



# TRAVELERS CHAMPIONSHIP



TRAVELERS  
CHAMPIONSHIP



PGATOUR.COM



JUNE 18-24, 2018 | TPC RIVER HIGHLANDS | CROMWELL, CT



FedExCup®





Rory McIlroy



Bubba Watson



Jason Day



Patrick Reed



Jim Furyk



Justin Thomas



Jordan Spieth, 2017 Champion

# TOURNAMENT FACTS

**Date:** June 18-24, 2018

**Course:** TPC River Highlands, Cromwell, CT

**FedExCup Points:** 500

**TV Broadcast:** Golf Channel & CBS

**PGA TOUR Awards:**

- 2017 Tournament of the Year
- Most Fan-Friendly Event
- Players Choice Award
- Best Use of Players
- Best Title Sponsor Integration
- Best Charity Integration
- Best Special Event



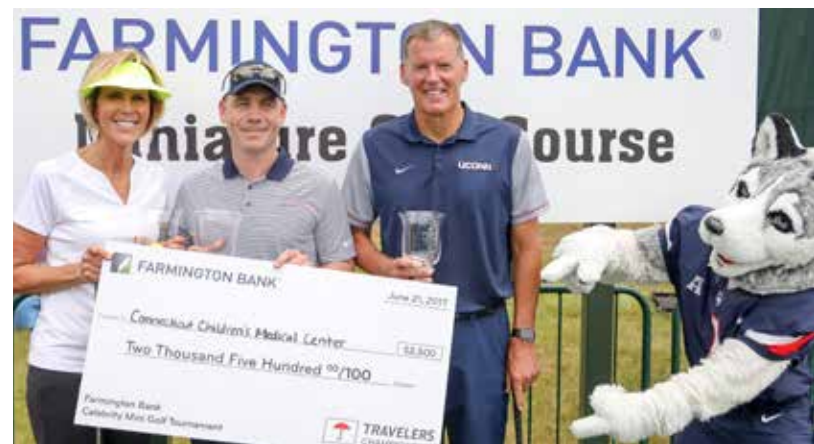


# BEYOND GOLF



Together, anything's possible.

The Travelers Championship is Connecticut's largest annual professional sporting event and provides the state and region with an annual economic boost of \$68.2 million. The real winners are local charitable organizations, because each year the tournament donates 100 percent of net proceeds to charity and also provides a platform for our charitable partners to raise awareness for their missions. In 2017, the tournament generated more than \$1.7 million for 165 charities. This brings the total to more than \$38 million for regional charities since 1952.





# IN THE COMMUNITY

The Travelers Championship provides nonprofits the tools needed through unique fundraising programs and special events to generate funds for their organizations.











# VOLUNTEER

## THE HEART OF THIS EVENT

Putting on a large, week-long, world-class event takes a lot of hours and effort from volunteers. Nearly 4,000 people give their time as volunteers at the Travelers Championship, getting close to the action and behind the scenes through a number of different roles and responsibilities. The sacrifices and contributions they've made have helped turn the Travelers Championship into one of the premier events on the PGA TOUR.









# HOSPITALITY OPTIONS

Taking in the sights and sounds of a PGA TOUR event can create lasting memories for fans attending the Travelers Championship. Whether with friends, family or business associates, this environment is unique in professional sports. Perfectly located amid the final four holes at TPC River Highlands, our luxury hospitality venues provide the ideal setting for first-class entertainment. Venues are open Wednesday through Sunday and are available in a range of sizes and price points to fit any need. Venues and specific days will sell out, so please contact us regarding availability.

**Photos:** 1. Corporate Row Chalet Outdoor Seating 2. Aetna Greenside Club Indoor Seating 3. Weekly Skyboxes and Sky Suites on 17 Green 4. Sky Suite Interior 5. Aer Lingus Champions Club 6. Skybox Interior 7. 19th Hole Sponsor Club











# PLAYER EXPERIENCES

Do you want to create a memory that lasts a lifetime? Here's your chance! The Travelers Championship provides a variety of exclusive opportunities to play alongside PGA TOUR professionals at TPC River Highlands. These unforgettable experiences will be ones that your clients, guests and friends will be talking about for years.

Available Player Experiences Include:

On-Site Pro-Am Opportunities  
Private Clinics

Off-Site Pro-Am Opportunities  
Honorary Observers





# BRANDING AND NAMING RIGHTS

Your company can join the excitement at the Travelers Championship and be seen by thousands of people – literally. Build brand awareness by showcasing your company's name on-site at TPC River Highlands through sponsorships, available in multiple locations. Interact with fans who attend the tournament by purchasing an expo space or through branding opportunities.











# SPECIAL EVENTS

The world's best golfers are the featured attraction at the Travelers Championship, but they're not the only show during tournament week. Special events help set the Travelers Championship apart and have earned it the distinction as the PGA TOUR's most fan-friendly tournament. From concerts to mini golf to a 5K run, there is something for everyone. These entertaining extras pose a unique opportunity for our partners to align their brands with the Travelers Championship and the PGA TOUR through presenting or associate sponsorships.







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Title Sponsor



Presenting Sponsors

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Founding Partners

