



TRAVELERS
CHAMPIONSHIP

The Travelers Championship has generated more than \$30 million for charity since its inception in 1952. In 2012, the tournament's commitment to the community provided much needed funds to more than 100 charities throughout New England.

100% of net proceeds go TO CHARITY

\$1,154,000+ in 2012



4200+
volunteers
donate their time
at the tournament

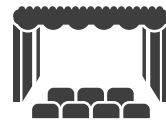


100+
local charities
receive funds to help
accomplish their missions

The tournament raises awareness and funds for local charities through a variety of special events throughout the year:



5K RACE



BENEFIT CONCERTS



WOMEN'S DAY



MILITARY
APPRECIATION



JUNIOR PRO-AM
TOURNAMENT

In the first 6 years of
Travelers' title sponsorship,
the tournament has had an estimated

\$160mil

economic impact on the
state of Connecticut.

\$13.5 million

of the annual economic activity is from



hotels



car rental



transportation



food



the tournament sustains

250 JOBS

valued at over \$11 million



3500+

HOTEL NIGHTS used by
players, caddies, vendors & agents

More than 10 percent of those coming to see the tournament come from **out of state**.