



JUNE 19-25, 2017 | TPC RIVER HIGHLANDS | CROMWELL, CT

# TRAVELERS CHAMPIONSHIP



FedEx Cup<sup>®</sup>



Russell Knox, 2016 Champion



Matt Kuchar

Bubba Watson, 2010, 2015 Champion





Padraig Harrington



Keegan Bradley



Zach Johnson



Patrick Reed



Jim Furyk





Russell Knox, 2016 Champion



# TOURNAMENT FACTS

Date: June 19-25, 2017

Place: TPC River Highlands, Cromwell, CT

Course: Par 70, 6,841 yards

FedExCup Points: 500

Defending Champion: Russell Knox

TV Broadcast: Golf Channel (Thursday, Friday, Saturday & Sunday)  
CBS (Saturday & Sunday)

PGA TOUR Awards: Best Use of Players

Most Fan-Friendly Event

Best Title Sponsor Integration

Best Charity Integration

Best Special Event



## CONTACT US

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Jon Rahm



# BEYOND GOLF

The Travelers Championship is Connecticut's largest annual professional sporting event and one of only two New England stops on the PGA TOUR. Held each year at TPC River Highlands in Cromwell, Conn., the tournament is an economic winner for the state and region, creating millions of dollars in local impact and generating money for charitable organizations. Each year the tournament donates 100 percent of net proceeds to charity and also provides a platform for our charitable partners to raise awareness for their missions. In 2016, the tournament generated a record \$2.8 million for 160 charities. This brings the total to more than \$36 million for regional charities since 1952.



Together, anything's possible.



# VOLUNTEER

## THE HEART OF THIS EVENT

More than 4,000 people volunteer their time every year at the Travelers Championship, getting close to the action and behind the scenes. Through the hard work and countless hours from volunteers, the Travelers Championship has become one of the premier events on the PGA TOUR, known for its fan-friendly and family-friendly atmosphere.







# IN THE COMMUNITY

## BIRDIES FOR CHARITY

Birdies for Charity presented by CohnReznick is a pledge-based fundraiser, where nonprofit organizations can solicit pledges based on the number of birdies made during the 2017 Travelers Championship. Nonprofit organizations simply ask for a minimum pledge of 2 cents per birdie or a flat-rate donation of at least \$10. It's that easy! Participating nonprofits receive 100 percent of the proceeds from their fundraising efforts plus additional matching funds through the Bonus Bucks Pool sponsored by CohnReznick.



## CHIP IN FOR CHARITY

Chip in for Charity is an easy and effective opportunity for nonprofit organizations, companies and individuals to raise money for a charity they support. Participating Chip in for Charity partners can sell tickets to the 2017 Travelers Championship for a discounted price, with 50 percent of the proceeds being donated to their charity of choice. Ticket buyers obtain a discounted admission ticket, and the charity receives funds – it's a win-win for everyone!







Jim Furyk





# HOSPITALITY

Experiencing the live action of the best golfers in the world competing on one of their favorite courses on the PGA TOUR is something you don't want to miss. Whether you are with friends, family or business associates, this environment is unique in professional sports. Perfectly located amid the final four holes at TPC River Highlands, our luxury hospitality venues provide the ideal setting for first-class entertainment. Venues are open Wednesday through Sunday and are available in a range of sizes and price points to fit any need. Venues and specific days will sell out, so please contact us regarding availability.

Available venues include:

- Corporate Row Chalet
- Sky Suite
- Skybox
- Aetna Greenside Club
- Champions Club
- Michelob ULTRA 19th Hole Sponsor Club



# SPECIAL EVENTS

While golf is the main draw at the Travelers Championship, it's not the only featured event during tournament week. Special events help set the Travelers Championship apart and have earned it the distinction as one of the PGA TOUR's most fan-friendly tournaments. These entertaining extras are designed for all ages and interests and pose a unique opportunity for our partners to align their brands with the Travelers Championship and the PGA TOUR through presenting or associate sponsorships.

Special events in 2016 included the following:

- Bruce Edwards Foundation Benefit Dinner
- Eversource PGA TOUR Player Experience for Junior Golfers
- Farmington Bank Celebrity Mini Golf Tournament
- Farmington Bank Family Day
- MahoneySabol 5K for the Hospital for Special Care
- Military Appreciation presented by Saint Francis Hospital and Medical Center
- Operation Birdies presented by Kaman
- Operation Shower presented by ConnectiCare®
- Powerstation Events Concert Series
- Veterans Free Admission Program presented by Bear's Smokehouse BBQ
- Walmart Charity Classic for the First Tee of Connecticut presented by Stanley Black & Decker
- Webwise Small Business Workshop
- Women's Day presented by Travelers



Luke Wilson



Big & Rich







Dane DeHaan, Luke Wilson, Ken Duke and Kevin Nealon



Ernie Els and Doug Flutie

# PRO-AM PACKAGES

Do you want to create a memory that lasts a lifetime? Here's your chance! The Travelers Championship hosts two Pro-Ams during tournament week, providing an exclusive opportunity to play alongside PGA TOUR professionals on the TPC River Highlands course. This unforgettable experience will be one that your clients, guests and friends will be talking about for years. Pro-Am participants are also invited to two private parties during tournament week and receive access to a hospitality venue.

## AETNA TOURNAMENT PLAYERS PRO-AM

Monday, June 19, 2017

Individual and foursomes available

## TRAVELERS CELEBRITY PRO-AM

Wednesday, June 21, 2017

Individual and threesomes available









# NAMING RIGHTS

Build brand awareness by showcasing your company's name on site during the Travelers Championship. Sponsorships are available at multiple locations.

Venue naming rights in 2016 included the following:

- Aetna Greenside Club
- Farmington Bank Kids Zone
- Farmington Bank Miniature Golf Course
- MetroHartford Alliance Fan Zone
- Michelob ULTRA 19th Hole Sponsor Club
- Patriots' Outpost presented by Saint Francis Hospital and Medical Center
- Radio Deck presented by Big Y
- William Hill Estate Champions Club



# BRANDING

Interact with fans who attend the Travelers Championship by purchasing an expo space or through on-site branding opportunities.

## FAN ZONE EXPO PACKAGES

- Interactive Booth (10x10)
- On-Site Displays

## ON-SITE BRANDING

- Pairings Guide Ad
- Video Board Ad Packages
- Video Tower
- Hole Sponsorship

Additional unique opportunities are available upon request.



Cynthia McFadden



Justin Thomas











# TRAVELERS CHAMPIONSHIP

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Title Sponsor



Presenting Sponsor



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Hospital and Medical Center

Founding Partners

