM

On Monday, 112 participants had the unique opportunity to play alongside PGA TOUR professionals and their caddies on the tournament course. Participants got to enjoy a shopping spree where they could pick from well-known brands such as TaylorMade, Maui Jim, Lux Bond & Green, and more.



FARMINGTON BANK FAMILY DAY

On Tuesday the tournament hosted Farmington Bank Family Day, a fun-filled day of free golf activities. With the support of the Connecticut Section PGA, the event featured free ten-minute expert instructions to golfers of all ages and skill levels.



TRAVELERS CELEBRITY PRO-AM

Thousands of fans came out to TPC River Highlands on Wednesday to watch some of their favorite celebrities play golf alongside PGA TOUR Professionals. The event is strongly supported by celebrities wanting to give back and generate awareness for the tournament and charities in the region.

- George Lopez, Multi-talented Entertainer
- Chris Berman, ESPN
- Ryan Sheckler, Professional Skateboarder
- Ray Allen, NBA All Star
- Matt Lauer, Host of the *TODAY* Show



TOURNAMENT WEEK EVENTS

WOMEN'S DAY PRESENTED BY TRAVELERS

The seventh annual Women's Day was held on Thursday at TPC River Highlands. The Pro-Am Tent was full of approximately 700 women who networked while enjoying breakfast. Martha Stewart, popular TV host and founder of Martha Stewart Living, and Cat Cora, "Iron Chef" and restaurateur, entertained the audience throughout the morning.

POWERSTATION EVENTS CONCERT SERIES FEATURING:

- VENTANA AL JAZZ FEATURING THE LESLIE CARTAYA QUARTET
- DENNIS DEYOUNG AND THE MUSIC OF STYX
- BRET MICHAELS

Following the first round of play on Thursday, the fans were invited to enjoy the smooth sound of Ventana Al Jazz in the Metro Hartford Alliance Fan Zone. On Friday night, Dennis DeYoung and the Music of STYX performed a concert for a packed crowd. And on Saturday night after play, fans were again invited to the Fan Zone to hear live music performed by Bret Michaels. All nights included music, refreshments, and an overall great time.



2015 MEDIA EXPOSURE

The Travelers Championship is broadcast nationally on Golf Channel and CBS and is available to 115 million homes in the U.S., more than 224 countries and 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 local networks.

The tournament receives a wide variety of local and national radio coverage, which includes LIVE on-site broadcasts from ESPN Radio, WEEI, WFAN, and iHeartRadio





2016 INTERNSHIP PROGRAM OVERVIEW

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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 sporting event, including marketing, sponsorship sales, operations, community relations, volunteers, and tickets. The Travelers Championship internship program is a great opportunity for a student looking to build solid experience in sport 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 and a set stipend for the summer months. A set schedule is required and will be developed after 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. Internship positions available include:

Spring Semester

From the start of the Spring Semester until mid-August interns must be willing to commit to occasional weekends and evenings. Interns must then be available daily from the beginning of June until the middle of August, and are expected to be available weekends during the month of July, including the Fourth of July.

Summer (Full Time Internship)

Full-Time internships are available from the beginning of June through the middle of August on the tournament team. Summer interns will be located in either Cromwell or Hartford depending on the intern's area of focus, and are expected to be available weekends and evenings.

Please see the Sample Schedule for further details

2016 INTERNSHIP PROGRAM OVERVIEW



LOCATION

The internship will take place at the Travelers Championship office, 90 State House Square, 11th Floor, Hartford, CT. A complimentary parking pass will be provided. Operations Interns will relocate to the golf course in Cromwell, CT at the beginning of June, followed by the entire staff and tournament interns in July.

REQUIREMENTS

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

TOURNAMENT INTERN(S)

Internship roles focusing in:

Tickets

Sponsors

Community Relations

Volunteers

Events

Pro-Ams

Operations

Sales

Media

June

July

August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	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	1	2

**potential golf outings in June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	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	1	2	3	4	5	6

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	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	1	2	3
4	5	6	7	8	9	10



2016 INTERNSHIP SAMPLE SCHEDULE

APPLICATION INFORMATION

To apply for the 2016 Internship position at the Travelers Championship, please submit a cover letter, resume and reference via mail or email.

TOURNAMENT STAFF CONTACT

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**DEADLINE: Spring Semester: Friday,
October 30, 2015**

Please call or email for any questions!

