



TPC RIVER HIGHLANDS | CROMWELL, CT

JUNE 19-25, 2017

TRAVELERS CHAMPIONSHIP



HOSPITALITY ACTIVATION GUIDE



**TRAVELERS
CHAMPIONSHIP**

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TRAVELERS CHAMPIONSHIP

Thank you for your support of the Travelers Championship! As Connecticut's PGA TOUR event, we strive each year to elevate the experience for our partners, providing world-class entertainment, refreshments and venues.

Our staff is here to help assist in whatever capacity you need and we look forward to hosting you at the 2017 Travelers Championship.

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Below please find a Client Activation Timeline. This timeline will assist in guiding you through this manual, as well as through your Travelers Championship sponsorship.

1

**4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON**

2

**3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS**

3

**8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL**

FRIDAY, APRIL 21	VENUE LAYOUT	FRIDAY, MAY 19	PAIRINGS GUIDE SUBMISSIONS
TUESDAY, APRIL 25	GREENSIDE CLUB PARTNER BREAKFAST		VIDEO BOARD SUBMISSIONS
WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		VIDEO TOWER SUBMISSIONS
			CATERING INFORMATION
			GUEST COUNT ESTIMATES
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CERTIFICATE OF INSURANCE

4

**2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS**

FRIDAY, JUNE 2	SHIPPING FORMS VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

5

**DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION**

6

**1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS**



TRAVELERS CHAMPIONSHIP

CLIENT ACTIVATION TIMELINE

This section of the guide will be a detailed review of phase 1, highlighted below in dark gray.

1

**4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON**

2

**3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS**

3

**8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL**

FRIDAY, APRIL 21	VENUE LAYOUT	FRIDAY, MAY 19	PAIRINGS GUIDE SUBMISSIONS
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WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		VIDEO TOWER SUBMISSIONS
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CATERING INFORMATION
			GUEST COUNT ESTIMATES
			CERTIFICATE OF INSURANCE

4

**2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS**

FRIDAY, JUNE 2	SHIPPING FORMS VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

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**1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS**



TRAVELERS CHAMPIONSHIP



GETTING STARTED

Welcome! With your Travelers Championship sponsorship, you have a great opportunity to build relationships and grow your business. This guide serves as a collection of best practices gathered from current PGA TOUR sponsors and industry experts. It will walk you through key components of the sponsorship activation process and provide insight on how other companies have successfully planned and executed sponsorships at PGA TOUR tournaments. In fact, most successful PGA TOUR sponsors start the planning process at least 4-6 months before the event, so let's get started.

HOW DO I DEFINE THE OBJECTIVES OF MY SPONSORSHIP?

The first step in achieving your goal is knowing your goal. Thus, having defined objectives is critical for each step of your sponsorship. Sample objectives of top PGA TOUR sponsors include one or a combination of the following:

- Prospecting and entertaining new clients
- Rewarding employees
- Business development
- Engaging existing clients
- Creating awareness and visibility

A 2013 TICKET MANAGER STUDY OF 4,000 COMPANIES UTILIZING OVER 5 MILLION SPORTS SPONSORSHIP TICKETS REVEALED THAT EACH GUEST ATTENDING AN EVENT REPRESENTED OVER \$161,000 IN REVENUE FOR THE COMPANY. YOUR GUESTS ARE WORTH A LOT! BY PROVIDING THIS GUIDE, WE AIM TO HELP YOU MAXIMIZE YOUR SPONSORSHIP AND TAKE ADVANTAGE OF THIS OPPORTUNITY TO GROW YOUR BUSINESS.

CASE STUDY

The PGA TOUR asked tournaments to share companies that have unique and effective sponsorships at their events. This guide is the result of best practices from these companies, which represent a variety of industries including automotive, business administration, energy/oil, financial services, information technology, manufacturing and medical centers & services. Throughout this guide you will find case studies from individual companies that stand out in certain aspects of their activation. We believe taking a closer look at how individual companies best utilize their sponsorship should assist you in finding the most effective way to maximize your sponsorship. To honor the anonymity of surveyed companies, we will only refer to their industries in any cited examples.



TRAVELERS CHAMPIONSHIP

HOW DO I DETERMINE MY INTERNAL POINTS OF CONTACT?

Successful PGA TOUR sponsors appoint an organized, personable and reliable person to manage the day-to-day responsibilities of the sponsorship. As they will also be interacting with your guests before, during and after the event, it is important that this point person has experience interfacing with clients and prospects. This person will also be responsible for interfacing with the tournament regarding logistical elements of the sponsorship such as food, beverage and décor. In some cases, it might make more sense to create a team of multiple point people. If you create a team, it is important to clearly define roles and responsibilities immediately.

When selecting your point person or team, it is important to consider the following items:

- Organizational skills
- Past performance
- Client relationships
- Experience
- Current workload
- Personality

SAMPLE POINT PERSON RESPONSIBILITIES

Pre-Tournament

- Creating the guest list
- Tracking the status of invitations
- Ordering gifts
- Logistical elements of the venue
- Crafting the schedule of events
- Ticket distribution

On-Site

- Managing and entertaining guests
- Managing last minute opportunities and challenges in the hospitality tent
- Distributing gifts

Post-Tournament

- Follow-up with attendees
- Internal analysis

“Organization drives all aspects of the event, from planning to implementation and everything in between.”

-Automotive Company

CASE STUDY

There is no one way to determine who will lead your sponsorship. Aggregating survey results revealed that the majority of PGA TOUR sponsors appoint internal leads from their marketing or communications departments. However, not all leads worked in marketing or communications. A manufacturing company creates a diverse team to manage their sponsorships. The sponsorship work is divided amongst five people based on their area of work, their proximity to the tournament site and their relationships with clients. The whole team is responsible for the day-to-day sponsorship management; in addition to the tasks leading up to the event, the team is in charge of on-site activation and post-event follow-up.





TRAVELERS CHAMPIONSHIP

This section of the guide will be a detailed review of phase 2, highlighted below in dark gray.

1

4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON

2

3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS

3

8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL

FRIDAY, APRIL 21	VENUE LAYOUT	FRIDAY, MAY 19	PAIRINGS GUIDE SUBMISSIONS VIDEO BOARD SUBMISSIONS VIDEO TOWER SUBMISSIONS CATERING INFORMATION GUEST COUNT ESTIMATES
TUESDAY, APRIL 25	GREENSIDE CLUB PARTNER BREAKFAST		
WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CERTIFICATE OF INSURANCE

4

2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS

FRIDAY, JUNE 2	SHIPPING FORMS VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

5

DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION

6

1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS



TRAVELERS CHAMPIONSHIP

HOW DO I CREATE MY GUEST LIST?

The most successful PGA TOUR sponsors begin thinking about the guest list three to four months prior to the event, with the point person managing the process. Depending on your objective, the guest list should be made up of some mixture of clients, prospects and employees.

The first step in creating a guest list is to create a target list. According to PGA TOUR sponsors surveyed, this target list should contain at least two times the amount of guests that you would like to ultimately attend the event. Because the list will be substantial, it is important to rank your target list according to the objective of your sponsorship. For example, if your objective is to upsell existing clients, think about ranking invitees by upsell potential. If you are having trouble ranking your target list, consider using historical ticket usage data from past sponsorships to help. Ranking your target list will help determine in which order you should distribute your invitations, remembering that it is very possible that not everyone on the target list will receive an invitation.

A sample target list template and an example of ticket allocation are available in the Appendix of this guide (Exhibit A and Exhibit B)

Please keep in mind that children, ages 3 and older, must have the appropriate ticket to enter a hospitality venue. Complimentary admission for children 15 and under, allows Grounds access only.

SUMMARY

- 3-4 months prior to the event, create a target list of clients, prospects and employees
- Your target list should be twice as large as the amount of people you plan to invite
- Rank your target list with your objectives in mind
- Consider historical ticket usage when allocating tickets
- Keep a list of clients who you were unable to invite to accommodate cancellations

OVER 75% OF ALL TICKETS ARE GIVEN TO CUSTOMERS FOR BUSINESS DEVELOPMENT AND RETENTION PURPOSES, ACCORDING TO A 2013 STUDY FROM TICKET MANAGER.

“We create our target list based upon the relationship and long-term desire of how that relationship should develop.”

-Energy/Oil Company

CASE STUDY

Surveying PGA TOUR sponsors demonstrated that most companies use “client potential” as the determining factor in creating the target list and subsequent guest list. One telecommunications company uses CRM data to assist in building their target lists. Additionally, for the comfort of guests and ease of managing attendees, they segment their weeklong sponsorship, organizing guests and planning respective events in the following ways: Enterprise Clients, National Retailers, Local Retailers and Company-Owned Retail Stores & Employees.



TRAVELERS CHAMPIONSHIP



SUMMARY

- Whether paper or electronic, begin creating your invitation 3-4 months before the event
- Creatively integrate your company into the invitation
- With each invitation, include a hard RSVP deadline, contact name, email and/or phone number
- Address each invitation to the specific person on the guest list to prevent redistribution of tickets
- Check with tournament staff about approved logo and image use before using them on your invitation

HOW DO I CRAFT MY INVITATION?

While you are determining your target guest list, you should also start creating your invitation. Invitations from successful PGA TOUR sponsors are informative, compelling and brand consistent. The most effective invitations include a contact name, email and/or phone number with each invitation and a hard RSVP deadline. Additionally, invitations should always be addressed to the specific person on the guest list, eliminating the potential for the invitation to be passed to an individual not on the target list. Lastly, check with the Travelers Championship staff about approved logo and image usage before using them on your invitation. Depending on your preference, invitations can be mailed, hand-delivered, emailed or posted on an online enrollment platform. An online enrollment platform such as Eventbrite or Cvent can help you create a compelling invitation, organize your invite list and prepare you for future analysis and correspondence.

A sample invitation is available in the Appendix of this guide (Exhibit C).

CASE STUDY

Sponsors across the PGA TOUR have been successful with both online and paper invitations. One manufacturing company uses an online platform that is simple for both the host and guests. The company invites all customers via email with a three week deadline to RSVP. With the invitation, they provide two links: one to a registration site and one to the tournament website. The online registration site is used by guests to register for the various additional activities that are scheduled for the week. The tournament website helps to answer any questions that guests may have regarding tournament information and policies.



TRAVELERS CHAMPIONSHIP

This section of the guide will be a detailed review of phase 3, highlighted below in dark gray.

1

4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON

2

3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS

3

8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL

FRIDAY, APRIL 21

VENUE LAYOUT

FRIDAY, MAY 19

PAIRINGS GUIDE SUBMISSIONS
VIDEO BOARD SUBMISSIONS
VIDEO TOWER SUBMISSIONS
CATERING INFORMATION
GUEST COUNT ESTIMATES

TUESDAY, APRIL 25

GREENSIDE CLUB PARTNER BREAKFAST

WEDNESDAY, APRIL 26

SKYBOX PARTNER BREAKFAST

THURSDAY, MAY 11

CORPORATE MERCHANDISE
SPONSOR GIFT APPROVALS

MONDAY, MAY 29

CERTIFICATE OF INSURANCE

4

2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS

FRIDAY, JUNE 2

SHIPPING FORMS
VENUE SET-UP AND BREAKDOWN

FRIDAY, JUNE 9

FINAL GUEST COUNTS

5

DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION

6

1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS



TRAVELERS CHAMPIONSHIP



WHEN DO I SEND OUT INVITATIONS?

Based on PGA TOUR sponsor survey responses, it is recommended that **the first wave of invitations is sent at least eight weeks prior to the event with a hard RSVP deadline of two to three weeks later.** This first wave will consist of those guests at the top of your target list. Once the first wave is completed, send out the second wave to the next group of guests on your target list.

After sending the first wave of invitations, it may be beneficial for the point person to follow up with the invitees through email or phone calls to encourage RSVPs or answer any questions. If a key client has not responded, consider engaging a senior executive to assist in the process.

Once you receive RSVPs, it is important to keep your guests excited and involved with your event. This can be accomplished in a variety of ways, such as through email blasts highlighting player commitments or by distributing tournament information. The tournament is happy to work with your representative to ensure they receive event information (i.e. course map, schedule, parking, contact information, etc.) to send to guests.

Examples of tournament-created email blasts are available in the Appendix of this guide (Exhibit D). Examples of tournament information are available in the Appendix of this guide (Exhibit E).

CASE STUDY

Research shows that successful PGA TOUR sponsors send out invitations in waves and engage with the guests from the moment they RSVP “yes.” Specifically, a business administration company stands out as having an advanced invitation process. They start sending out invitations three months before the tournament with a three week deadline to RSVP. Once guests respond “yes,” they receive multiple emails regarding arrival, departure, activities, special requests, dining and contact information.

SUMMARY

- Send the first wave of invitations at least 8 weeks prior to the event with a hard RSVP deadline of 2-3 weeks later
- Once you have received the first set of RSVPs, send the second wave of invitations to those next on your target list
- Follow up invitations with phone calls and emails
- Keep guests excited about the event by sending email blasts and tournament information

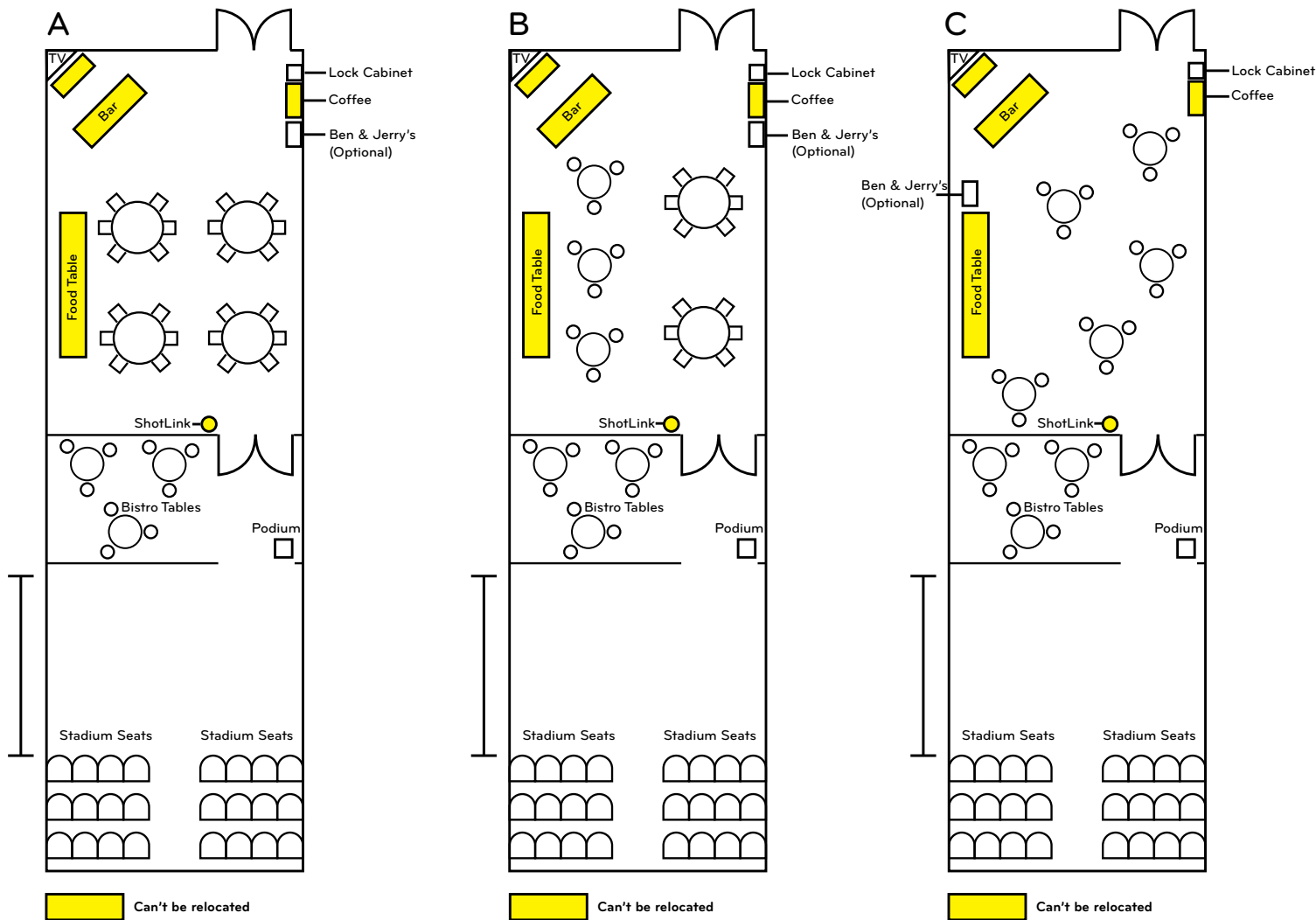


TRAVELERS CHAMPIONSHIP

The tournament is pleased to offer Corporate Row, Sky Suite and Weekly Skybox partners layout options for their venues.

CORPORATE ROW CHALET VENUE LAYOUT OPTIONS

Below please find three (3) venue layout options available to Corporate Row Chalet clients. The client is responsible for confirming layout option with tournament staff by Friday, April 21.



Please contact Kendall Keil with any layout questions and confirmations:

Kendall Keil
 Partnership Manager
 Office: 860-502-6803
 Cell: 860-967-5332
 kkeil@travelerschampionship.com



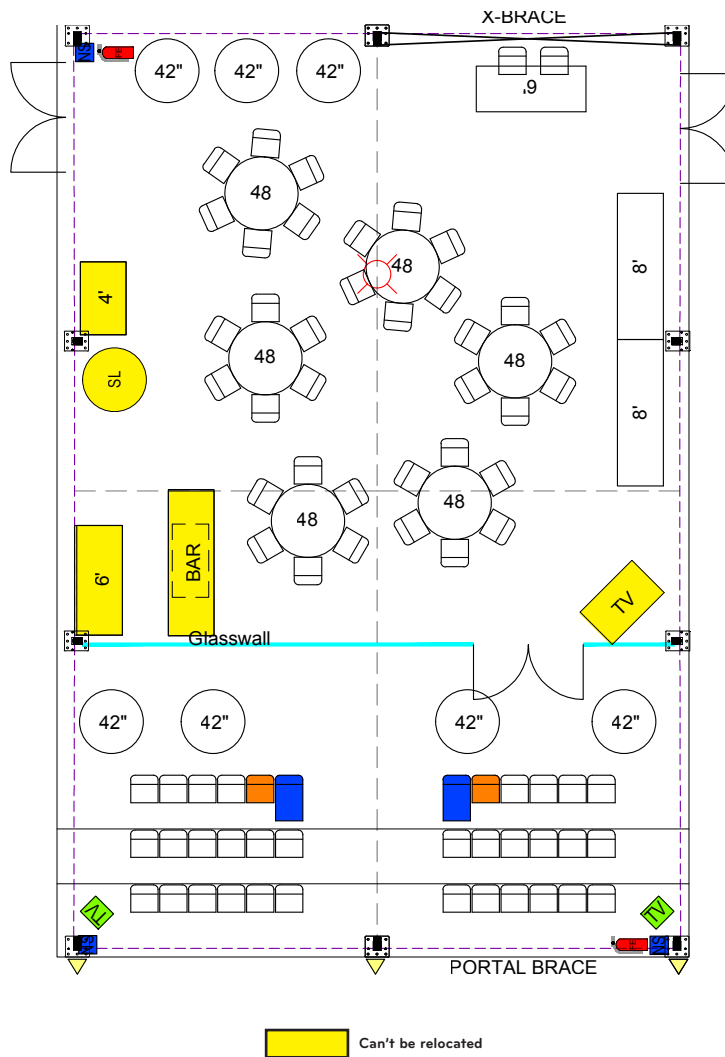
TRAVELERS CHAMPIONSHIP

SKY SUITE VENUE LAYOUT OPTIONS

Below please find the basic Sky Suite layout. If you would like to make any modifications to the below layout, please reach out to Kendall Keil. The client is responsible for confirming layout with tournament staff by Friday, April 21.

Potential modifications could include:

- Registration location/layout
- Food location
- Bistro table additions



Please contact Kendall Keil with any layout questions and confirmations:

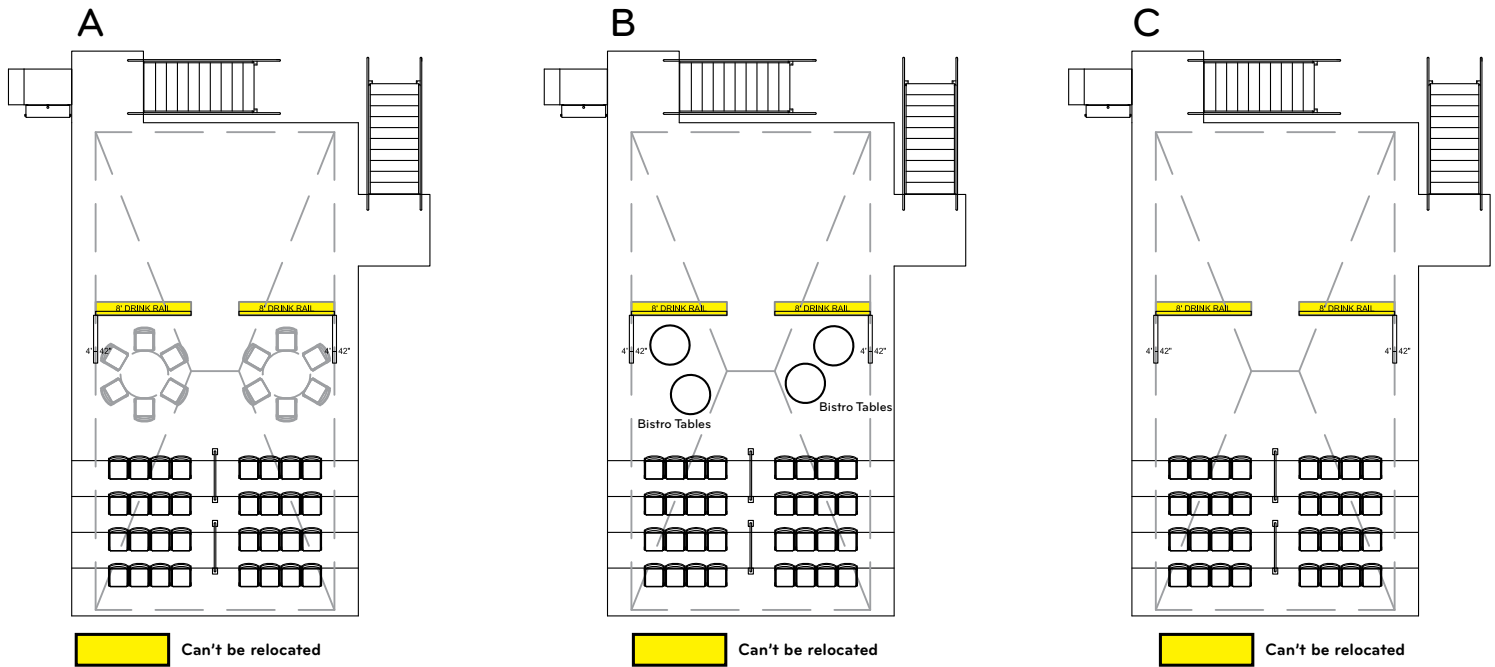
Kendall Keil
 Partnership Manager
 Office: 860-502-6803
 Cell: 860-967-5332
 kkeil@travelerschampionship.com



TRAVELERS CHAMPIONSHIP

WEEKLY SKYBOX VENUE LAYOUT OPTIONS

Below please find three (3) venue layout options available to Weekly Skybox clients. The client is responsible for confirming layout option with tournament staff by Friday, June 3. If you do not respond with your layout choice by Friday, April 21 you will receive layout A.



Please contact Kendall Keil with any layout questions and confirmations:

Kendall Keil
Partnership Manager
Office: 860-502-6803
Cell: 860-967-5332
kkeil@travelerschampionship.com



TRAVELERS CHAMPIONSHIP



**INTERESTED IN PURCHASING DUAL BRANDED GIFTS
FOR YOUR CLIENTS WHO ATTEND THE
TRAVELERS CHAMPIONSHIP?**

Please contact Larry Antinozzi
at TPC River Highlands with
questions or to place an order.

LarryAntinozzi@pgatourtpc.com
or (860) 635-2211



To ensure that your order is received in time for the tournament, orders should be placed no later than May 11.

Orders placed after that date may be subject to additional service fees for rush delivery.

Please complete the shipping forms on page 22.



TRAVELERS

CHAMPIONSHIP

Many sponsor packages are complex and include a variety of elements. Below are some important deadlines to keep in mind in the eight weeks prior to the tournament for those partners whose package are applicable to the following contents.

FRIDAY, MAY 19 | BRANDING ELEMENTS

The following branding element submissions are due no later than Friday, May 19. If your sponsorship package includes any of these branding elements, you will have received a separate email with submission specifications.

- Pairings Guide Submissions
- Video Board Submissions
- Video Tower Submissions

FRIDAY, MAY 19 | CATERING INFORMATION

All hospitality partners will receive a catering menu, separate from this manual, to inform you of the menus for the week, as well as list additional items that can be purchased. Dependent on the hospitality venue, some clients will need to select a menu level and headcount (Corporate Row and Sky Suite), while others will just have the option to select add-ons if desired (Skybox and Aetna Greenside Club). Please see separate catering menu email for your venue's requirement.

MONDAY, MAY 29 | CERTIFICATE OF INSURANCE

All Corporate Row Chalet, Sky Suite and Weekly Skybox partners are required to provide the tournament with a Certificate of Insurance (COI), per the hospitality venue agreement. Please provide the COI to Kendall Keil at kkeil@travelerschampionship.com no later than Monday, May 29.



**TRAVELERS
CHAMPIONSHIP**

This section of the guide will be a detailed review of phase 4, highlighted below in dark gray.

1

4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON

2

3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS

3

8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL

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WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CERTIFICATE OF INSURANCE

4

2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS

FRIDAY, JUNE 2	SHIPPING FORMS VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

5

DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION

6

1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS



TRAVELERS CHAMPIONSHIP

HOW DO I DISTRIBUTE TICKETS?

The tournament will start shipping client ticket packages about 4-6 weeks prior to the tournament. Please note - the tournament will not ship tickets prior to receiving sponsorship payment.

The majority of our survey respondents start delivering tickets two weeks before the event, continuing delivery on a rolling basis until the tournament begins. If event information has not already been included in an email or sponsor website, including it along with the tickets is recommended.

Some sponsors hand deliver tickets to the client as it presents an opportunity for a face-to-face meeting. If hand delivery is not feasible for every guest, consider enclosing a personal note with the tickets in the mail. If a guest commits at the last minute, you may also leave tickets at the tournament's Will Call. (See next page for additional Will Call information.)

Surveying successful PGA TOUR sponsors showed that clients cancelling is no rarity. Because of this, most sponsors have pre-determined internal procedures for ensuring that empty spots are quickly filled with qualified clients. First, they refer back to the target list. Next, they are sure to retrieve the tickets from the clients that cancel so they can distribute them to the next person on the target list.

Please keep in mind that children, ages 3 and older, must have the appropriate ticket to enter a hospitality venue. Complimentary admission for children 15 and under, allows Grounds access only.



SUMMARY

- Begin delivering your tickets two weeks before the event (in person if possible)
- Use a web page, app or intranet page to deliver specific event information to guests
- Use an online tool to track ticket usage
- If a client cancels, refer to your target list to redistribute the ticket

GET THE APP

- After receiving RSVPs from guests, encourage them to download the PGA TOUR app, which includes some of the features below:
- Real-time leaderboard with a player shelf allowing quick access to player scoreboards, profile and video
- Live player scorecards now featuring SHOT TRIALS, PLAY BY PLAY, and LIVE STATS
- Groupings view with TEE TIMES and LOCATION information
- Access to LIVE video for every PGA TOUR event
- VOD including tournament highlights, round recaps, player features and more
- Course detail with hole layouts, descriptions and live stats for each hole
- Live maps which allow you to locate amenities around the course
- All the latest news from PGATOUR.com





TRAVELERS CHAMPIONSHIP

The Travelers Championship Will Call office will be available during tournament week, Monday, June 19 - Sunday, June 25. Sponsors may choose to leave tickets, parking and other credentials for guests at Will Call so that they can pick them up when they arrive at the golf course. If a sponsor chooses to leave items at Will Call, we ask that they follow the below guidelines to ensure easy and accurate drop off and pick up.

1. Pre-pack credentials in Will Call-approved envelopes prior to arriving on site.
 - Sponsors may ask the tournament staff for Will Call Envelopes in advance of the event at no cost.
 - If time is limited, sponsors may use any 9" x 12" envelope. Please print page 20 of this manual, complete the information and staple it to the front of the envelope.
2. Drop off envelopes at Will Call prior to guests' arrival.
3. Ensure guests have the directions and hours of operation for Will Call so that they successfully pick up their items.

***Please confirm that guests understand they must go to Will Call prior to parking. Will Call is located outside of the parking lots.**

LOCATION

The Will Call office is located on Golf Club Road, 1/10 of a mile south of the entrance to the General Parking Lot. In order to pick up your credentials, all guests will be required to show a photo ID.

GPS address: 1 Golf Club Road, Cromwell, CT 06416

WILL CALL HOURS

Monday: 7 a.m. – 6 p.m.

Tuesday: 7 a.m. – 6 p.m.

Wednesday: 5 a.m. – 6 p.m.

Thursday: 6 a.m. – 6 p.m.

Friday: 6 a.m. – 6 p.m.

Saturday: 7 a.m. – 6 p.m.

Sunday: 7 a.m. – 2 p.m.

DIRECTIONS TO WILL CALL

From the North:

I-91 South to Exit 23, West St. Rocky Hill. Left at the end of the ramp. Continue straight until the intersection with Rt. 99. Right onto 99 (Silas Deane Highway). Continue on Route 99 past the main tournament entrance for ¼ mile. Take a left on Golf Club Road, Will-Call will be on the right.

From the South:

I-91 North to Exit 22 to Rt. 9 South. Take Exit 19/West St. Right at the end of the ramp. Immediate right onto Rt. 3 for one mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ¼ mile to Golf Club Road. Take a right onto Golf Club Road, Will-Call is on the right.

From the West:

Rt. 9 South to Exit 19. Right at end of ramp onto West St. Immediate right onto Rt. 3 for one mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ¼ mile to Golf Club Road. Take a right onto Golf Club Road, Will-Call is on the right.

From the East:

Rt. 9 North through Middletown. Exit 18/Rt. 99 Cromwell/Rocky Hill. Follow Rt. 99 for 3 miles. Turn right on Golf Club Road. Will-Call is on the right.

TICKETS FOR

Last Name

First Name

PICKED UP

Signature

Date

Time

TICKETS LEFT BY

Name/Company

Phone Number

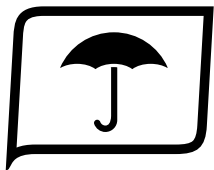
Date

Time

TOURNAMENT STAFF CONTACT

Name

Phone Number



TRAVELERS
CHAMPIONSHIP

WILL CALL



TRAVELERS

CHAMPIONSHIP

The tournament is pleased to offer both inbound and outbound shipping support to tournament partners. If a client intends to ship anything to or from the tournament grounds, please follow the process set forth on pages 22-23 of this manual.

The client is responsible for shipping and delivery of any materials to the designated facility, in which all shipments must be prepaid. The tournament is not responsible for items lost or damaged during shipping or while held on site prior to, during or after the tournament.

All materials should be shipped to:

Travelers Championship
Attn: Company Name/Hospitality Venue (i.e. skybox, corporate row, etc.)
One Golf Club Road
Cromwell, CT 06416

Boxes should be numbered in an “X of Y” system. It is imperative that shipments be labeled in this manner to ensure they all get delivered to your suite area. Also, please include deliveries@travelerschampionship.com on the packing slip, so the tournament will receive shipping notifications, as specified on the Inbound Shipment Delivery Form (page 22).

The tournament can only receive shipments from June 2 - June 16, 2017. No shipments can be received from June 17 - June 25, 2017. The tournament will also provide clients with outbound shipping support. We ask that clients have outbound shipments organized in hospitality venues by 2:00 p.m. on Sunday afternoon. Tournament volunteers will assist with labeling and shipping supplies, as well as transporting shipments to the appropriate location. Please have FedEx or UPS account information available for all outbound shipments.

On the following two pages, you will find our Inbound Shipment Delivery Form, as well as our Outbound Shipment Form. Please complete the Inbound Shipment Delivery Form and return no later than Friday, June 2.

For any questions regarding the shipping process, please contact Kendall Keil:

Kendall Keil
Partnership Manager
Office: 860-502-6803
Cell: 860-967-5332
kkeil@travelerschampionship.com



TRAVELERS CHAMPIONSHIP

DELIVERING SHIPMENTS TO THE TRAVELERS CHAMPIONSHIP:

If you intend to ship anything to the event, please provide details on the form below. As the tournament receives hundreds of deliveries for its tournament partners, please be sure to address the shipment **EXACTLY** as follows:

FROM: Your Company Name
Your Company Address

TO: Travelers Championship
Attention: Your Company/Hospitality Venue (i.e. Sky Suite)
One Golf Club Road
Cromwell, CT 06416

Please include the email address of your tournament staff contact so we receive shipping notifications. (i.e. kkeil@travelerschampionship.com)
Please number all boxes in an "X of Y" system. (i.e. 1 of 4, 2 of 4, etc.)

SHIPPING INFORMATION:

Company Name: _____

Contact Person (include cell phone number): _____

On-Site Contact (if different than above): _____

Method of Shipping (FedEx Ground, FedEx Express, UPS, etc.): _____

Tracking Number(s): _____

Delivery Date (Between June 2 - June 16): _____

Vendor (if other than you): _____

Number & Size of Packages: _____

Contents of Shipment: _____

PLEASE NOTE:

- We can **NOT** receive any shipments prior to **June 2** or after **June 16**.
- Please return this form **by Friday, June 2, 2017** via fax or email.
- All delivery drivers must be equipped with a **LIFT GATE** and **PALLET JACK**.

Shipping forms can also be completed electronically at www.travelerschampionship.com/shipments



TRAVELERS CHAMPIONSHIP

SENDING SHIPMENTS FROM THE TRAVELERS CHAMPIONSHIP:

The tournament is pleased to offer the operational facilitation of shipping outbound packages from the golf course for tournament partners. If you intend to ship anything from the event back to your company, please provide details on the form below. As the tournament receives and sends hundreds of deliveries for its tournament partners, please be sure to complete this form and follow the outlined protocols.

PLEASE NOTE:

We **CAN NOT** accept any outbound shipments after Sunday, June 25, and all shipments must be prepaid.

- Please have FedEx or UPS account information available.
- Volunteers will be available to assist with shipping supplies.
- Volunteers will manage transportation of shipments.

SHIPPING INFORMATION:

Company Name: _____

Contact Person (include cell phone number): _____

Method of Shipping (FedEx Ground, FedEx Express, UPS, etc.): _____

Tracking Number(s): _____

Number & Size of Packages: _____

Contents of Shipment: _____

PLEASE GIVE THIS FORM TO THE EXECUTIVE COMMITTEE VOLUNTEER IN CHARGE OF YOUR AREA.

ART KUEVER
CORPORATE ROW
(860) 227-4388

DANA SHULTS
SKYBOXES/SKY SUITES
(413) 519-7438

DANIELLE SOBOCINSKI
SKYBOXES/SKY SUITES
(845) 629-5619

KRISTINE ZYWOCINSKI
DELIVERIES CHAIR
DELIVERIES@TRAVELERSCHAMPIONSHIP.COM
(860) 834-1802



TRAVELERS CHAMPIONSHIP

CORPORATE ROW AND SKY SUITE PARTNERS ONLY

The tournament is pleased to offer hospitality venue set-up and breakdown time to Corporate Row and Sky Suite partners. If clients would like to set up materials, displays, signage, banners or the like in their hospitality venues, they may do so following the process set forth on page 25 of this manual.

The client is responsible for the delivery of materials to the golf course (please see Shipping Information on page 21 if you would like to ship materials in advance). The client is also responsible for the removal of all materials from the golf course. The tournament is not responsible for items lost or damaged while set up on site.

Due to the limitations of tournament staff and venue accessibility, all hospitality venues must be set up prior to 5:00 p.m. on Tuesday, June 20, 2017. This will ensure the tournament has the necessary time to make final venue arrangements and that venues are set up for guest arrival Wednesday morning.

Due to the temporary nature of the tournament, all hospitality venues must be broken down by 5:00 p.m. on Monday, June 26, 2017. Breakdown may also occur on Sunday evening following the end of play. This will ensure no client materials are lost or misplaced in the dismantling of any hospitality structures. Please note, tournament staff assistance for venue breakdown Sunday evening is limited.

On the following page, please find our Hospitality Venue Set-Up and Breakdown Form. If clients intend to set up materials in a venue, please complete this form no later than Friday, June 2, 2017.

For any questions regarding the venue set-up and breakdown process, please contact Kendall Keil:

Kendall Keil
Partnership Manager
Office: 860-502-6803
Cell: 860-967-5332
kkeil@travelerschampionship.com



TRAVELERS CHAMPIONSHIP

SET-UP DEADLINE:

All hospitality areas are to be set-up by 5 p.m. on Tuesday, June 20, 2017.

SET-UP INFORMATION:

Company Name: _____

Contact Person: _____

Telephone: _____

Email: _____

Date and Time of set-up: _____

Please describe the scope of your set-up: _____

BREAKDOWN DEADLINE:

All hospitality areas are to be broken down by 5 p.m. on Monday, June 26, 2017.

BREAKDOWN INFORMATION:

Company Name: _____

Contact Person: _____

Telephone: _____

Email: _____

Date and Time of set-up: _____

Please describe the scope of your breakdown: _____

FORM SUBMISSION AND ADDITIONAL QUESTIONS:

Please return this form by Friday, June 2, 2017 via email or fax and direct any additional questions to Kendall Keil:

Kendall Keil
Partnership Manager
Office: 860-502-6803
Cell: 860-967-5332
kkeil@travelerschampionship.com



**TRAVELERS
CHAMPIONSHIP**

This section of the guide will be a detailed review of phase 5, highlighted below in dark gray.

1

4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON

2

3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS

3

8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL

FRIDAY, APRIL 21	VENUE LAYOUT	FRIDAY, MAY 19	PAIRINGS GUIDE SUBMISSIONS
TUESDAY, APRIL 25	GREENSIDE CLUB PARTNER BREAKFAST		VIDEO BOARD SUBMISSIONS
WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		VIDEO TOWER SUBMISSIONS
			CATERING INFORMATION
			GUEST COUNT ESTIMATES
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CERTIFICATE OF INSURANCE

4

2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS

FRIDAY, JUNE 2	SHIPPING FORMS VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

5

DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION

6

1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS



TRAVELERS

CHAMPIONSHIP

HOW DO I ENTERTAIN MY GUESTS?

In this section you will find strategies PGA TOUR sponsors use to deliver stress-free, memorable and VIP experiences to their guests. Most of our survey respondents have company representatives arrive at least one hour before the tournament hospitality venues open (see the Appendix for Venue Hours of Operation). When a guest walks through the door they should be warmly welcomed by the employee that is acting as the company host. To create continuity and familiarity, consider using the same company host each day. The company host should then connect the guest with the company representative who invited them.

Your sponsorship platform provides a great opportunity to engage with your clients on a personal level. Your conversations and attire should match the setting. Many sponsors use social media to engage guests with the event by using the tournament hashtag or checking in on Facebook. You can also encourage them to download the free PGA TOUR app so they can follow the action, navigate their way around the course through our interactive live maps and watch the leaderboard.

In addition to entertaining guests onsite, some sponsors schedule ancillary events throughout tournament week. You can also consider providing guests with merchandise or gifts as part of the experience. *(See page 15 for more about the Corporate Merchandise Program.)*

***Please note all gifts must be approved by the tournament for security purposes.**

SUMMARY

- Arrive at least one hour before hospitality venues open to prepare the venue for guest arrival
- Greet guests at the door and engage with them on a personal level
- Use gifts to promote your company
- Encourage your guests to download the PGA TOUR app and use social media to engage with the event
- Use the same company host each day and plan additional events throughout the week



CASE STUDY

Many PGA TOUR sponsors use gifts to thank guests for attending and to promote their brand. Most provide gifts such as branded hats or golf-related giveaways at the event. A telecommunications company uses giveaway items and enter-to-wins for prizes to create excitement in their venue. Additionally, they engage guests by creating product displays of their devices for education and sampling. In addition to gifts, successful sponsors plan events throughout the week to entertain guests and ensure engagement between guests and hosts. This is especially necessary for guests who travel from out of town for tournament week. One business administration company went the extra mile to make their guests feel special. Throughout the week, they hosted events: Sunday night dinner, Thursday night barbecue and a Friday night cookout.



TRAVELERS CHAMPIONSHIP



HOW DO I ENSURE STAFF USE THIS TIME EFFECTIVELY?

The easiest way to ensure guests are happy onsite is to encourage your staff to use their time effectively. When guests arrive each day, the company host should greet them at the door and record their name and an indicator (i.e. shirt color or hat type) so other staff can identify and remember them throughout the week. The registration sheet should already indicate whether they are a customer or prospect. Once guests have been greeted by company representatives, the staff should continue to mingle and introduce them to other company employees and guests. At the event, sales staff may ask to set up a follow-up phone call or appointment, but leave more formal communication until after the event. Discreetly noting any specific information from the conversation onsite will give a personal touch to communication after the event.

It is important to have at least two company representatives onsite in the venue at all times. In addition to the point person or sponsorship team, the majority of PGA TOUR sponsors have high level executives attend each day. An easy way to distinguish company staff from guests is to provide a uniform and/or name tag for company staff.

“Connecting each guest with the casual contact and then introducing them to the rest of the team ensures an optimal experience.”

-Energy/Oil Company

SUMMARY

- Record guest name and an indicator at check-in so all staff can identify the guest throughout the event
- When appropriate, ask guests for a follow-up call or appointment
- Have at least two company representatives in the venue at all times
- Have a uniform and/or name tag for each company representative

CASE STUDY

The majority of PGA TOUR sponsors have a representative sample of employees from the company to mingle with guests and encourage future meetings once the event is over. For example, a manufacturing company has a wide variety of company representatives attend the event, such as top management, regional leaders, district leaders, local employees and headquarters support functions. Their roles onsite range from hosting guests to distributing gifts. Each staff member is easily identifiable by the team’s matching golf polos.



TRAVELERS CHAMPIONSHIP

HOW CAN WE HELP?

With months of planning in place, we strive to make our client's on-site experience seamless and exceptional. However, we understand that the nature of a temporary event can present challenges and issues may arise. Therefore, the Travelers Championship has implemented a texting program to help guests alert the tournament staff of any issues resulting in speedy and efficient resolutions.

HOW IT WORKS:

If you or your guests encounter any issues while onsite, whether that be in your specific hospitality venue or out on the golf course, text "BIRDIE" <space> Issue & Location to 69050

You will receive a confirmation text that your message was received and is being addressed by the tournament staff.

It may also be helpful to include a picture in your message.

HOW CAN WE HELP?

**Text "BIRDIE" <space>
Issue & Location to 69050**

In addition to the texting program, you will also see tournament staff and tournament volunteers onsite. We are here to help. If you have any issues or are not happy with a resolution through the texting program, please contact our tournament staff or the lead volunteer for your venue.

SPECTATOR INFORMATION DURING TOURNAMENT



TRAVELERS
CHAMPIONSHIP





TRAVELERS CHAMPIONSHIP

Opening Ceremony	Monday, June 19
Aetna Tournament Players Pro-Am	Monday, June 19
Farmington Bank Family Day	Tuesday, June 20
Travelers Celebrity Pro-Am	Wednesday, June 21
Women's Day presented by Travelers *Tickets available for purchase	Thursday, June 22
1st Round I Travelers Championship *Broadcast on the Golf Channel	Thursday, June 22
2nd Round I Travelers Championship *Broadcast on the Golf Channel	Friday, June 23
3rd Round I Travelers Championship *Broadcast on Golf Channel/CBS	Saturday, June 24
Final Round I Travelers Championship *Broadcast on Golf Channel/CBS	Sunday, June 25
Closing Ceremony	Sunday, June 25

For a full list of tournament events, please visit www.travelerschampionship.com.



TRAVELERS CHAMPIONSHIP

ADA PARKING

Please visit our website, www.TravelersChampionship.com for more information.

ADA VIEWING LOCATIONS

1st Tee, 8th Green, 9th Green, 10th Tee, 18th Green, Practice Facility

ADMISSION GATES

There are three admission gates to the Travelers Championship:

- Main Gate: Accessible via main entrance
- 9th Hole Fairway: Accessible via VIP Parking Lot and by foot on Golf Club Road
- 6th Hole Green: Accessible on foot via Field Road

ATMS

ATMs are located at the Main Entrance, Merchandise Tent, behind the 1st Tee, 18 Concessions, MetroHartford Alliance Fan Zone and the Michelob ULTRA 19th Hole Sponsor Club.

ATTIRE

Wear appropriate and comfortable clothing and footwear; bring a hat or a visor; carry an umbrella and suntan lotion.

AUTOGRAPHS

Autographs are permitted each day after the completion of a player's round and only after they have signed their scorecard.

BLEACHERS

Bleachers, presented by Nestlé Purina PetCare Company, can be found in the following locations: Practice Facility, Mini Golf Course in the Fan Zone, 1st Tee, 8th Green, 9th Green and the 10th Tee.

DIRECTIONS TO TPC RIVER HIGHLANDS

TPC River Highlands
1 Golf Club Road
Cromwell, CT 06416

FROM THE NORTH:

I-91 South to Exit 23/West St., Rocky Hill. Left at end of ramp. Continue straight to intersection of Rt. 99. Right onto Rt. 99 (Silas Deane Highway), 2 miles to TPC River Highlands. Follow signs for ALL EVENT PARKING.

FROM THE SOUTH:

I-91 North to Exit 22 to Rt. 9 South. Take Exit 19/West St. Right at end of ramp. Immediate right onto Rt. 3 for 1 mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ½ mile to TPC River Highlands. Follow signs for ALL EVENT PARKING.

FROM THE WEST:

Rt. 9 South to Exit 19. Right at end of ramp onto West St. Immediate right onto Rt. 3 for 1 mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ½ mile to TPC River Highlands. Follow signs for ALL EVENT PARKING.

FROM THE EAST:

Rt. 9 North through Middletown. Exit 18/Rt. 99 Cromwell/Rocky Hill. Follow signs through Cromwell to TPC River Highlands. Follow signs for ALL EVENT PARKING.



TRAVELERS CHAMPIONSHIP

GATES

Gates open at 7:00 a.m. on Monday, Tuesday, Saturday, and Sunday; and at 6:00 a.m. from Wednesday through Friday.

GOLF ETIQUETTE

Please be considerate at all times of the PGA TOUR players and other spectators. This includes not making any unnecessary noise and refraining from making any movement that would disrupt play on the golf course.

HOTELS

HARTFORD MARRIOTT DOWNTOWN
(Official Host Hotel of the 2017 Travelers Championship)
200 Columbus Boulevard
Hartford, CT 06103
(860) 249-8000

The following hotels are members of the Preferred Hotel Program:

SHERATON HARTFORD SOUTH HOTEL
100 Capital Boulevard
Rocky Hill, CT 06067
(860) 257-6024

RESIDENCE INN HARTFORD ROCKY HILL
680 Cromwell Avenue
Rocky Hill, CT 06067
(860) 257-7500

HAMPTON INN ROCKY HILL
20 Waterchase Drive
Rocky Hill, CT 06095
(860) 563-7877

RADISSON CROMWELL
100 Berlin Road
Cromwell, CT 06416
(860) 635-2000

COURTYARD HARTFORD CROMWELL
4 Sebeth Drive
Cromwell, CT 06416
(860) 635-1001

SUPER 8 CROMWELL
1 Industrial Park Road
Cromwell, CT 06416
(860) 632-8888

QUALITY INN
111 Berlin Road
Cromwell, CT 06416
(860) 622-9081

INN AT MIDDLETOWN
70 Main Street
Middletown, CT 06457
(860) 854-6300

HAMPTON INN MERIDEN
10 Bee Street
Meriden, CT 06450
(203) 235-5154

HAWTHORN SUITES BY WYNDHAM
1151 E. Main Street
Meriden, CT 06450
(203) 379-5048

MEDICAL

Medical Headquarters is located adjacent to the Clubhouse Parking Lot. Medical assistance is also available at the 5th and 6th hole area, and on the 12th and 17th holes. Medical services are provided by Saint Francis Hospital and Medical Center.

MERCHANDISE TENT

Official Travelers Championship merchandise may be purchased at our Merchandise Tent located near the 9th Green.

METAL SPIKE POLICY

If you plan to wear golf shoes to the tournament, please note that TPC River Highlands has a **No** Metal Spike Policy.

MILITARY APPRECIATION

The tournament is once again proud to support U.S. Armed Forces with Military Appreciation presented by Saint Francis Hospital and Medical Center. This weeklong salute will give military personnel and their families a chance to see some of the best golfers compete at TPC River Highlands June 19-25, 2017.



TRAVELERS CHAMPIONSHIP

MOBILE DEVICE POLICY

Spectators are now allowed to take photos all week with their mobile devices throughout the golf course, except in areas of competition during official rounds or when requested by players, security and TOUR officials to refrain from taking a photo. Receiving or placing phone calls will remain limited to designated “Cell Phone Zones.” As a reminder, cameras are NOT allowed during official rounds.

- Device must be on silent at all times.
- Calls may be placed or answered only in designated “Cell Phone Zones.”
- Data use (e.g., texting, email, etc.) will be permitted outside of the designated areas.
 - Data use is not permitted when players are in position to compete (i.e., when QUIET PLEASE paddles are raised).
- Devices **may not** be used to capture audio/video at any time during tournament week.

NEW PHOTOGRAPHS WITH A MOBILE DEVICE

Monday through Wednesday

- Still photography of all areas is permitted.

Thursday through Sunday

- NO PHOTOS OF PLAYERS AS THEY EXECUTE A GOLF SHOT WITHIN ANY COMPETITION AREA.
- Still photography of all other areas is permitted.

At all times and places, you must refrain from taking photos if requested by tournament staff, security personnel, players or player representatives.



Failure by spectators to follow these policies will result in mobile device confiscation or removal of violators from the property.

PAIRINGS GUIDES

Complimentary Pairings Guides, identifying the daily groups and tee times, will be available at the admission gates and in distribution boxes presented by Nestlé Purina PetCare Company throughout the course. For your assistance in navigating the course, Pairings Guides include a course map on the last page.



TRAVELERS CHAMPIONSHIP

PARKING

The Travelers Championship has three main parking lots, each associated with specific parking passes and hangtags. Each hospitality package includes different parking. Please see the venue information in the appendix of this manual for parking included in each package.

Below please find images of the parking passes for the VIP Lot, Lot B and Sponsor Valet as well as a map from Route 99/Main Street to each lot. For ADA Parking, please visit www.TravelersChampionship.com for more information.

VIP PARKING * FOLLOW SIGNS FOR RED LOT*



GPS Address: 648 Main Street, Cromwell, CT 06416



SPONSOR VALET * FOLLOW SIGNS FOR GRAY LOT*



GPS Address: 676 Main Street, Cromwell, CT 06416



GENERAL PARKING | LOT B *FOLLOW SIGNS FOR GOLD LOT*



GPS Address: 676 Main Street, Cromwell, CT 06416



PUBLIC RESTROOMS

Public Restrooms are located throughout the course and are marked on the course map.



TRAVELERS CHAMPIONSHIP

RESTAURANTS

HARTFORD

Agave Grill

100 Allyn St., Hartford, CT 06103 | (860) 882-1557

Bear's Smokehouse Barbecue

25 Front St, Hartford, CT 06103 | 860-785-8772

Bistro Z

50 Morgan St., Hartford, CT 06120 | (860) 549-2400

Black Bear Saloon

187 Allyn Street, Hartford, CT 06103 | (860) 524-8888

Black Eyed Sally's

350 Asylum Street, Hartford, CT 06103 | (860) 278-7427

Carbone's Ristorante

588 Franklin Avenue, Hartford, CT 06114 | (860) 296-9646

City Steam Brewery Cafe

942 Main Street, Hartford, CT 06103 | (860) 525-1600

DISH Bar & Grill

900 Main Street, Hartford, CT 06103 | (860) 249-3474

Feng Asian Bistro

93 Asylum St., Hartford, CT 06103 | (860) 549-3364

Firebox Restaurant

539 Broad Street, Hartford, CT 06106 | (860) 246-1222

Hot Tomato's

One Union Place, Hartford, CT 06103 | (860) 249-5100

Koji

17 Asylum St. #19, Hartford, Ct 06103 | (860) 247-5654

Max Downtown

185 Asylum St, Hartford, CT 06103 | (860) 522-2530

ON20

One State Street, Hartford, CT 06103 | (860) 722-5161

Peppercorn's Grill

357 Main Street, Hartford, CT 06103 | (860) 547-1714

The Blind Pig Pizza Co.

89 Arch St, Hartford, CT 06103 | 860-744-4333

The Capital Grille

44 Front Street, Hartford, CT 06103 | (860) 244-0075

The Russell

103 Pratt Street, Hartford, CT 06103 | (860) 727-4014

The Tavern Downtown

201 Ann Uccello Street, Hartford, CT 06103 | (860) 524-9990

Trumbull Kitchen

150 Trumbull St., Hartford, CT 06103 | (860) 493-7412

Vaughan's Public House

59 Pratt St., Hartford, CT 06103 | (860) 882-1560

Wood-N-Tap

99 Sisson Avenue, Hartford, CT 06106 | (860) 232-8277

WEST HARTFORD

Besito Mexican Kitchen

46 South Main Street, West Hartford, CT 06107 | (860) 233-2500

Blue Plate Kitchen

345 North Main Street, West Hartford, CT 06107 | (860) 906-1419

Grants Restaurant

977 Farmington Avenue, West Hartford, CT 06107 | (860) 236-1930

Max's Oyster Bar

964 Farmington Avenue, West Hartford, CT 06107 | (860) 236-6299

Murasaki Japanese Restaurant

23 LaSalle Road, West Hartford, CT 06107 | (860) 236-7622

Noble & Co.

43 LaSalle Rd, West Hartford, CT 06107 | 860-519-1540

Restaurant Bricco's

78 LaSalle Road, West Hartford, CT 06107 | (860) 233-0220

Rizzuto's Wood-Fired Kitchen & Bar

111 Memorial Road, West Hartford, CT 06107 | (860) 232-5000

Savoy Pizzeria & Craft Beer

32 LaSalle Rd, West Hartford, CT 06107 | 860-969-1000

The Cheesecake Factory

71 Isham Road, West Hartford, CT 06107 | (860) 233-5588

The Elbow Room

986 Farmington Ave, West Hartford, CT 06107 | (860) 236-6195

The Pond House Cafe & Hall

1555 Asylum Ave, West Hartford, CT 06117 | (860) 231-8823

CROMWELL

Baci Grill

134 Berlin Road, Cromwell, CT 06416 | (860) 613-2224

Chili's Bar & Grill

4 Sebethe Drive, Cromwell, CT 06416 | (860) 632-1779

Ninety Nine Restaurant

36 Shunpike Road, Cromwell, CT 06416 | (860) 632-2099

ROCKY HILL

Chuck's Steak House

2199 Silas Deane Highway, Rocky Hill, CT 06067 | (860) 529-0222

Dakota Steakhouse

1489 Silas Deane Highway, Rocky Hill, CT 06067 | (860) 257-7752

On the Border Mexican Grill

1519 Silas Deane Highway, Rocky Hill, CT 06067 | (860) 899-1670

Pazzo Cafe

377 Cromwell Ave #B, Rocky Hill CT 06067 | (860) 721-8888

Saybrook Fish House

2165 Silas Deane Highway, Rocky Hill, CT 06067 | (860) 721-9188

Wood-N-Tap

12 Town Line Road, Rocky Hill, CT 06067 | (860) 571-9444

MIDDLETOWN

Forbidden City

335 Main Street, Middletown, CT 06457 | (860) 343-8288

Canoe Club

80 Harbor Drive, Middletown, CT 06457 | (860) 347-9999

La Boca Mexican Restaurant

337 Main Street, Middletown, CT 06457 | (860) 347-4777

NEWINGTON

Ruth's Chris Steak House

2513 Berlin Turnpike, Newington, CT 06111 | (860) 666-2202

GLASTONBURY

2 Hopewell Bistro & Bar

2 Hopewell Road, Glastonbury, CT 06073 | (860) 633-9600

Bricco Trattoria

124 Hebron Ave, Glastonbury, CT 06033 | (860) 659-0220

J. Gilbert's Wood-Fired Steaks & Seafood

185 Glastonbury Blvd, Glastonbury, CT 06033 | (860) 659-0409

Max Amore Ristorante

140 Glastonbury Blvd, Glastonbury, CT 06033 | (860) 659-2819

Max Fish

110 Glastonbury Blvd, Glastonbury, CT 06033 | 860-652-3474

Sakura Garden Japanese Steakhouse

120 Hebron Ave, Glastonbury, CT 06033 | (860) 430-5600

Sayulita

865 Main Street, South Glastonbury, CT 06073 | (860) 430-9941



TRAVELERS CHAMPIONSHIP

SAFETY

Please be alert. Golf balls, especially on Pro-Am days, may inadvertently be hit into spectator areas.

SCOREBOARDS

Scoreboards are identified on the course map. They bring status reports, current scores, biographical and statistical information, special reports and messages to players and fans.

SECURITY POLICY

Due to recent events and heightened security across our nation, the PGA TOUR and the Travelers Championship have updated our Security Policy to include mandatory screening of all patrons, sponsors, volunteers, media and vendors attending or working the event.

Officials are asking everyone to participate in making the event safe and enjoyable by being aware of their surroundings during their visit to a PGA TOUR event. Should a person see an activity that might be unusual or suspicious, they're urged to notify security personnel or Tournament Official working the event. Everyone is urged to keep a simple phrase in mind: "See something, say something."

Since the safety and well-being of everyone is of the utmost importance, please adhere to standard tournament policies. Listed below is the outline of the policies and procedures that will be enforced at the Travelers Championship.

BAG INSPECTION

All items are subject to search. Item inspection will be performed at all Admission Gates while gates are open.

The following bags are **PERMITTED** on tournament grounds:



PROHIBITED ITEMS

The following items are **PROHIBITED** at the Travelers Championship and must be returned to your vehicle:



Other prohibited items include:

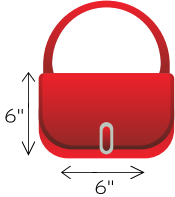
Any other illegal substances or items deemed unlawful or dangerous by the PGA TOUR/Tournament Security Officials.



TRAVELERS CHAMPIONSHIP

PERMITTED ITEMS

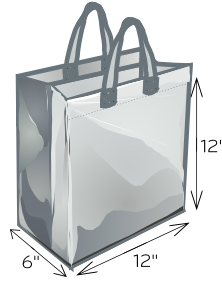
The following items **WILL BE** allowed at the tournament:



Opaque Bags
Not to Exceed 6" x 6" x 6"
(In their natural state)



1-Gallon Clear,
Resealable Plastic Bag



Clear Tote Bags, Plastic,
Vinyl or Other Carry Items
Not to Exceed 12" x 6" x 12"
(In their natural state)



Medically Necessary
and Infant Diaper Bags



Still Camera without Case &
Lens Smaller than 6"
(Mon - Wed)



Collapsible Chair
without Chair Bag



Mobile Phones, Tablets,
PDA's on Silent Mode
(Please see Mobile Device
Policy for more information)



Portable Radio
with Headset



Binoculars without Case



Umbrella without Sleeve



Infant Supplies
(Infant must be with Carrier)



Personal transportations
devices for mobility aid
such as a motorized
wheelchair or scooter

METAL DETECTION

Everyone attending the tournament is subject to search at the entrances and on the course at any time.



An exception will be made for fans needing to bring medical supplies into the tournament. These medically necessary items will be permitted after proper inspection at one of the admission gates.

SPECIAL ASSISTANCE SHUTTLE

On-course Special Assistance Shuttle stops include Main Gate, 18 Concessions and 18 Fairway Crosswalk. Hours of operation are Wednesday-Sunday 7:00 a.m. to 7:00 p.m. Special Assistance Shuttle is provided by Oak Hill.



TRAVELERS CHAMPIONSHIP

TICKET & PARKING PRICING

TICKET TYPE	ADVANCE (UNTIL MAY 1)	ADVANCE (UNTIL JUNE 25)	GATE	
GROUPS ADMISSION	Good-Any-One-Day	\$42.00	\$47.00	-
	Good-Any-One-Day M-W	\$30.00	\$30.00	-
	Monday	\$10.00	\$15.00	\$20.00
	Tuesday	\$10.00	\$15.00	\$20.00
	Wednesday	\$25.00	\$30.00	\$35.00
	Thursday	\$34.00	\$39.00	\$45.00
	Friday	\$34.00	\$39.00	\$45.00
	Saturday	\$38.00	\$43.00	\$49.00
	Sunday	\$38.00	\$43.00	\$49.00
	Weekly	\$130.00	\$145.00	-
SENIOR GROUNDS ADMISSION	Good-Any-One-Day	\$37.00	\$42.00	-
	Monday	\$8.00	\$13.00	\$17.00
	Tuesday	\$8.00	\$13.00	\$17.00
	Wednesday	\$22.00	\$27.00	\$30.00
	Thursday	\$29.00	\$34.00	\$39.00
	Friday	\$29.00	\$34.00	\$39.00
	Saturday	\$33.00	\$38.00	\$43.00
	Sunday	\$33.00	\$38.00	\$43.00
GOLD LOT (LOT B) PARKING	Good-Any-One-Day	\$12.00	\$12.00	-
	Monday	\$8.00	\$8.00	\$10.00
	Tuesday	\$8.00	\$8.00	\$10.00
	Wednesday	\$10.00	\$10.00	\$15.00
	Thursday	\$10.00	\$10.00	\$15.00
	Friday	\$10.00	\$10.00	\$15.00
	Saturday	\$10.00	\$10.00	\$15.00
	Sunday	\$10.00	\$10.00	\$15.00
RED LOT PARKING	Good-Any-One-Day	\$22.00	\$22.00	-
	Monday	\$18.00	\$18.00	\$20.00
	Tuesday	\$18.00	\$18.00	\$20.00
	Wednesday	\$20.00	\$20.00	\$25.00
	Thursday	\$20.00	\$20.00	\$25.00
	Friday	\$20.00	\$20.00	\$25.00
	Saturday	\$20.00	\$20.00	\$25.00
	Sunday	\$20.00	\$20.00	\$25.00



TRAVELERS CHAMPIONSHIP

TICKETS

TICKET TYPE		ADVANCE	GATE
CHAMPIONS CLUB	Wednesday	\$175.00	\$175.00
	Thursday	\$250.00	\$250.00
	Friday	\$275.00	\$275.00
	Saturday	\$250.00	\$250.00
	Sunday	\$275.00	\$275.00
	Weekly	\$1,000.00	-
MICHELOB ULTRA 19 TH HOLE SPONSOR CLUB	Good-Any-One-Day	\$95.00	\$95.00
	Wednesday	\$60.00	\$60.00
	Thursday	\$75.00	\$75.00
	Friday	\$90.00	\$90.00
	Saturday	\$90.00	\$90.00
	Sunday	\$90.00	\$90.00

MICHELOB ULTRA 19TH HOLE SPONSOR CLUB PACKAGES

Eagle - \$6,200

- 90 Sponsor Club Tickets
(each valid any one day Wed-Sun)
- 45 Gold Lot (Lot B) Parking Passes
- \$900 in Food & Beverage Vouchers

Birdie - \$3,900

- 50 Sponsor Club Tickets
(each valid any one day Wed-Sun)
- 25 Gold Lot (Lot B) Parking Passes
- \$500 in Food & Beverage Vouchers

Par - \$1,800

- 20 Sponsor Club Tickets
(each valid any one day Wed-Sun)
- 10 Gold Lot (Lot B) Parking Passes
- \$200 in Food & Beverage Vouchers

COMPLIMENTARY TICKET PROGRAM SPONSORS



VETERANS FREE ADMISSION



KIDS FREE ADMISSION



MILITARY FREE ADMISSION



TRAVELERS CHAMPIONSHIP

TOURNAMENT OFFICE

The Travelers Championship Tournament Office is located at the Main Gate next to the Volunteer Villa.

WEATHER

Weather in Connecticut can sometimes be unpredictable. Please take the necessary precautions to avoid being uncomfortable while watching the tournament. This includes wearing appropriate and comfortable clothing and footwear, bringing a visor or hat, carrying an umbrella and applying suntan lotion.

Watch the leader boards for "Weather Warnings." In the event of severe weather, Travelers Championship spectators will be kept informed of current conditions.

WILL CALL

The Travelers Championship Will Call office will be available during tournament week, Monday, June 19 - Sunday, June 25. The Will Call office is located on Golf Club Road, 1/10 of a mile south of the entrance to the General Parking Lot. In order to pick up your credentials, all guests will be required to show a photo ID.

WILL CALL HOURS

- Monday: 7 a.m. – 6 p.m.
- Tuesday: 7 a.m. – 6 p.m.
- Wednesday: 5 a.m. – 6 p.m.
- Thursday: 6 a.m. – 6 p.m.
- Friday: 6 a.m. – 6 p.m.
- Saturday: 7 a.m. – 6 p.m.
- Sunday: 7 a.m. – 2 p.m.

DIRECTIONS TO WILL CALL

From the North:

I-91 South to Exit 23, West St. Rocky Hill. Left at the end of the ramp. Continue straight until the intersection with Rt. 99. Right onto 99 (Silas Deane Highway). Continue on Route 99 past the main tournament entrance for ¼ mile. Take a left on Golf Club Road, Will Call will be on the right.

From the South:

I-91 North to Exit 22 to Rt. 9 South. Take Exit 19/West St. Right at the end of the ramp. Immediate right onto Rt. 3 for one mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ¾ mile to Golf Club Road. Take a right onto Golf Club Road, Will Call is on the right.

From the West:

Rt. 9 South to Exit 19. Right at end of ramp onto West St. Immediate right onto Rt. 3 for one mile. Turn right onto Court St., follow to end, left onto Rt. 99 (Main St.), ¾ mile to Golf Club Road. Take a right onto Golf Club Road, Will Call is on the right.

From the East:

Rt. 9 North through Middletown. Exit 18/Rt. 99 Cromwell/Rocky Hill. Follow Rt. 99 for 3 miles. Turn right on Golf Club Road. Will Call is on the right.

***See additional Will Call procedures on page 19 of this manual.**



TRAVELERS
CHAMPIONSHIP

This section of the guide will be a detailed review of phase 6, highlighted below in dark gray.

1

4-6 MONTHS BEFORE
OBJECTIVES AND POINT PERSON

2

3-4 MONTHS BEFORE
CRAFT GUEST LIST AND INVITATIONS

3

8 WEEKS BEFORE
SEND INVITATIONS
TOURNAMENT SUBMISSIONS AND APPROVAL

FRIDAY, APRIL 21	VENUE LAYOUT	FRIDAY, MAY 19	PAIRINGS GUIDE SUBMISSIONS
TUESDAY, APRIL 25	GREENSIDE CLUB PARTNER BREAKFAST		VIDEO BOARD SUBMISSIONS
WEDNESDAY, APRIL 26	SKYBOX PARTNER BREAKFAST		VIDEO TOWER SUBMISSIONS
THURSDAY, MAY 11	CORPORATE MERCHANDISE SPONSOR GIFT APPROVALS	MONDAY, MAY 29	CATERING INFORMATION
			GUEST COUNT ESTIMATES
			CERTIFICATE OF INSURANCE

4

2 WEEKS BEFORE
DISTRIBUTE TICKETS
TOURNAMENT FINAL FORMS AND COUNTS

FRIDAY, JUNE 2	SHIPPING FORMS
	VENUE SET-UP AND BREAKDOWN
FRIDAY, JUNE 9	FINAL GUEST COUNTS

5

DURING TOURNAMENT
HOSTING ROLES
A-Z INFORMATION

6

1-2 WEEKS AFTER
GUEST FOLLOW-UP AND INTERNAL ANALYSIS



TRAVELERS CHAMPIONSHIP



HOW SHOULD I FOLLOW UP WITH GUESTS AFTER THE EVENT?

Once the Travelers Championship is over, take a deep breath but know your job is not complete. Successful PGA TOUR sponsors thank attendees with a personal note or phone call within two weeks of the event. For key clients, consider having senior management follow up with a personal thank you as well. Not only is follow-up important for your relationship with your guests, it can also help to close business. If you did not have a chance to start the sales process at the event, this could be a great opportunity to have face-to-face visits with guests after the event.

In addition to follow-ups from the sales team and senior management, the point person should send guests a post-event survey to gauge their satisfaction with the event. Top PGA TOUR sponsors use tools such as Survey Monkey or Google Forms to send a post-event survey. Consider offering an incentive for taking the survey, as this will entice more people to respond, giving you better post-tournament analysis. By analyzing ticket allocation, one company found that over 85% of all tickets were used for business development. It is important to continue to develop your business after the event is over by following up with your guests. Remember how much revenue each guest represents for the company and take advantage of this opportunity to meet with them. You can learn from their feedback how to improve your event for next year.

Examples of survey questions are available in the Appendix of this guide (Exhibit F).

SUMMARY

- Personally thank each of your attendees within two weeks of the event
- Use the follow-up opportunity to start the sales process
- Send a post-event survey within two weeks of the event to gauge guest feedback
- Offer a reward for taking the survey to entice people to respond

“PGA TOUR events allow the opportunity for relationships to begin or evolve, but we look for deeper conversations to happen after the event around business initiatives through mainly face-to-face visits.”

-Telecommunications Company



TRAVELERS CHAMPIONSHIP



HOW DO I DETERMINE THE SUCCESS OF MY EVENT?

According to survey respondents, top PGA TOUR sponsors analyze their sponsorship in several ways to determine success versus the defined objectives. The following questions will reveal how effective your event was and how to improve for next year:

- Were all tickets and seats used?
- If you purchased a weekly suite, what days were most popular for guests to attend?
- Who used each ticket? A customer, prospect or an employee?
- Did some business units use more than their share of these assets or did others not use them at all?

It is also helpful to send an internal survey to employees who were engaged with the sponsorship and ask them the following questions:

- Were all tickets and seats used?
- How many times has the client been hosted?
- What was the feedback from each client?
- Is the return on investment measurable? If so, what was the return?

COMPANIES CAN INCREASE RETURNS BY AS MUCH AS 30% BY USING A COMPREHENSIVE APPROACH TO MEASURE THE IMPACT OF THEIR SPONSORSHIPS, ACCORDING TO THE 2014 ARTICLE, "WHAT'S YOUR SPORTS SPONSORSHIP WORTH?" FROM MCKINSEY & CO.

WWW.MCKINSEY.COM/INSIGHTS/MARKETING_SALES/IS_SPORTS_SPONSORSHIP_WORTH_IT

SUMMARY

- Determine your success metrics before the event so you can easily measure post-event
- Analyze ticket use and feedback from clients and employees

"Feedback post-event is very important for us and helps us determine the success."

-Manufacturing Company

CASE STUDY

Companies determine success in many different ways. Some take a fairly qualitative approach, such as examining the ease of follow-up discussions. Others analyze their sponsorships more quantitatively, determining specific revenue generating metrics and analyzing ticket use. A telecommunications company combines approaches to determine their success. They track the number of attendees and client feedback by following up with a phone call or email. Additionally, they analyze the overall financial impact for clients/partners who attended the event using CRM data.

THANK YOU

Thank you for your support of the Travelers Championship and the PGA TOUR. With your support, the tournament has generated over \$35 million for local nonprofits.



TRAVELERS
CHAMPIONSHIP



Together, anything's possible.

We hope you found this guide helpful with the planning and execution of your sponsorship. Enjoy the tournament!





TRAVELERS
CHAMPIONSHIP

APPENDIX GENERAL VENUE INFORMATION



TRAVELERS CHAMPIONSHIP

HOURS OF OPERATION

Hours of Operation are as follows: .

- Breakfast and Coffee Service | 10:00 a.m. - 12:00 p.m.*
- Lunch Service | 12:00 p.m. - 3:00 p.m.
- Action Station | 12:00 p.m. - 3:00 p.m.
- Afternoon Fare | 3:00 p.m. - End of play
- Full Bar | 11:00 a.m. - End of play

Catering and bar service will stop upon completion of play. Clients needing access to the venue earlier than 10:00 a.m. must make special arrangements with the tournament staff.

* Greenside Club opens at 8:30 a.m. with a breakfast buffet.

AGE REQUIREMENT

All guests age 3 and over must have a credential to enter into a venue. All children are required to be supervised and accompanied by a parent or guardian at all times. Children are not to be left unsupervised. Failure to supervise could lead to a child and their parent or guardian being asked to leave. The tournament reserves the right to ask a child and their parent or guardian to vacate a venue if their behavior becomes distracting to staff, other guests and/or PGA TOUR Professionals.

BEVERAGE & LIQUOR LAWS

Alcoholic beverages served in venues will be chosen by Corporate Row and Sky Suite clients. Skybox bars will include beer, wine, malt beverages and assorted non-alcoholic beverages. Greenside Club will include beer, wine, liquor, malt beverages and assorted non-alcoholic beverages. No bottles, cans or cups containing alcoholic beverages shall leave the venue. Client is required to adhere to the following general regulations:

1. Photo ID. A valid photo ID must be presented to obtain an alcoholic beverage. Valid photo ID shall include a current driver's license, military ID, or other suitable ID as determined by Tournament Officials. Bartenders will have hand stamps to denote guests over 21; however, guests should be prepared to show their photo ID at all times.
2. Serving of Minors. The current legal drinking age in the State of Connecticut is twenty-one (21) years of age. Persons under the legal drinking age consuming alcoholic beverages will be asked to leave the tournament grounds.
3. Bartenders. Bartenders will be provided by the Tournament Caterer. Guests are not permitted to serve themselves under any circumstances.
4. Intoxicated Individuals. It is the responsibility of the client, as well as the bartender, to determine when a person should no longer be served. Connecticut forbids serving of alcohol to any intoxicated individual. Clients are responsible for controlling its guests who become intoxicated. The tournament reserves the right to refuse to serve any individual.
5. Violation of the Liquor Laws of Connecticut. Violation of the liquor laws of Connecticut by the client or its guests shall be grounds to terminate Agreement without notice and without refund of any paid charges or fees.

STAFFING

The tournament will provide the following staffing:

1. The tournament will provide a volunteer to wristband all guests upon entry. A uniform system will allow access to client's venue for client's guests only. It will be required that venue clients possess a wristband and a punched venue ticket for re-entry to the venue. Wristbands will be required for access to food and beverage service.
2. A tournament representative will patrol the venue area each night from 7:00 p.m. to 7:00 a.m. during tournament week.
3. The tournament accepts no responsibility for items left inside the venue.
4. Clients are encouraged to provide a host or hostess at the venue entrance to welcome guests and sign-in guests, if desired. If clients desire a security guard for its specific venue, arrangements may be made only through the authorized tournament security vendor, at client's expense.



TRAVELERS CHAMPIONSHIP

TELEVISION

The tournament will provide a color television monitor in the venue.

SANITATION

Sanitation service and trash removal is provided as part of each venue package.

HOUSEKEEPING

Daily cleaning inside each venue will be provided on a nightly basis. However, it is expected that client will place trash in appropriate receptacles.

ELECTRICAL POWER

Standard electrical wiring and power is included as part of each venue package. Given the temporary nature of the power installed, all electrical requirements must be discussed with the tournament staff. The client is responsible for any additional costs.

PRODUCT DISTRIBUTION/LOGO USAGE AND BAG REGULATIONS

Clients shall not distribute any goods, merchandise or gifts within client's venue without prior written consent of the tournament. Products to be distributed from client's venue during the tournament must be submitted to the tournament for approval. Items not submitted to the tournament for approval will not be permitted to be distributed. The client acknowledges and agrees that no right or license to use any of the PGA TOUR or tournament trademarks, names or logos has been granted hereunder and client shall not use, in any manner, the PGA TOUR or tournament trademarks, names or logos without prior written consent of the tournament. Additionally, PGA TOUR security regulations require any opaque bags utilized to distribute goods to be no larger than six inches by six inches by six inches or clear bags no larger than twelve inches by twelve inches by six inches.

PARKING

GRAY LOT (SPONSOR VALET)

Sponsor Valet is located in the Gray Lot at the Pro-Am Tent, adjacent to the Practice Facility. Please see the map at the end of this manual for exact location. Sponsor Valet is in operation Thursday - Sunday from 8:00 a.m. until 1 hour post play.

RED LOT (VIP PARKING)

VIP parking is located in the Red Lot with access via Golf Club Road. From Rt. 99 in Cromwell, follow signs for Red Lot (VIP parking). Onsite parking lots open at 6:00 a.m. daily and are filled on a first come, first served basis regardless of whether parking is bought in advance, received through a sponsorship package or purchased at the gate. If you arrive early, the walk is only a few minutes to the main gate; late arrivals will have to park further out in the Red Lot (VIP parking) and will have up to a 8-minute walk. If you wish to purchase additional parking, VIP passes are \$22 in advance and can be purchased through the tournament office. VIP Parking is \$25 at the gate. Day specific passes are also available (see page 39.)

GOLD LOT (LOT B)

Ample parking is available daily onsite in Lot B located in the Gold Lot. Onsite parking lots open at 6:00 a.m. daily and are filled on a first come, first served basis regardless of whether parking is bought in advance, received through a sponsorship package or purchased at the gate. If you arrive early, the walk is only a few minutes to the main gate; late arrivals will have to park further out in Gold Lot (Lot B) and will have up to a 10-minute walk. If you wish to purchase additional parking tickets, Gold Lot (Lot B) passes are \$12 in advance and can be purchased through the Tournament Office. Gold Lot (Lot B) parking is \$15 at the gate. Day specific passes are also available (see page 39.)

TICKET POLICY

Travelers Championship tickets no longer need to be visible on patrons at all times. However, they must be on all persons on site at the tournament. Tickets will need to be presented at all entry points to the tournament grounds and to all tournament hospitality venues. The tournament is not responsible for lost, stolen or misplaced tickets.



TRAVELERS CHAMPIONSHIP

In 2017, the Travelers Championship has expanded its partnership with Ticketmaster in order to continuously improve the experience for our sponsors and guests. Ticketmaster will provide us with great opportunities, including many aspects that will benefit our corporate hospitality partners this year and years to come.

KEY CHANGES IN 2017

Scanners will be present at each **Skybox** entrance. The addition of scanners will allow us to improve speed and ease of guest entry into the Skyboxes.

Skybox sponsor names will still remain on tickets in text; however, Skybox partner logos will be added onto the interior signage of Skyboxes (specifically the 16" x 16" signs affix to the drink rail of each Skybox section).

Aetna Greenside Club partners' company names will now be included on tickets in text. The addition of company names will allow for easier guest navigation of the Aetna Greenside Club and the tables within. It will also allow sponsors to more easily determine who their specific guests are within the club.

Sample Ticket (Actual Size)



In 2017, we will be able to test an online system with a select number of partners that will allow sponsors to manage their tickets electronically, including RSVP software and distribution. Our goal is that in 2018, we will be able to expand this platform and allow all sponsors the opportunity to manage their tickets electronically.

Wristbanding

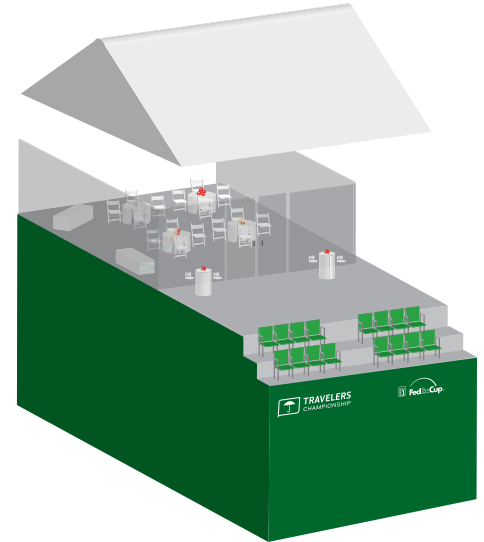
As a continuation of last year's growth in the wristband program, the Travelers Championship will once again be coordinating specific wristband patterns for each venue (this is in addition to the daily colors of the wristbands). This program will allow sponsors to better identify guests that have been ticketed and invited into the venue.



TRAVELERS CHAMPIONSHIP

EACH CHALET PACKAGE INCLUDES:

- 20' x 40' Chalet (20' x 30' interior with 20' x 10' covered patio) air-conditioned tent, fully lined interior and ceiling accompanied by outdoor stadium seating
- 304 Tickets per day for five days (Wednesday – Sunday), valid for both Grounds and Chalet Admission: Total – 1,520 Tickets
- 2 Sponsor Valet Parking Passes per day (Thursday – Sunday)
- 2 VIP Parking Passes per day (Wednesday – Sunday)
- 50 Gold Lot (Lot B) Daily Parking Passes, each valid any one day
- Color television in Corporate Row Chalet
- Complimentary copies of daily Pairings Guide



CATERING/BEVERAGES

Each client will be contacted by the designated tournament caterer who will provide an assortment of catering selections designed to accommodate client's needs. Clients must use the designated tournament caterer. No food or beverage is permitted to be brought into the Corporate Row Chalet by client. No food or beverage may leave the chalet. All catering costs are the responsibility of the client. In order to provide sufficient quantities of food and serving personnel, guaranteed catering minimums will be required in all Chalets as follows:

- Wednesday – 50 people
- Thursday – 75 people
- Friday – 75 people
- Saturday – 75 people
- Sunday – 75 people

Menus and additional details will be sent separately from this manual.

TOURNAMENT/CORPORATE ROW CHALET PASSES

The tournament will provide client with printed tickets to a designated Corporate Row Chalet, which the client may distribute to invited guests. Three hundred four (304) tickets per day per Corporate Row Chalet will be provided and will only be valid for admittance to the Corporate Row Chalet on the date indicated on the ticket. Clients are responsible for the distribution and control of the tickets to its designated Corporate Row Chalet. After the client receives the tickets, the tournament assumes no responsibility for distribution. Additional Corporate Row Chalet tickets may be purchased through the tournament staff.

Clients will be provided with company host name tags onsite each morning. Please have the main contact(s) wear their company host nametags so tournament staff and volunteers can identify who the main contacts are each day. Four company host nametags will be provided for each day of tournament week.

CORPORATE ROW CHALET CAPACITY

For the safety and protection of client's guests, the capacity of each Corporate Row Chalet is limited to ninety (90) persons at one time, no exceptions. While clients are given the opportunity to invite up to three hundred four (304) guests to the Corporate Row Chalet over the course of the day, the occupation limit must be strictly adhered to. Clients will assist tournament volunteers and staff in maintaining the occupation limit. The tournament reserves the right to enter the Corporate Row Chalet to monitor occupation and to require client to remove persons in excess of the occupation limit. The tournament also reserves the right to close the Corporate Row Chalet should client not comply with occupation limit.

RESTROOM FACILITIES

A restroom facility will be available to Corporate Row clients and their guests.

AIR CONDITIONING

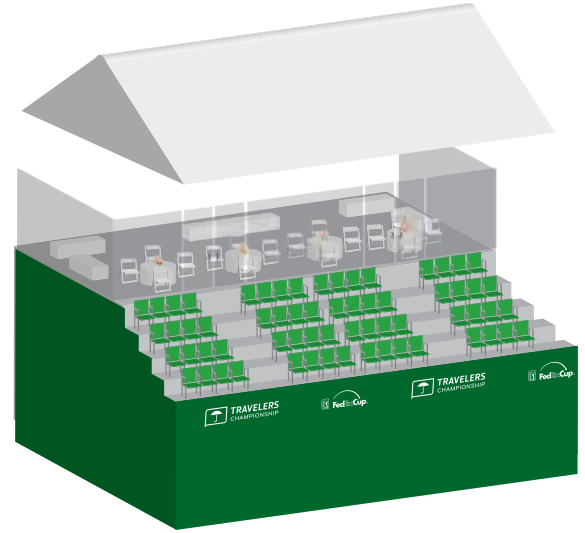
The tournament will provide and install an air-conditioner unit for client's venue. No other units will be permitted.



TRAVELERS CHAMPIONSHIP

EACH SKY SUITE PACKAGE INCLUDES:

- 30' x 40', (30' x 30' interior) air-conditioned super-span tent, fully lined interior and ceiling accompanied by outdoor stadium seating
- 135 tickets per day (Wednesday – Sunday), valid for both Grounds and Sky Suite Admission: Total – 675 Tickets
- 2 Sponsor Valet Parking Passes per day (Thursday – Sunday)
- 2 VIP Parking Passes per day (Wednesday – Sunday)
- 50 Gold Lot (Lot B) Daily Parking Passes, each valid any one day
- Private restroom adjacent to Sky Suite
- Color television in Sky Suite
- Complimentary copies of daily Pairings Guide



CATERING

Each client will be contacted by the designated tournament caterer who will provide an assortment of catering selections designed to accommodate client's needs. Clients must use the designated tournament caterer. No food or beverage is permitted to be brought into the Sky Suite by client. All food and beverage must remain inside the Sky Suite. All catering costs are the responsibility of the client. In order to provide sufficient quantities of food and serving personnel, guaranteed catering minimums will be required in all Sky Suites as follows:

- Wednesday – 50 people
- Thursday – 75 people
- Friday – 75 people
- Saturday – 75 people
- Sunday – 75 people

Menus and additional details will be sent separately from this manual.

TOURNAMENT/SKY SUITE PASSES

The tournament will provide clients with printed tickets to a designated Sky Suite, which the client may distribute to invited guests. One hundred thirty five (135) admission tickets per day per Sky Suite will be provided and will only be valid for admittance to the Sky Suite on the date indicated on the ticket. Clients are responsible for the distribution and control of the tickets to its designated Sky Suite. After the client receives the tickets, the tournament assumes no responsibility for distribution. Additional Sky Suite tickets may be purchased through the tournament staff.

Clients will be provided with company host name tags onsite each morning. Please have the main contact(s) wear their company host nametags so tournament staff and volunteers can identify who the main contacts are each day. Four company host nametags will be provided for each day of tournament week.

SKY SUITE CAPACITY

For the safety and protection of client's guests, the capacity of each Sky Suite is limited to ninety (90) persons at one time, no exceptions. While client is given the opportunity to invite up to one hundred thirty five (135) guests to the Sky Suite over the course of the day, the occupation limit must be strictly adhered to. Clients will assist tournament volunteers and staff in maintaining the occupation limit. The tournament reserves the right to enter the Sky Suite to monitor occupation and to require client to remove persons in excess of the occupation limit. The tournament also reserves the right to close the Sky Suite should client not comply with occupation limit.

RESTROOM FACILITIES

A restroom facility will be available exclusively to the client and their guests at a location in close proximity to the Sky Suite.

AIR CONDITIONING

The tournament will provide and install an air-conditioner unit for client's venue. No other units will be permitted.

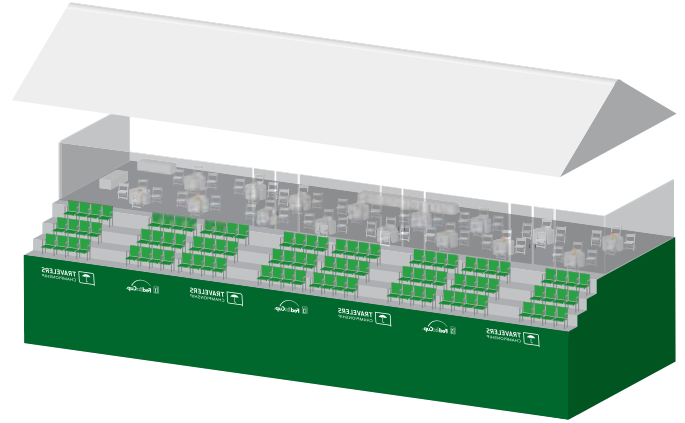


TRAVELERS CHAMPIONSHIP

HOURS OF OPERATION

Hours of Operation are as follows:

- Aetna Greenside Club Opens: 8:30 a.m.
- Breakfast and Coffee Service | 8:30 a.m. - 12:00 p.m.
- Lunch Service | 12:00 p.m. - 3:00 p.m.
- Action Station | 12:00 p.m. - 3:00 p.m.
- Afternoon Fare | 3:00 p.m. - End of play
- Full Bar | 11:00 a.m. - End of play
- Aetna Greenside Club Closes: 30 minutes post play



CATERING

An all-inclusive food and beverage package is included in the Aetna Greenside Club Packages. Food and beverage is not permitted to be brought into the Aetna Greenside Club by the client. All food and beverage must remain inside the Aetna Greenside Club. Wristbands distributed by tournament are required for access to food and beverage service.

Specific menu information will be sent separately.

TOURNAMENT/GREENSIDE PASSES

The tournament will provide client with printed tickets to the Aetna Greenside Club, which the client may distribute to invited guests. Ten (10) tickets per day will be provided and will only be valid for admittance to the Aetna Greenside Club on the date indicated on the ticket. Clients are responsible for the distribution and control of its tickets. After the client receives the tickets, the tournament assumes no responsibility for distribution. Additional Aetna Greenside Club tickets may be purchased through the tournament staff.

RESTROOM FACILITIES

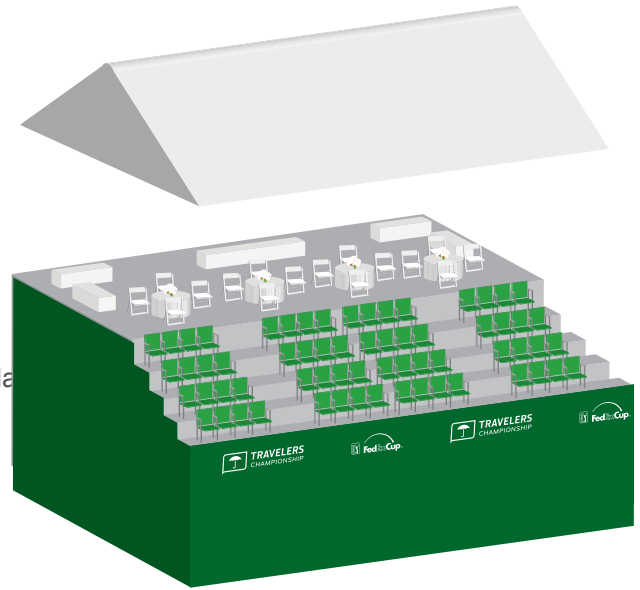
Portable restroom facilities will be available exclusively to hospitality clients and their guests.



TRAVELERS CHAMPIONSHIP

EACH SKYBOX PACKAGE INCLUDES:

- 10' x 40' Skybox
- 54 Tickets per day (Wednesday – Sunday), valid for both Ground and Skybox Admission: Total – 270 Tickets
- 2 Sponsor Valet Parking Passes per day (Thursday – Sunday)
- 1 VIP Parking Pass per day (Wednesday – Sunday)
- 50 Gold Lot (Lot B) Daily Parking Passes, each valid any one day
- Catered Food and Beverage
- Open Bar including Beer, Wine and Malt Beverages
- Color TV monitor in Skybox area
- Complimentary copies of daily Pairings Guide



CATERING

An all-inclusive food and beverage package is included in the Skybox rental. Food and beverage is not permitted to be brought into the Skybox by the client. All food and beverage must remain inside the Skybox. Wristbands distributed by the tournament are required for access to food and beverage service.

Specific menu information will be sent separately.

TOURNAMENT/SKYBOX PASSES

The tournament will provide client with printed tickets to a designated Skybox, which the client may distribute to invited guests. Fifty-four (54) tickets per day per Skybox will be provided and will only be valid for admittance to the Skybox on the date indicated on the ticket. Clients are responsible for the distribution and control of the tickets to its designated Skybox. After the client receives the tickets, the tournament assumes no responsibility for distribution. Additional Skybox tickets may be purchased through the tournament staff.

Clients will be provided with company host name tags onsite each morning. Please have the main contact(s) wear their company host nametags so tournament staff and volunteers can identify who the main contacts are each day. Four company host nametags will be provided for each day of tournament week.

SKYBOX CAPACITY

For the safety and protection of client's guests, the capacity of each Skybox is limited to thirty (30) persons or sixty (60) for a double Skybox at one time, no exceptions. While the client is given the opportunity to invite up to fifty-four (54) guests or one hundred eight (108) for a double Skybox over the course of the day, the occupation limit must be strictly adhered to. Clients will assist tournament volunteers and staff in maintaining the occupation limit. The tournament reserves the right to enter the Skybox to monitor occupation and to require client to remove persons in excess of the occupation limit. The tournament also reserves the right to close the Skybox should client not comply with occupation limit.

RESTROOM FACILITIES

Portable restroom facilities will be available exclusively to hospitality clients and their guests.



TRAVELERS CHAMPIONSHIP



APPENDIX
EXHIBITS



TRAVELERS
CHAMPIONSHIP

TICKET ALLOCATION TEMPLATE

Ticket Allocation Template					
Line of Business (i.e. Marketing, Business Development, Executives)	Wednesday	Thursday	Friday	Saturday	Sunday
Group 1					
Group 2					
Group 3					
Group 4					
Total	0	0	0	0	0



**TRAVELERS
CHAMPIONSHIP**

PAPER INVITATIONS

JOIN US!
JUNE 21-25

INVITATION COPY HERE. INVITATION COPY HERE. INVITATION COPY HERE. INVITATION COPY HERE. INVITATION COPY HERE. INVITATION COPY HERE. INVITATION COPY HERE.

JOIN US!
JUNE 21-25

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Client Logos Here

Layout C



TRAVELERS CHAMPIONSHIP

EMAIL BLASTS

TRAVELERS CHAMPIONSHIP

AUGUST 1-7, 2016
TPC RIVER HIGHLANDS | CROMWELL, CT

THE 2016 TRAVELERS CHAMPIONSHIP IS HERE!

SCHEDULE OF EVENTS	TICKETS	PARKING
QUICK FACTS	COURSE MAP	SPECTATOR GUIDELINES & FAQ
SECURITY & BAG POLICY	CHARITY	SPECTATORS WITH SPECIAL NEEDS
MILITARY APPRECIATION	PLAYER FIELD	METRO HARTFORD ALLIANCE FAN ZONE

2016 PLAYER FIELD

RUBEN WATSON BRANDEN SPACK PATRICK REED LOUIS OOSTHUIZEN

August 1-7, 2016 | TPC River Highlands | Cromwell, CT

TRAVELERS CHAMPIONSHIP

NBC NEWS CORRESPONDENT CYNTHIA MCFADDEN AND RENOWNED CHEF MING TSAI TO HEADLINE 2016 TRAVELERS CHAMPIONSHIP WOMEN'S DAY

HARTFORD, Conn., July 14, 2016 - The Travelers Championship today announced that the 2016 Women's Day Breakfast will feature renowned television journalist Cynthia McFadden and celebrity chef Ming Tsai. The eighth annual Travelers Championship Women's Day will take place on Thursday, August 4, at TPC River Highlands in Cromwell, Connecticut, and will benefit tournament charities, including the ALS Clinic at the Hospital for Special Care.

The event will begin with a networking breakfast and interactive cooking demonstration, where Tsai will give tips for preparing some of his most popular dishes. McFadden will then share her life experiences and journey to success. In addition to the breakfast, all women attending the tournament on Women's Day will be offered complimentary tours of the Golf Channel studio, preferred bleacher seating, a 10 percent discount at the official merchandise tent and a golf clinic at the tournament's practice facility. Travelers is once again the presenting sponsor of Women's Day. The Hartford Business Journal, Hartford HealthCare, Red Thread and Lux Bond & Green will serve as event partners, along with many more on-site sponsors.

"We host events like Women's Day to help us engage the entire community and generate significant funds for charity," said Travelers Championship Tournament Director Nathan Grube. "With Ming and Cynthia as our guests, we look forward to an enlightening and enjoyable experience for everyone in attendance."

Women's Day has grown to be one of the most popular days during the tournament," said Madelyn Arniker, Executive Vice President and Chief Information Officer at Travelers. "We're pleased to support an event that appeals to an extended group of female fans and delivers an extraordinary experience that

August 1-7, 2016 | TPC River Highlands | Cromwell, CT

TRAVELERS CHAMPIONSHIP

DOUG FLUTE JIM CALHOUN KEVIN O'LEARY CHRIS DALEY MIKE CAVANAUGH

KEN CASEY JAYMER COLEEN MING TSAI LUKE WILSON KEVIN NEALON

CHRIS BERMAN RAY ALLEN TIM WAKELFIELD DANE DENHAM RICK HORNIG

MORE STARS JOIN THE 2016 TRAVELERS CELEBRITY PRO-AM

HARTFORD, Conn., July 29, 2016 - The Travelers Championship today announced former NFL



TRAVELERS CHAMPIONSHIP

TOURNAMENT INFORMATION SAMPLES

EXAMPLE OF INFORMATIONAL EMAIL:

Dear _____,

We are looking forward to having you as our guest at the Travelers Championship! Please note the important information in this email to make your day a success while watching some of the best golf around and visiting with us. The attachments instruct you how to pick up tickets, park and find your way to the <Insert Sponsorship Type>. New regulations are in effect so please read each attachment and the email carefully. All information and maps are available at www.TravelersChampionship.com.

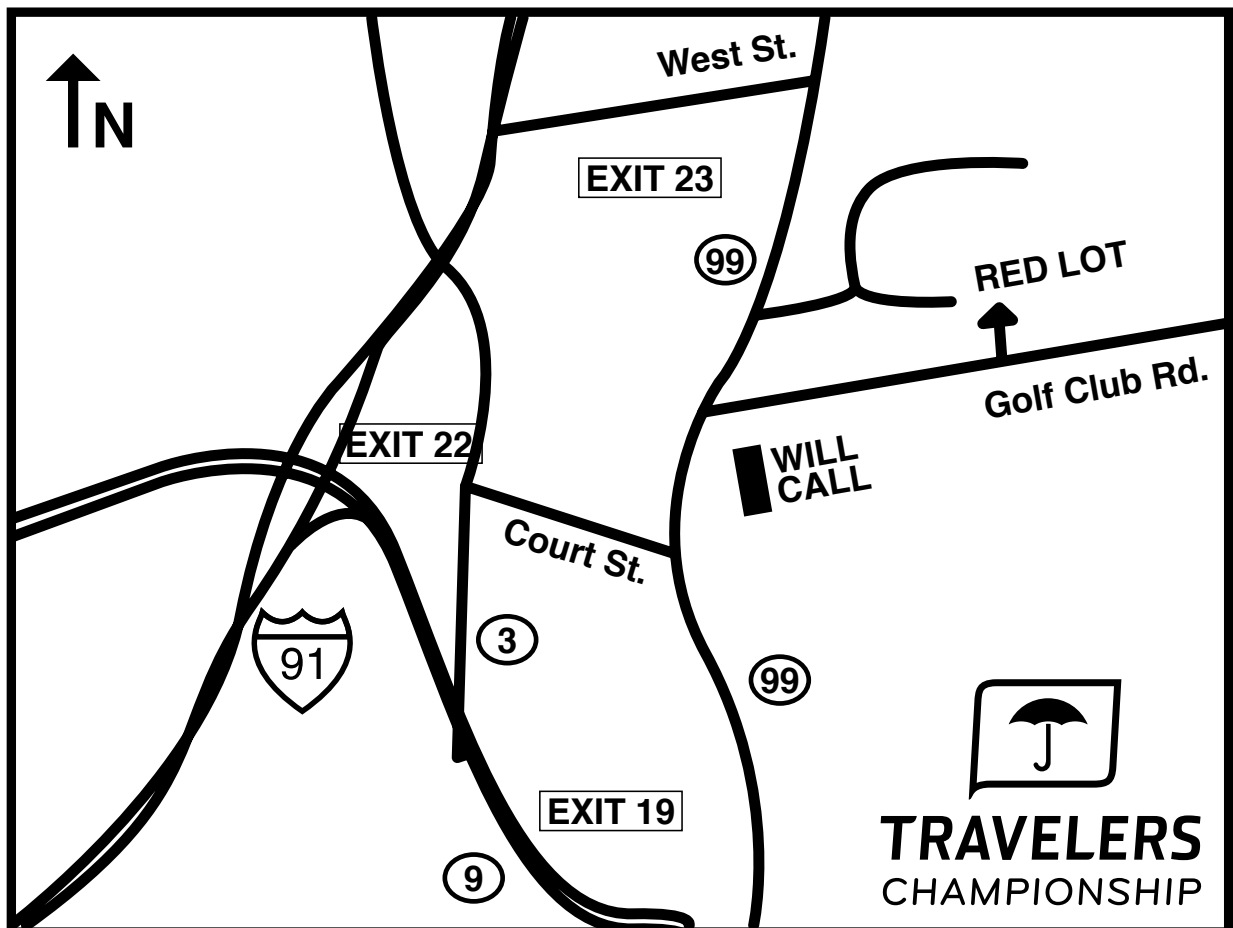
TICKETS:

If you haven't received your tickets, tickets are held at WILL CALL. Your tickets will be left at Will Call by <Insert Company Contact Name> with <Insert Company Name>.

Please note: You must first pick up tickets at Will Call BEFORE parking your car elsewhere and walking to the golf course. A Valid ID is required to claim your tickets. (Driver's License suggested)

PARKING:

1. GENERAL PARKING, GOLD LOT (LOT B)
2. VIP PARKING, RED LOT





TRAVELERS CHAMPIONSHIP

TOURNAMENT INFORMATION SAMPLES

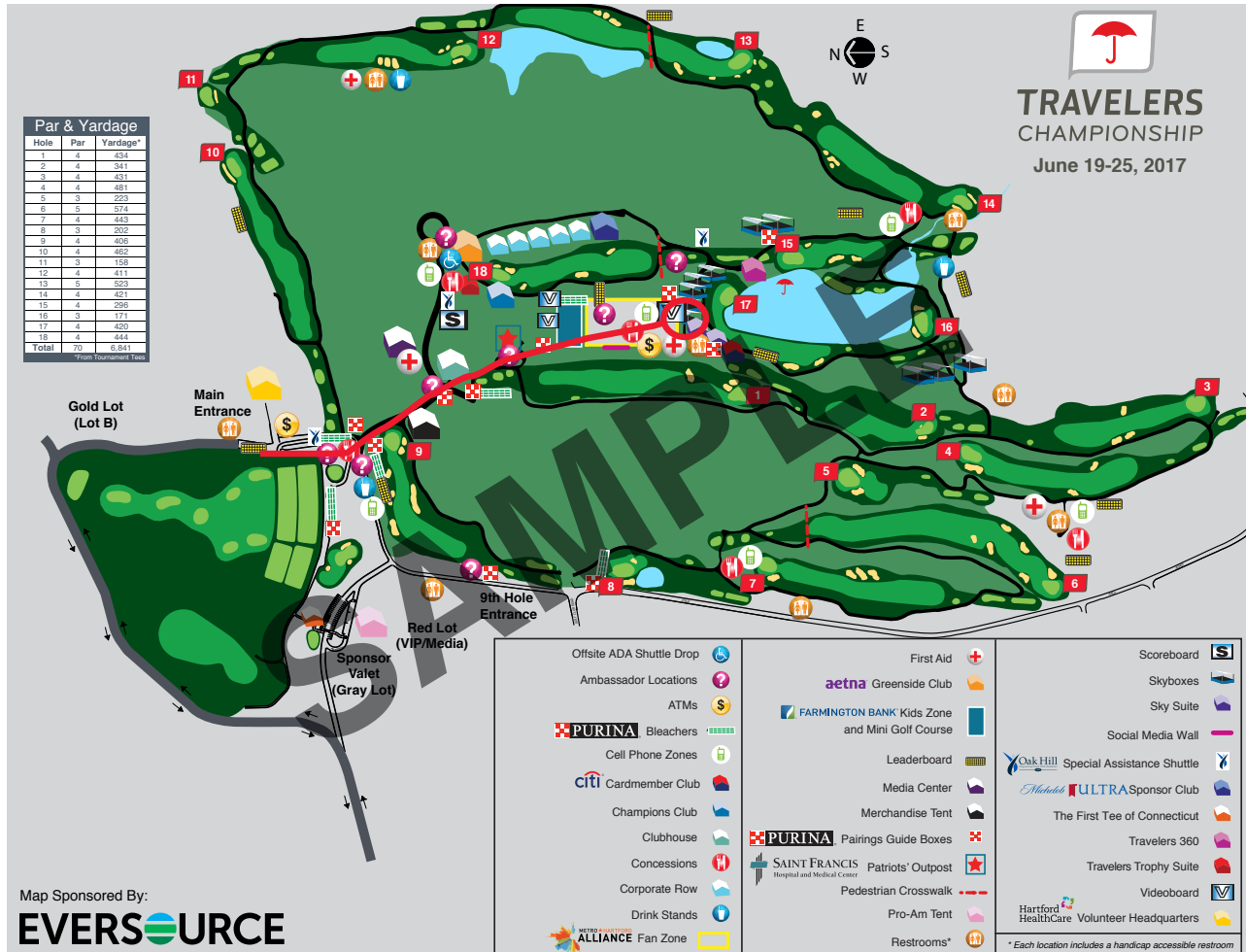
BAG POLICY:

BAGS, PURSES AND OTHER ITEMS NOT PERMITTED:

Please note the PGA TOUR security policy is very similar to those at local pro sporting events. Bags smaller than 6" x 6" x 6", clear bags smaller than 12" x 6" x 12", 1-gallon plastic freezer bags and medically necessary and diaper bags are approved.



WHERE IS THE VENUE?



Map Sponsored By:
EVERSOURCE



TRAVELERS CHAMPIONSHIP

SURVEY QUESTIONS

1. PLEASE RATE YOUR OVERALL EXPERIENCE AT THE TRAVELERS CHAMPIONSHIP.

- Excellent
- Very Good
- Good
- Fair
- Poor

2. WHAT DAYS WERE YOU INVITED TO ATTEND THE EVENT?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

3. WHICH DAYS DID YOU ATTEND THE EVENT?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

4. PLEASE RATE YOUR HOSPITALITY VENUE SETUP EXPERIENCE.

	Excellent	Very Good	Good	Fair	Poor
Layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
View of golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pairing guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flat screen televisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



TRAVELERS CHAMPIONSHIP

SURVEY QUESTIONS

5. OVERALL, HOW DIFFICULT WAS IT FOR YOU TO FIND THE HOSPITALITY AREA?

- Extremely difficult
- Very difficult
- Somewhat difficult
- Not difficult at all

6. DID YOU RECEIVE TOURNAMENT PARKING PASS(ES) FOR THE TRAVELERS CHAMPIONSHIP?

- Yes
- No

7. DURING WHICH DAYS DID YOU UTILIZE PARKING AT TRAVELERS CHAMPIONSHIP? PLEASE SELECT ALL THAT APPLY.

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

8. WAS YOUR COMPANY CONTACT IN ATTENDANCE?

- Yes
- No

9. WERE YOU GREETED AT THE DOOR BY A COMPANY REPRESENTATIVE?

- Yes
- No

10. HOW WOULD YOU RATE THE HELPFULNESS OF THE HOSTING STAFF?

- Extremely helpful
- Very helpful
- Somewhat helpful
- Not helpful at all

11. IF YOU RECEIVED A GIFT, HOW PLEASED WERE YOU WITH THE GIFT YOU RECEIVED?

- Extremely pleased
- Very pleased
- Somewhat pleased
- Not pleased at all
- Did not receive a gift



TRAVELERS

CHAMPIONSHIP

SURVEY QUESTIONS

12. PLEASE RATE YOUR FOOD AND BEVERAGE EXPERIENCE.

	Excellent	Very Good	Good	Fair	Poor
Food Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buffet Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bar Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. PLEASE PROVIDE ANY ADDITIONAL FEEDBACK REGARDING FOOD AND BEVERAGE.

14. HOW WOULD YOU RATE THE INTERIOR LAYOUT OF THE HOSPITALITY AREA FOR BEING CONDUCIVE TO COMMUNICATING WITH HOSTS?

- Extremely conducive
- Very conducive
- Somewhat conducive
- Not at all conducive

15. DID YOU ATTEND ANY ADDITIONAL EVENTS BESIDES THE TOURNAMENT DURING TOURNAMENT WEEK?

- Yes
- No
- There were no other events scheduled

16. HOW DID THIS EVENT CHANGE YOUR VIEW OF **<INSERT COMPANY NAME>**?

17. NAME ONE THING THAT YOUR HOSTS DID WELL THAT STOOD OUT TO YOU.

18. PLEASE PROVIDE RECOMMENDATIONS AND CHANGES FOR NEXT YEAR.

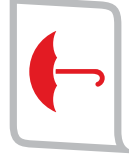
19. PLEASE PROVIDE ANY ADDITIONAL FEEDBACK REGARDING YOUR EXPERIENCE.

This completes the survey. Thank you for your support of **<Insert Company Name>** and the Travelers Championship.



SPONSOR VALET

Sponsor Valet is located at the Pro-Am Tent, Thursday - Sunday. Sponsor Valet will be open from 8:00 a.m. until 1 hour post play.



TRAVELERS
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1/23/17

Hole	Par	Yardage*
1	4	434
2	4	341
3	4	431
4	4	481
5	3	223
6	5	574
7	4	443
8	3	202
9	4	406
10	4	462
11	3	158
12	4	411
13	5	523
14	4	421
15	4	296
16	3	171
17	4	420
18	4	444
Total	70	6,841

*From Tournament Tees

TRAVELERS CHAMPIONSHIP

June 19-25, 2017



Offsite ADA Shuttle Drop	First Aid	Scoreboard
Ambassador Locations	aetna Greenside Club	Skyboxes
ATMs	FARMINGTON BANK Kids Zone and Mint Golf Course	Sky Suite
Bleachers	Leaderboard	Social Media Wall
Cell Phone Zones	Media Center	Oak Hill Special Assistance Shuttle
Cardmember Club	Merchandise Tent	ULTRA Sponsor Club
Champions Club	PAIRINGS Pairings Guide Boxes	The First Tee of Connecticut
Clubhouse	SAINT FRANCIS Hospital and Medical Center Patriots' Outpost	Travelers 360
Concessions	Pedestrian Crosswalk	Travelers Trophy Suite
Corporate Row	Pro-Am Tent	Videoboard
Drink Stands	Restrooms*	Hartford HealthCare Volunteer Headquarters
FAN ZONE Fan Zone		* Each location includes a handicap accessible restroom



TRAVELERS
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