



TRAVELERS CHAMPIONSHIP



JUNE 22-28, 2015 | TPC RIVER HIGHLANDS | CROMWELL, CT



Bubba Watson



Zach Johnson



Jason Day



Sergio Garcia



Matt Kuchar



Keegan Bradley



Brandt Snedeker



Hunter Mahan





TRAVELERS CHAMPIONSHIP





2014 Champion
Kevin Streelman

MORE THAN JUST A GOLF TOURNAMENT

The Travelers Championship, Connecticut's PGA TOUR event, is held annually at TPC River Highlands in Cromwell, Conn., and donates 100 percent of net proceeds to charity. In addition to being one of the PGA TOUR's most well-attended events, the tournament benefits the community and gives the charities that it serves a platform to grow. Since 1952, the Travelers Championship has generated more than \$32 million for charity.



Together, anything's possible.



a seriousfun camp

CHAMPIONSHIP FACTS

Date: June 22-28, 2015
Place: TPC River Highlands, Cromwell, CT
Course: Par 70, 6,841 yards
FedExCup Points: 500
Defending Champion: Kevin Streelman
TV Broadcast: Golf Channel (Thursday, Friday, Saturday & Sunday)
CBS (Saturday & Sunday)
PGA TOUR Awards: Best Use of Players
Most Fan-Friendly Event
Best Title Sponsor Integration
Best Charity Integration

CONTACT US

For partnership information, please contact:
Jason Soucy, Director of Sales
(860) 502-6811, jsoucy@travelerschampionship.com
Tara Gerber, Senior Director of Strategy & Partnerships
(860) 502-6815, tgerber@travelerschampionship.com





GET INVOLVED



BIRDIES FOR CHARITY

Birdies for Charity presented by CohnReznick is a pledge-based fundraiser, where nonprofit organizations can solicit pledges based upon the number of birdies made during the 2015 Travelers Championship. Nonprofit organizations simply ask for a minimum of two cents (2c) per birdie or a flat-rate donation of at least \$10. It's that easy! Participating nonprofits receive 100 percent of the proceeds from their fundraising efforts.

CHIP IN FOR CHARITY

Chip In for Charity is an easy and effective opportunity for nonprofit organizations, companies and individuals to raise money for a charity they support. Participating Chip In for Charity partners can sell tickets to the 2015 Travelers Championship for a discounted price of \$20, with 50 percent of the proceeds being donated to their charity of choice. Ticket buyers obtain a discounted admission ticket and the charity receives \$10 per ticket sold – it's a win-win for everyone!



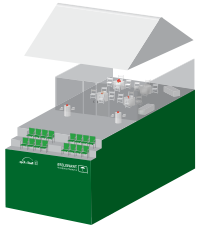
VOLUNTEER

THE HEART OF THIS EVENT

Every year more than 4,000 people donate their time to volunteer for the Travelers Championship. Hartford HealthCare is proud to sponsor these volunteers who spend countless hours to help the tournament be one of the most fan-friendly events on the PGA TOUR. Corporations, community groups, families and individuals are all encouraged to sign up and go behind the scenes at the 2015 Travelers Championship.

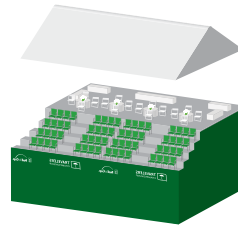
PREMIUM HOSPITALITY VENUES

CORPORATE ROW CHALET | \$71,000



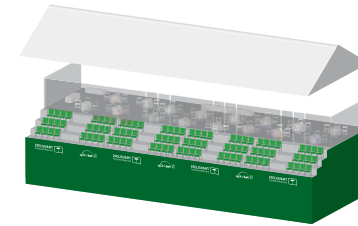
- 100 Tickets per day (500 Tickets Total)
- 4 Tickets per day for Company Hosts
- 50 Any One Day Tickets
- 3 Sponsor Valet Parking Passes per day
- 3 VIP Parking Passes per day
- 50 Lot B Daily Parking Passes
- 1 Foursome in the Sponsors Outing (May 11, 2015)
- *Cost does not include Food and Beverage*
- Located on the 18th Hole

SKYBOX | \$35,000



- 50 Tickets per day (250 Tickets Total)
- 4 Tickets per day for Company Hosts
- 2 Sponsor Valet Parking Passes per day
- 1 VIP Parking Pass per day
- 50 Lot B Daily Parking Passes
- Catered Food and Beverage
- Open Bar including Beer, Wine and Malt Beverages
- 1 Twosome in the Sponsors Outing (May 11, 2015)
- Locations throughout course, where available

AETNA GREENSIDE CLUB | \$13,500



- 10 Tickets per day (50 Tickets Total)
- 10 Lot B Daily Parking Passes per day
- Access to the Greenside Club which includes:
 - Private Table for 8
 - Catered Food and Beverage
 - Full-Service Open Bar
- Located on the 18th Hole

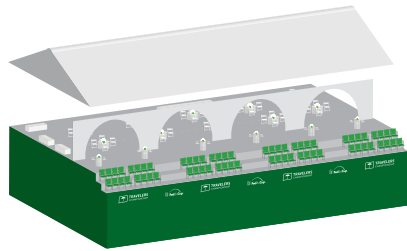


DAILY HOSPITALITY VENUES

CHAMPIONS CLUB

Daily Ticket | \$250

Weekly Ticket | \$1,000



The Champions Club offers complimentary food and full-service bar for guests to enjoy in a climate-controlled venue. In addition, the venue includes open-air stadium seating that offers guests one of the best views of the 18th green. Each ticket includes a Lot B Daily Parking Pass.

MICHELOB ULTRA 19th HOLE SPONSOR CLUB

Daily Ticket | \$85

The Michelob ULTRA 19th Hole Sponsor Club offers a climate-controlled venue for guests. Food, beverages and cocktails are available for purchase. One of the most popular networking venues, the Michelob ULTRA 19th Hole Sponsor Club features open-air seating overlooking action on the 18th hole.

Eagle Package | \$6,000

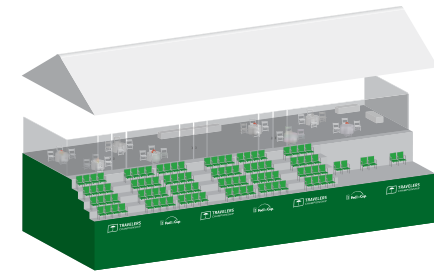
90 Tickets, 45 Lot B Parking Passes
\$900 in Food & Beverage Vouchers

Birdie Package | \$3,750

50 Tickets, 25 Lot B Parking Passes
\$500 in Food & Beverage Vouchers

Par Package | \$1,700

20 Tickets, 10 Lot B Parking Passes
\$200 in Food & Beverage Vouchers



PRO-AM PACKAGES

TRAVELERS CELEBRITY PRO-AM

Wednesday, June 24, 2015

Individual | \$8,500 Threesome | \$25,500

The Travelers Celebrity Pro-Am is one of the tournament's featured events each year. The Pro-Am provides the ultimate golf experience for avid golfers by teaming up each amateur group with one of the world's top PGA TOUR players. In addition, we welcome celebrities from the world of sports and entertainment to enhance the day's experience for both participants and fans.

- Tee Times: 6:50AM - 8:50AM | 12:00PM - 2:00PM
- Meals and refreshments provided throughout the day
- 1 Pro-Am Participant Badge (valid for Grounds and Sponsor Club Admission all week)
- 1 Exclusive Pro-Am Participant Parking Pass (valid Wednesday only)
- 1 Pre-Tournament Practice Round at TPC River Highlands
- 2 Tickets to the Pro-Am Celebration on Monday and the Dine Around on Tuesday
- 1 Pro-Am Participant Gift Package
- 5 Michelob ULTRA 19th Hole Sponsor Club Tickets
- 1 Lot B Weekly Parking Pass

AETNA TOURNAMENT PLAYERS PRO-AM

Monday, June 22, 2015

Individual | \$3,500 Foursome | \$14,000

This afternoon shotgun Pro-Am gives guests an opportunity to take on TPC River Highlands during tournament week alongside PGA TOUR professionals. In addition to the afternoon of golf, participants will enjoy a post-play Pro-Am Celebration and an invitation to the Dine Around on Tuesday.

- 12:30PM Shotgun Start
- Meals and refreshments provided throughout the day
- 1 Pro-Am Participant Badge (valid for Grounds and Sponsor Club Admission all week)
- 1 Exclusive Pro-Am Participant Parking Pass (valid Monday only)
- 1 Pre-Tournament Practice Round at TPC River Highlands
- 2 Tickets to the Pro-Am Celebration on Monday and the Dine Around on Tuesday
- 1 Pro-Am Participant Gift Package
- 5 Michelob ULTRA 19th Hole Sponsor Club Tickets
- 1 Lot B Weekly Parking Pass

Special events are what set the Travelers Championship apart and has earned it the distinction of the PGA TOUR's most fan-friendly event. These entertaining extras are designed for guests of all ages and interests and pose a unique opportunity for brands to become a presenting or associate sponsor.

Special events in 2014 included the following:

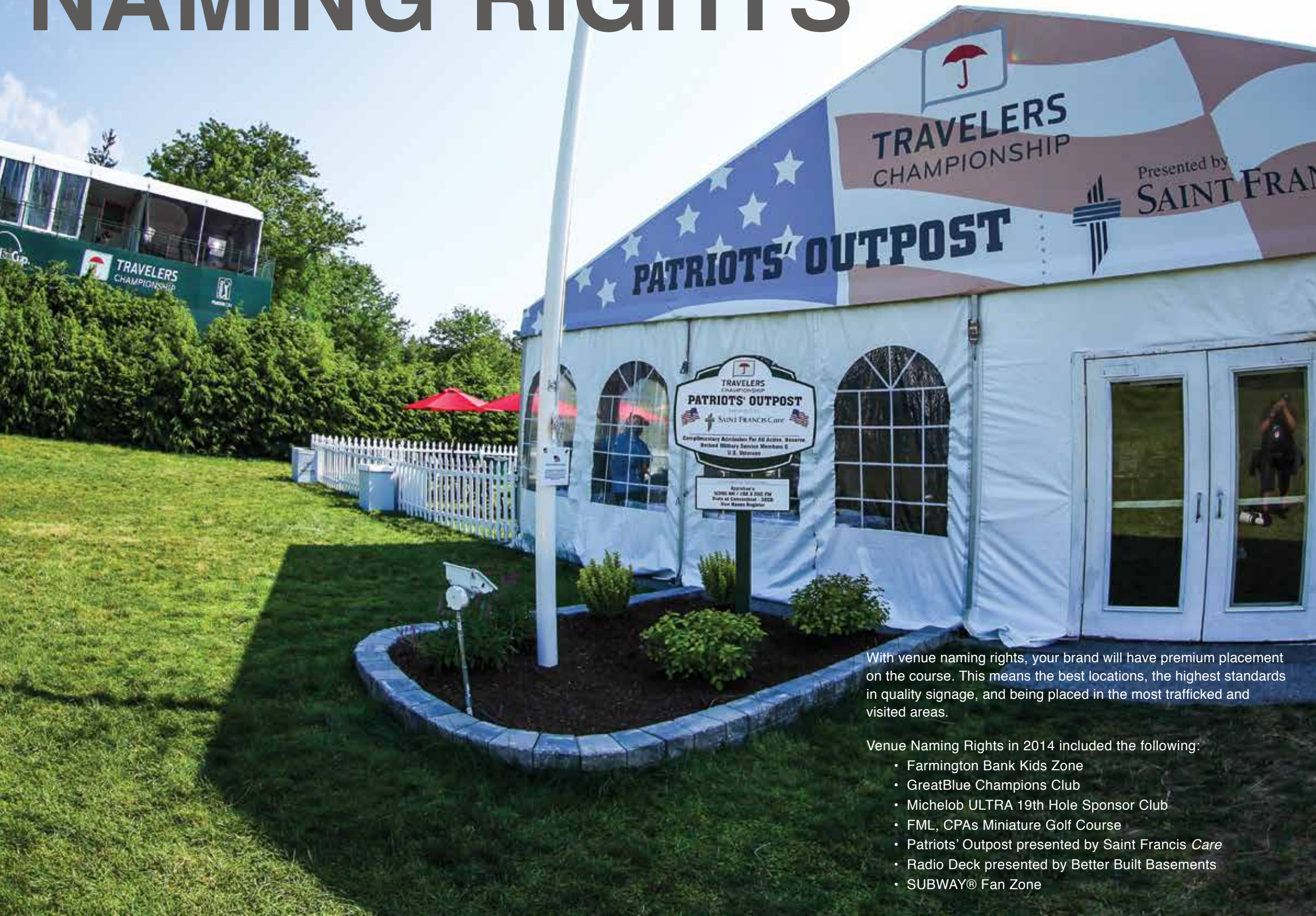
- BlumShapiro 5K for Camp Courant
- Farmington Bank Family Day
- FML, CPAs Celebrity Mini Golf Tournament
- Military Appreciation presented by Saint Francis Care
- Operation Shower presented by ConnectiCare
- PGA TOUR Player Experience for Junior Golfers presented by CL&P and Yankee Gas
- Powerstation Events Concert Series
- The First Tee Charity Classic
- Veteran Hiring and Resource Fair presented by Kaman
- Web.com Small Business Summit
- Women's Day presented by Travelers



Bridget Moynahan

SPECIAL EVENTS

NAMING RIGHTS



With venue naming rights, your brand will have premium placement on the course. This means the best locations, the highest standards in quality signage, and being placed in the most trafficked and visited areas.

Venue Naming Rights in 2014 included the following:

- Farmington Bank Kids Zone
- GreatBlue Champions Club
- Michelob ULTRA 19th Hole Sponsor Club
- FML, CPAs Miniature Golf Course
- Patriots' Outpost presented by Saint Francis Care
- Radio Deck presented by Better Built Basements
- SUBWAY® Fan Zone

BRANDING



METROHARTFORD ALLIANCE FAN ZONE EXPO PACKAGES

Interactive Booth (10x10) | \$6,200

On-Site Displays | Starting at \$15,000

The MetroHartford Alliance Fan Zone has quickly become one of the most popular areas on the golf course. Located between holes 1 and 18, the MetroHartford Alliance Fan Zone offers businesses a chance to interact directly with tournament spectators throughout the week.

ON-SITE BRANDING

Pairings Guide Ad | \$4,500

A full-page, color advertisement in the tournament publication that is distributed to thousands of fans throughout the week.

Videoboard Ad Packages | \$3,000 - \$10,000

Display your company logo on the 18th green and in the Fan Zone.

Videoboard Tower | \$2,500 - \$10,000

Promote your brand message to all spectators at key locations around the course.

Hole Sponsorship | \$10,000

Display your company logo on one of the tee signs throughout the course, receive an advertisement in the Pairings Guide and exposure on the tournament videoboards.

Additional unique opportunities are available upon request.









TRAVELERS CHAMPIONSHIP

90 State House Square, Hartford, CT 06103

tel: (860) 502-6800 | fax: (860) 502-6809

707 Summer Street, Stamford, CT 06901

tel: (203) 388-1112

www.TravelersChampionship.com

Title Sponsor



Presenting Sponsor



Founding Partners

