



# TRAVELERS CHAMPIONSHIP

## NEW! DRIVE THE MIDDLE CONTEST

### OVERVIEW

The Drive the Middle contest is a new addition to our Birdies for Charity Program. Similar to a “Long Drive” or “Closest to the Pin,” it can be held at any charity golf outing. Drive the Middle measures a golfer’s driving accuracy.

Golfers are required to make a minimum flat-rate donation of \$10 to Birdies for Charity to participate. They are then given the opportunity to hit their drive closest to the middle of the fairway. The golfer closest to the middle wins a weekly grounds badge to the Travelers Championship (value \$95).

Is your charity having a golf outing? Consider incorporating a Drive the Middle contest to add a competition that players will enjoy while benefiting your organization through Birdies for Charity.

### GUIDELINES

1. Your charity must be a participant in the Birdies for Charity program to take part in the Drive the Middle event.
2. Once your event has been scheduled with the Travelers Championship, contact the golf course to: Ask permission to include Birdies for Charity in your event
  - Determine the Drive the Middle hole
  - Request that a line be drawn from 150 to 300 yards on the determined hole
  - Request a marker for the contest from the golf course professional
3. To effectively implement the Drive the Middle contest, you will need to station two (2) volunteers on the tee.



Presented by

**COHN REZNICK**

ACCOUNTING • TAX • ADVISORY

ENDORSED BY

**CT COMMUNITY  
NONPROFIT ALLIANCE**





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## DRIVE THE MIDDLE CONTEST

### Steps to Success

#### TWO DAYS BEFORE THE EVENT

Pick up a Drive the Middle kit at the Travelers Championship office between 10:00 a.m. and 4:00 p.m. Make sure to email Katie McMorrow at [kmcmorrow@travelerschampionship.com](mailto:kmcmorrow@travelerschampionship.com) to schedule and reserve first.

#### ON THE DAY OF THE EVENT

1. Check in with the golf shop to reconfirm the Drive the Middle hole, that the line has been striped down the fairway and to pick up the marker.
2. Place the sign and tee blocks must be at the Drive the Middle tee prior to the event.
3. Two (2) volunteers should be stationed on the tee. Volunteers should be supplied with pledge cards and clipboards.
4. All golfers tee off from appropriate tees.
5. Once play begins, volunteers should encourage golfers participate by making a donation through Birdies for Charity. Golfers are asked to make a minimum flat-rate donation of \$10.
6. Golfers may tee off from the Birdies tee once. Even if a golfer makes multiple donations, he/she may only tee off once. Only golfers who make a donation to Birdies for Charity may participate in the Drive the Middle contest!
7. After the first group plays through, give the golfer closest to the line the marker, have them sign the card and place it where the ball landed.
8. Any golfer the shoots closer to the line moves the marker themselves and signs the card.
9. At the end of the event, remove the sign, tee boxes and marker.
10. The winner of the Drive the Middle contest is the golfer whose ball lands closest to or on the line (the last person who signed the marker). In the event of a tie, the longest drive wins. Limit one winner per outing!
11. On the front of the contest winner's Birdies for Charity pledge card, please write WINNER. The Travelers Championship office will contact the winning golfer to award their prize.
12. Return the marker to the golf shop.
13. If there is a reception after the event, announce the winner of the Drive the Middle contest.
14. 100% of the pledges made during the event will be counted towards the participating nonprofit's Birdies for Charity total.

#### THE DAY AFTER THE EVENT

1. Please make sure that the winner's card is clearly marked and that all money is fastened to the appropriate pledge card.
2. Return all pledge cards, signs, tee markers and any unused pledge cards to the Travelers Championship office between 10:00 a.m. and 4:00 p.m.

**FOR MORE INFORMATION OR TO SCHEDULE A DRIVE THE MIDDLE CONTEST AT YOUR NEXT EVENT  
CONTACT KATIE MCMORROW AT [KMCMORROW@TRAVELERSCHAMPIONSHIP.COM](mailto:KMCMORROW@TRAVELERSCHAMPIONSHIP.COM).**

