



# TRAVELERS CHAMPIONSHIP JUNE 18-24, 2018

TPC RIVER HIGHLANDS | CROMWELL, CT



## 2018 HOSPITALITY ACTIVATION GUIDE

AS OF 4/24/18



# 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 2018 Travelers Championship.

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# TRAVELERS CHAMPIONSHIP

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.



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS BEFORE**

Send Invitations  
Tournament Submissions & Approval

**FRIDAY, APRIL 20**

Venue Layout

**WEDNESDAY, APRIL 25**

Hospitality Menu Tasting

**TUESDAY, MAY 1**

Preliminary Menu Choices

Preliminary Guest Counts

**THURSDAY, MAY 10**

Corporate Merchandise

Sponsor Gift Approvals

**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms

Venue Set-Up and Breakdown



**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**1-2 WEEKS AFTER**

Guest Follow-Up and Internal Analysis



# TRAVELERS CHAMPIONSHIP

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



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**  
Travelers Championship Preview Party



**8 WEEKS BEFORE**

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Tournament Submissions & Approval

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**WEDNESDAY, APRIL 25**

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**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**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.



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS BEFORE**

Send Invitations  
Tournament Submissions & Approval

**FRIDAY, APRIL 20**

Venue Layout

**WEDNESDAY, APRIL 25**

Hospitality Menu Tasting

**TUESDAY, MAY 1**

Preliminary Menu Choices

Preliminary Guest Counts

**THURSDAY, MAY 10**

Corporate Merchandise

Sponsor Gift Approvals

**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms

Venue Set-Up and Breakdown



**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**1-2 WEEKS AFTER**

Guest Follow-Up and Internal Analysis





# TRAVELERS CHAMPIONSHIP

## PRINTED TICKETS VS. ELECTRONIC TICKETS

The Travelers Championship is happy to offer hospitality partners the opportunity to manage their tickets and parking electronically through Ticketmaster's Account Manager Platform.

Account Manager capabilities include:

- Email tickets and parking to guests
- Manage RSVPs and follow up with invitees
- Easily have tickets/parking returned to account if guests can no longer attend
- Re-distribute returned tickets/parking

**Deadline:** In order to participate in electronic ticketing for the 2018 tournament, clients must reach out to the tournament's Sponsor Relations Team no later than Monday, April 2, 2018.

**Kendall Keil**  
kkeil@travelerschampionship.com  
(860) 502-6803

**Katie McMorrow**  
kcmcmorrow@travelerschampionship.com  
(860) 502-6814

Partners who would like to participate in the electronic ticketing program will receive substantial training and support from the Travelers Championship Sponsor Relations Team.

*\*Please note, at this time parking hangtags (i.e. Sponsor Valet Parking) cannot be sent electronically. Therefore, parking hangtags will still be sent to clients via the mail.*



# 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

## SPECIAL EVENT INVITATIONS

Some sponsorship packages for the Travelers Championship include access to tournament special events. These events may include:

- PGA TOUR Player Clinic
- Renewal Breakfast
- Women's Day presented by Travelers
- Honorary Observer Walking Spots

As you determine your invitation list for your hospitality tickets, we strongly recommend that you keep these additional special events in mind. Many special events offer guests exclusive access to PGA TOUR player experiences so it is important to remember that these invitation should also be extended in advance of the tournament.





# TRAVELERS CHAMPIONSHIP

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



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS BEFORE**

Send Invitations  
Tournament Submissions & Approval

**FRIDAY, APRIL 20**

Venue Layout

**WEDNESDAY, APRIL 25**

Hospitality Menu Tasting

**TUESDAY, MAY 1**

Preliminary Menu Choices

Preliminary Guest Counts

**THURSDAY, MAY 10**

Corporate Merchandise

Sponsor Gift Approvals

**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms

Venue Set-Up and Breakdown



**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**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

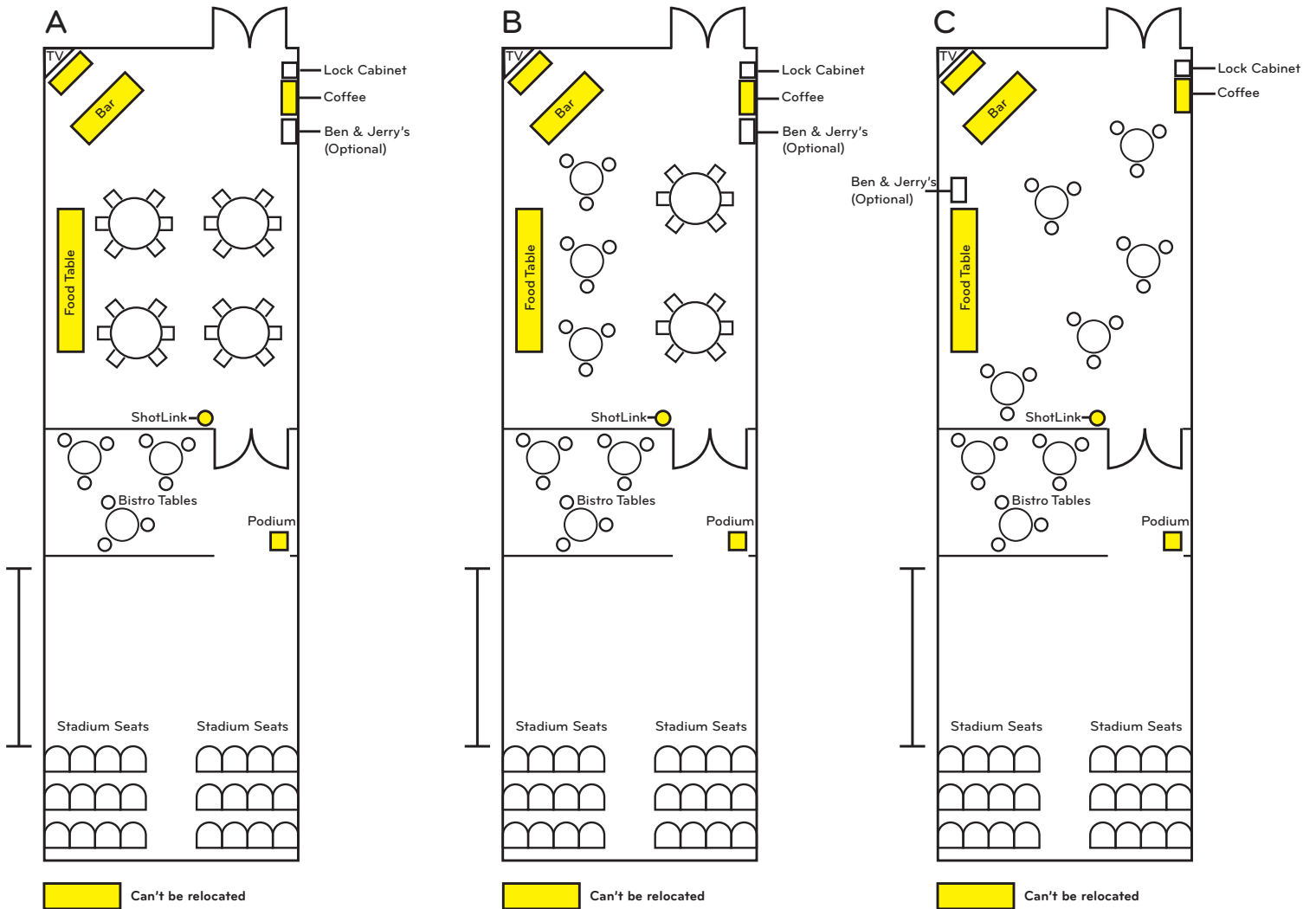


# TRAVELERS CHAMPIONSHIP

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 20.



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



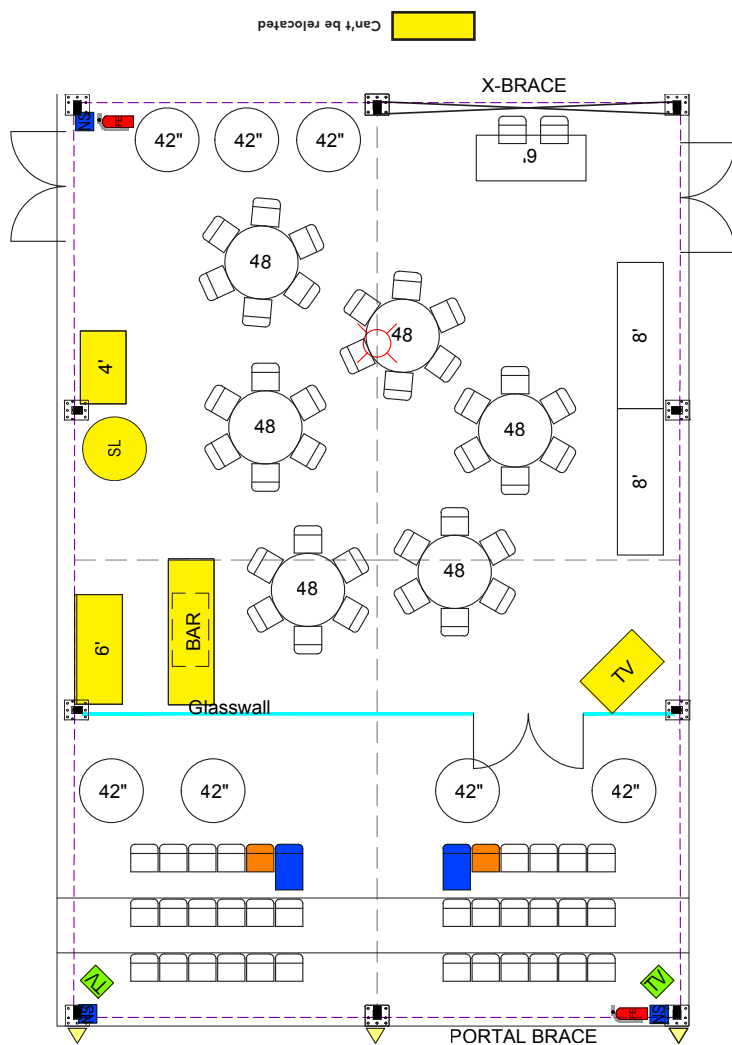
# TRAVELERS CHAMPIONSHIP

## 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 20.

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

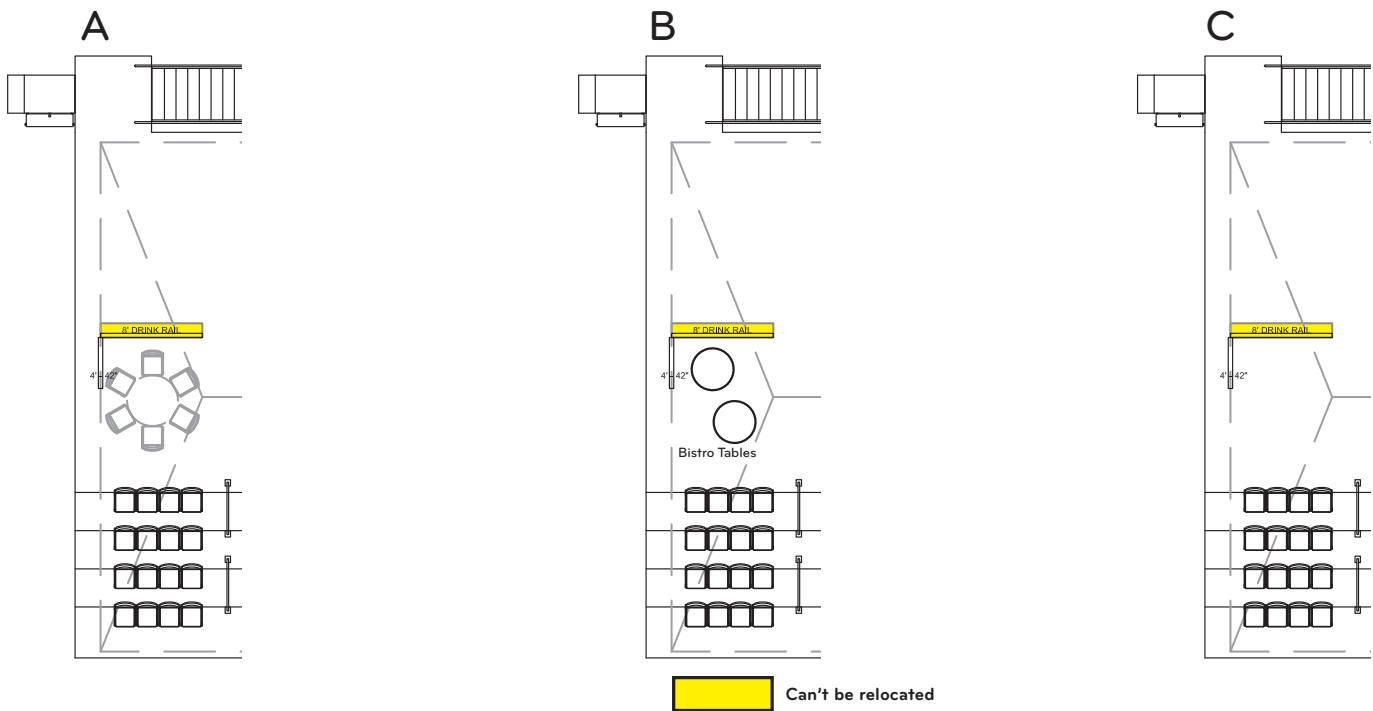




# TRAVELERS CHAMPIONSHIP

## 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, April 20. If you do not respond with your layout choice by Friday, April 20 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

Orders can be shipped to client directly  
or shipped to and stored at TPC River  
Highlands, ready for on-site distribution.



To ensure that your order is received in time for the tournament, orders should be placed no later than May 10.

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

Please complete the shipping forms on page 23.



# 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 packages are applicable to the following contents.

### **FRIDAY, APRIL 20 | VENUE LAYOUT SUBMISSIONS**

The tournament is pleased to offer Corporate Row, Sky Suite and Weekly Skybox partners layout options for their venues. Please refer to pages 14-16 to view the layout options available to your specific venue. The client is responsible for confirming layout option with tournament staff by Friday, April 20.

### **TUESDAY, MAY 1 | PRELIMINARY MENU SELECTION AND GUEST COUNT ESTIMATES**

Dependent on the hospitality venue, some clients will need to select a menu level and headcount, while others will just have the option to select add-ons if desired. Preliminary menu selection and guest counts for Corporate Row and Sky Suite partners are due to Levy Golf by Tuesday, May 1. Preliminary add-on selections for Skybox and Greenside Club clients are also due to Levy Golf by Tuesday, May 1.

### **THURSDAY, MAY 10 | DUAL BRANDED MERCHANDISE**

Interested in purchasing dual branded gifts for your clients who attend the Travelers Championship? Please contact Larry Antinozzi at TPC River Highlands at (860) 635-2211 or [LarryAntinozzi@pgatourtpc.com](mailto:LarryAntinozzi@pgatourtpc.com) with questions or to place an order. To ensure that your order is received in time for the tournament, orders should be placed no later than May 10. Orders placed after that date may be subject to additional service fees for rush delivery. See page 17 for more information about our Corporate Merchandise Program.

### **FRIDAY, MAY 11 | CATERING INFORMATION**

Final menu selections and guest counts are due to Levy Golf by Friday, May 11.

### **FRIDAY, MAY 18 | BRANDING ELEMENTS**

The following branding element submissions are due no later than Friday, May 18. 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

### **MONDAY, MAY 28 | 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](mailto:kkeil@travelerschampionship.com) no later than Monday, May 28.



# TRAVELERS CHAMPIONSHIP

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



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS BEFORE**

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**WEDNESDAY, APRIL 25**

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**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms

Venue Set-Up and Breakdown



**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**1-2 WEEKS AFTER**

Guest Follow-Up and Internal Analysis



# TRAVELERS CHAMPIONSHIP

## HOW DO I DISTRIBUTE PRINTED TICKETS?

If you choose not to use electronic 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 (both physical and electronic) 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 18 - Sunday, June 24. 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: 4:30 a.m. – 6 p.m.

Thursday: 6 a.m. – 6 p.m.

Friday: 6 a.m. – 7 p.m.

Saturday: 7 a.m. – 7 p.m.

Sunday: 7 a.m. – 4 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](mailto:deliveries@travelerschampionship.com) on the packing slip, so the tournament will receive shipping notifications, as specified on the Inbound Shipment Delivery Form (page 24).

The tournament can only receive shipments from June 1 - June 15, 2018. No shipments can be received from June 16 - June 24, 2018.

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 1.

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](mailto: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 1 - June 15): \_\_\_\_\_

Vendor (if other than you): \_\_\_\_\_

Number & Size of Packages: \_\_\_\_\_

Contents of Shipment: \_\_\_\_\_

**PLEASE NOTE:**

- We can **NOT** receive any shipments prior to **June 1** or after **June 15**.
- Please return this form **by Friday, June 1, 2018** 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](http://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 24, 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

IF YOU NEED TO CONTACT DELIVERIES:  
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 setup materials, displays, signage, banners or the like in their hospitality venues, they may do so following the process set forth on page 23 of this manual.

The client is responsible for the delivery of materials to the golf course (please see Shipping Information on page 25 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 19, 2018. 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 25, 2018. 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 1, 2018.

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 19, 2018.

**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 25, 2018.

**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 1, 2018 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.



**4-6 MONTHS BEFORE**

Objectives and Point Person



**3-4 MONTHS BEFORE**

Craft Guest Lists & Invitations  
Printed Tickets vs. Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS BEFORE**

Send Invitations  
Tournament Submissions & Approval

**FRIDAY, APRIL 20**

Venue Layout

**WEDNESDAY, APRIL 25**

Hospitality Menu Tasting

**TUESDAY, MAY 1**

Preliminary Menu Choices

Preliminary Guest Counts

**THURSDAY, MAY 10**

Corporate Merchandise

Sponsor Gift Approvals

**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms

Venue Set-Up and Breakdown



**DURING TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**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 on-site, 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 17 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 on-site 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 on-site will give a personal touch to communication after the event.

It is important to have at least two company representatives on-site 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 on-site 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 on-site, 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 on-site. 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.



# A-Z INFORMATION DURING TOURNAMENT



**TRAVELERS**  
CHAMPIONSHIP



# TRAVELERS CHAMPIONSHIP

## ADA PARKING

Please visit our website, [www.TravelersChampionship.com](http://www.TravelersChampionship.com) for more information.

## ADA VIEWING LOCATIONS

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

## ADMISSION GATES LOCATIONS AND HOURS

There are three admission gates to the Travelers Championship:

- Main Gate: Accessible via main entrance and Gold Lot (Lot B) Parking
- 9th Hole Fairway: Accessible via Red Lot
- 6th Hole Green: Accessible via Field Road

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

## ALCOHOL POLICY

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. Any persons under the legal drinking age that are discovered to be in possession of or consuming any 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. Connecticut forbids serving of alcohol to any intoxicated individual. Clients are responsible for controlling its guests who become intoxicated. The tournament staff and all bartenders shall have the right to refuse or "cutoff" service of alcoholic beverages to 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.

## ATMS

ATMs are located at the Main Entrance, Merchandise Tent, 18 Concessions, Stanley Black & Decker Fan Zone and the Mohegan Sun Sponsor Club.

## AMBASSADOR LOCATIONS

There are eight ambassador locations at the Travelers Championship:

- Headquarters – 9/10 Crossover
- Main Entrance
- Clubhouse Crossover
- 18 Green
- Patriots' Outpost – 1st Tee
- 17th Green
- Fan Zone – Center
- 9th Hole Gate

## AUTOGRAPHS

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

## BABY CHANGING STATION

A baby changing station can be found in the Fan Zone.



# TRAVELERS CHAMPIONSHIP

## 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.

## CHARITABLE IMPACT

The Travelers Championship is proud to be a PGA TOUR event, which donates 100 percent of net proceeds to charity every year. Since 1952, the tournament has generated more than \$38 million for charity and in 2017, the Travelers Championship generated \$1.7 million for 165 charities throughout the region.

The primary beneficiary for the 2018 tournament will be the Hole in the Wall Gang Camp in Ashford, Connecticut. Founded in 1988 by Paul Newman, The Hole in the Wall Gang Camp provides “a different kind of healing” to more than 25,000 seriously ill children and family members annually – all completely free of charge. For many of these children and families, Hole in the Wall provides multiple Camp experiences throughout the year.

Each summer, The Hole in the Wall Gang Camp provides weeklong camping experiences that seamlessly incorporate round-the-clock medical care so that campers can participate in horseback riding, fishing, archery and other activities. In the process, the campers discover that they can do more than they ever thought possible while also forming friendships with other children just like them. Throughout the rest of the year, the Camp hosts family weekends, makes daily hospital outreach visits in more than 40 locations across the Northeast and delivers programming right to camper homes and hometowns.

## CONCESSION STAND LOCATIONS & HOURS

### Practice Facility (Breakfast Available)

10 a.m. – 5 p.m. | Monday - Tuesday  
7 a.m. – 7 p.m. | Wednesday - Sunday

### Hole No. 5 & Hole No. 8

10 a.m. – 6 p.m. | Wednesday - Thursday  
10 a.m. – 5 p.m. | Friday  
10 a.m. – 4 p.m. | Saturday - Sunday

### Hole No. 9 Beverage Tent

10 a.m. – 7 p.m. | Wednesday - Sunday

### Hole No. 12

10 a.m. – 7 p.m. | Wednesday - Friday  
10 a.m. – 5 p.m. | Saturday - Sunday

### Hole No. 15

10 a.m. – 7 p.m. | Thursday - Friday  
10 a.m. – 6 p.m. | Saturday - Sunday

### Hole No. 18 (Breakfast Available)

10 a.m. – 5 p.m. | Tuesday  
7 a.m. – 7 p.m. | Wednesday - Sunday

### Fan Zone

10 a.m. – 7 p.m. | Wednesday, Friday, Sunday  
10 a.m. – 8 p.m. | Thursday, Saturday

### Upper 15 Beverage Stand

10 a.m. – 7 p.m. | Wednesday - Friday  
10 a.m. – 6 p.m. | Saturday - Sunday

### Stanley Black & Decker Lounge

10 a.m. – 7 p.m. | Wednesday – Sunday



# TRAVELERS CHAMPIONSHIP

## 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.

## 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.

## HOSPITALITY LOCATIONS & HOURS OF OPERATION

### Aetna Greenside Club

8:30 a.m. – 30 minutes post play  
18th Green, Player Right

### Aer Lingus Champions Club

10 a.m. – 30 minutes post play  
18th Green, Player Left

### Amstel Light Venue

10 a.m. – 30 minutes post play  
9th Green, Player Right

### Corporate Row Chalets

10 a.m. – 30 minutes post play  
18th Fairway, Player Right

### Hartford HealthCare Sports Zone

10 a.m. – 30 minutes post play  
15th Tee/16th Green

### Military Viewing Deck presented by Bear's Smokehouse BBQ

18th Green, Player Left  
(*must be accessed through the Patriots' Outpost*)

### Mohegan Sun Sponsor Club

10 a.m. – 30 minutes post play  
18th Fairway, Player Right

### Patriots' Outpost presented by Trinity Health Of New England

10 a.m. – 30 minutes post play  
Adjacent to 1st Tee

### Skyboxes / Sky Suites

10 a.m. – 30 minutes post play  
15th Green/18th Tee, 17th Green, 17th Tee



# TRAVELERS CHAMPIONSHIP

## **Stanley Black & Decker Lounge**

10 a.m. – 30 minutes post play  
18th Fairway, Player Left

## **TPC Member Area\***

Clubhouse Patio

## **Travelers 360**

17th Green/15th Tee

## **Travelers Corporate Row**

18th Fairway, Player Right

## **Travelers Trophy Suite**

18th Green, Player Left

*All hospitality venues are open Wednesday – Sunday.*

*Please note, the TPC Member Area is only open Thursday – Sunday*

## **HOTELS**

### **Hartford Marriott Downtown**

*Official Host Hotel of the 2018 Travelers Championship*

200 Columbus Boulevard  
Hartford, CT 06103  
(860) 249-8000

### **DELAMAR WEST HARTFORD**

1 Memorial Road  
West Hartford, CT 06107  
(860) 263-8798

The following hotels are members of the Preferred Hotel Program.

### **Sheraton Hartford South Hotel**

100 Capital Boulevard  
Rocky Hill, CT 06067  
(860) 257-6000

### **Hawthorn Suites by Wyndham**

1151 E. Main Street  
Meriden, CT 06450  
(203) 514-7419

### **Residence Inn Hartford Rocky Hill**

680 Cromwell Avenue  
Rocky Hill, CT 06067  
(860) 257-7500

### **Radisson Cromwell**

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

### **Courtyard Hartford Cromwell**

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

### **Inn at Middletown**

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

### **Hampton Inn & Suites Hartford Rocky Hill**

685 Cromwell Avenue  
Rocky Hill, CT 06067  
(860) 757-3317

### **The Goodwin**

One Haynes Street  
Hartford, CT 06103  
(860) 246-1881

## **LOST AND FOUND**

Lost and Found is located at the Tournament Office near the main entrance. Call (860) 502-6800 or Text "Birdie" <space> issue and location to 69050 to report something lost or found.

## **MEDICAL**

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



# TRAVELERS CHAMPIONSHIP

## MERCHANDISE TENT

Official Travelers Championship merchandise may be purchased at the Fan Shop located near the 9th Green.

## METAL DETECTION

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

## 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 Trinity Health Of New England. 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 18-24, 2018. Military Service Members and their dependents will receive complimentary admission all week for courtesy of Trinity Health Of New England. With the support of Bear's Smokehouse BBQ, the Travelers Championship is proud to offer complimentary admission into the tournament all week to all U.S. Veterans and their immediate family members.

## MOBILE DEVICE POLICY

- Devices must be on silent at all times; flash may not be used.
- Devices may be used to capture video, audio and photos (content) in all areas throughout tournament week.
- Content may be used for personal purposes (e.g., personal social media); no commercial use.
- No live streaming or real-time coverage (e.g., no shot-by-shot coverage).
- Data use (e.g., texting) is permitted in all areas throughout tournament week.
- Phone calls are allowed only in designated areas.
- Please be respectful of play and do not interfere with players, caddies or media.
- All posted signage and instructions from tournament staff must be observed.
- Failure to comply with this policy may result in the revocation of your ticket.

*Please see the back of your ticket for the complete terms of the Spectator Mobile Device Policy. The ticket back language is also located here: [www.pgatour.com/ticketterms](http://www.pgatour.com/ticketterms)*

## MOBILITY IMPAIRED SPECTATORS

Spectators with disabilities receive free parking, shuttle service and special seating at the tournament. The complimentary parking location will be finalized soon. This parking is for any vehicle displaying an official handicap license plate or placard.

A specially-equipped shuttle van will carry mobility-impaired spectators to and from the ADA parking lot and TPC River Highlands.

Once on-site, there are several areas where spectators will have an unobstructed view of the golf action. These areas are located at the: 1st Tee, 8th Green, 9th Green, 10th Tee, 18th Green adjacent to Champions Club, Practice Facility. Inside this area, a level area for wheelchairs will be available, as well as companion chairs.

There is also an on-site special assistance shuttle for guests to utilize. 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.

For more information, visit <http://travelerschampionship.com/ada-and-special-assistance/> or call the tournament office at (860) 502-6800.

## 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](http://www.TravelersChampionship.com) for more information.

## 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 Eyed Sally's

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

#### Carbone's Ristorante

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

#### Chango Rosa

1 Union Pl, Hartford, CT 06103 | (860) 438-8746

#### 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

#### Koji

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

#### Max Downtown

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

#### ON20

400 Columbus Blvd, Hartford, CT 06103 | (860) 722-5161

#### Peppercorn's Grill

357 Main Street, Hartford, CT 06106 | (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

#### Avert

35A LaSalle Road, West Hartford | (860) 904-6240

#### Blue Plate Kitchen

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

#### Division West

36 LaSalle Road, West Hartford, CT 06107 | (860) 955-9034

#### Flora | Plant Food + Drink

45 Raymond Road, West Hartford, CT 06107 | (860) 216-5992

#### Grants Restaurant

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

#### Max Burger

124 LaSalle Road, West Hartford, CT 06107 | (860) 232-3300

#### Max's Oyster Bar

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

#### 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 Cook and The Bear

50 Memorial Road, West Hartford, 06107 | (860) 595-3345

#### 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

#### Treva

980 Farmington Ave, West Hartford, CT 06107 | (860) 232-0407

#### Zohara Mediterranean Kitchen

991 Farmington Ave, West Hartford, CT 06107 | (860) 955-0300

### CROMWELL

#### Baci Grill

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

#### Chicago Sam's

51 Shunpike Rd #14, Cromwell, CT 06416 | (860) 635-1860

#### Chilli'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

#### Carbone's Prime

838 Cromwell Ave, Rocky Hill, CT 06067 | (860) 969-8088

#### 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

#### Mattabesett 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, South 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.

## 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.

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.

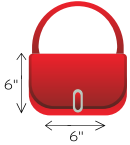




# TRAVELERS CHAMPIONSHIP

## Permitted Items

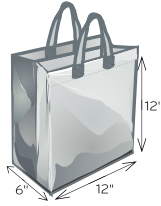
The following items **will be** allowed at the tournament:



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 transportation  
devices for mobility aid  
such as a motorized  
wheelchair or scooter

## 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.

## TEXTING PROGRAM (HOW CAN WE HELP?)

The tournament has implemented a text communications system that can be used for guest services and operational issues. Signage will be located around the course with this information. Text "Birdie" <space> issue and location to 69050

## TICKET AND PARKING PRICING

### COMPLIMENTARY TICKET PROGRAM SPONSORS



VETERANS FREE ADMISSION



KIDS FREE ADMISSION



MILITARY FREE ADMISSION

GROUPS ADMISSION	ADVANCE (UNTIL MAY 1)	ADVANCE (UNTIL JUNE 24)	GATE
Good-Any-One-Day	\$44.00	\$49.00	-
Monday	\$12.00	\$17.00	\$22.00
Tuesday	\$12.00	\$17.00	\$22.00
Wednesday	\$27.00	\$32.00	\$37.00
Thursday	\$36.00	\$41.00	\$47.00
Friday	\$36.00	\$41.00	\$47.00
Saturday	\$40.00	\$45.00	\$50.00
Sunday	\$40.00	\$45.00	\$50.00
Weekly	\$150.00	\$180.00	-



# TRAVELERS CHAMPIONSHIP

<b>GOLD LOT (LOT B) PARKING</b>	<b>ADVANCE</b> (UNTIL MAY 1)	<b>ADVANCE</b> (UNTIL JUNE 24)	<b>GATE</b>
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

<b>RED LOT (VIP) PARKING</b>	<b>ADVANCE</b> (UNTIL MAY 1)	<b>ADVANCE</b> (UNTIL JUNE 24)	<b>GATE</b>
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
Weekly	\$125.00	\$125.00	-

<b>AER LINGUS CHAMPIONS CLUB</b>	<b>ADVANCE</b> (UNTIL JUNE 24)	<b>GATE</b>
Wednesday	\$175.00	\$175.00
Thursday	\$255.00	\$255.00
Friday	\$280.00	\$280.00
Saturday	\$255.00	\$255.00
Sunday	\$280.00	\$280.00
Weekly	\$1,000.00	-

<b>MOHEGAN SUN SPONSOR CLUB</b>	<b>ADVANCE</b> (UNTIL JUNE 24)	<b>GATE</b>
Good-Any-One-Day	\$99.00	\$99.00
Wednesday	\$62.00	\$62.00
Thursday	\$88.00	\$88.00
Friday	\$94.00	\$94.00
Saturday	\$88.00	\$88.00
Sunday	\$94.00	\$94.00

## MOHEGAN SUN SPONSOR CLUB PACKAGES

### Eagle - \$6,500

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

### Birdie - \$4,000

- 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



# TRAVELERS

## CHAMPIONSHIP

### 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 18 - Sunday, June 24. 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: 4:30 a.m. – 6 p.m.  
 Thursday: 6 a.m. – 6 p.m.  
 Friday: 6 a.m. – 7 p.m.  
 Saturday: 7 a.m. – 7 p.m.  
 Sunday: 7 a.m. – 4 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.



**TRAVELERS  
CHAMPIONSHIP**

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



**4-6 MONTHS  
BEFORE**

Objectives and  
Point Person



**3-4 MONTHS  
BEFORE**

Craft Guest Lists &  
Invitations  
Printed Tickets vs.  
Electronic Tickets

**WEDNESDAY, APRIL 18**

Travelers Championship Preview Party



**8 WEEKS  
BEFORE**

Send Invitations  
Tournament Submissions & Approval

**FRIDAY, APRIL 20**

Venue Layout

**WEDNESDAY, APRIL 25**

Hospitality Menu Tasting

**TUESDAY, MAY 1**

Preliminary Menu Choices  
Preliminary Guest Counts

**THURSDAY, MAY 10**

Corporate Merchandise  
Sponsor Gift Approvals

**FRIDAY, MAY 11**

Final Guest Counts

**FRIDAY, MAY 19**

Pairings Guide Submissions  
Video Board Submissions  
Video Tower Submissions

**MONDAY, MAY 28**

Certificate of Insurance



**2 WEEKS  
BEFORE**

Distribute Tickets  
Tournament Final Forms and Counts

**FRIDAY, JUNE 1**

Shipping Forms  
Venue Set-Up and Breakdown



**DURING  
TOURNAMENT**

Hosting Roles  
A-Z Information (Coming Soon!)



**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](http://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 \$38 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

## 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 scanned 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). On-site 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 37.)

### GOLD LOT (LOT B)

Ample parking is available daily on-site in Lot B located in the Gold Lot. On-site 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 37.)

## TICKET POLICY

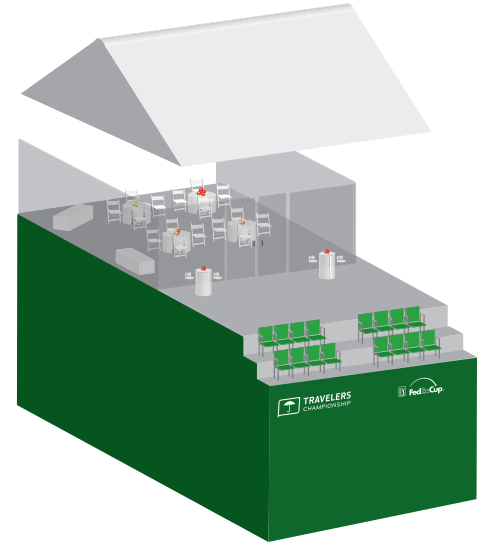
Travelers Championship tickets no longer need to be visible on patrons at all times. However, they must be on all persons on-site at the tournament. Tickets will need to be presented at all entry points to the tournament grounds and to all tournament hospitality venues. The tournament is not responsible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



# TRAVELERS CHAMPIONSHIP

## 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
- 3 Sponsor Valet Parking Passes per day (Thursday – Sunday)
- 3 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 or electronic 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 on-site 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.**

## RESTROOM FACILITIES

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

## AIR CONDITIONING

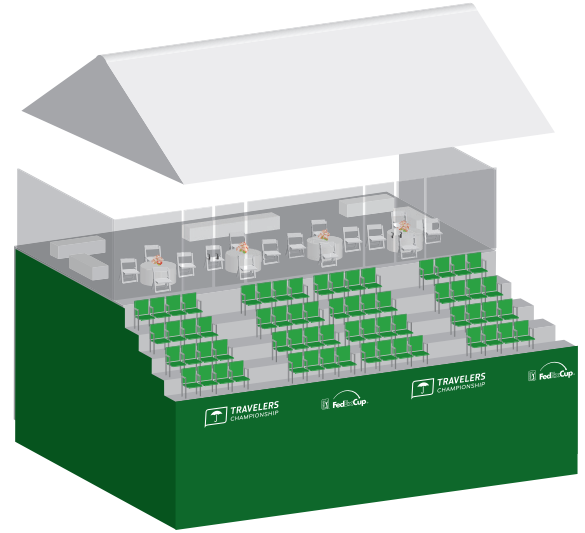
The tournament will provide and install an air-conditioner unit for client's venue. No other units will be permitted.



# 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 or electronic 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 on-site 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.**

## RESTROOM FACILITIES

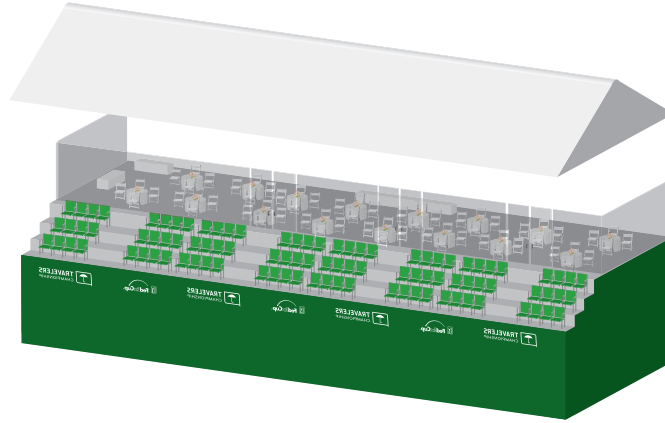
A restroom facility will be available exclusively to the client and their guests at a location in close proximity to the Sky Suite.

## AIR CONDITIONING

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



## TRAVELERS CHAMPIONSHIP



### 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 or electronic 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

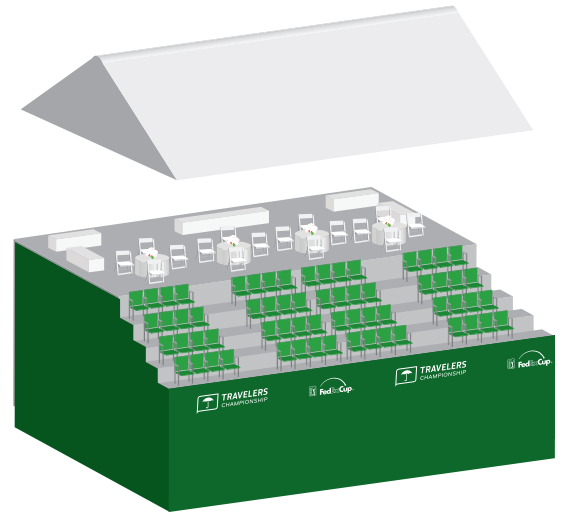
Portable restroom facilities will be available exclusively to hospitality clients and their guests.



# 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.**

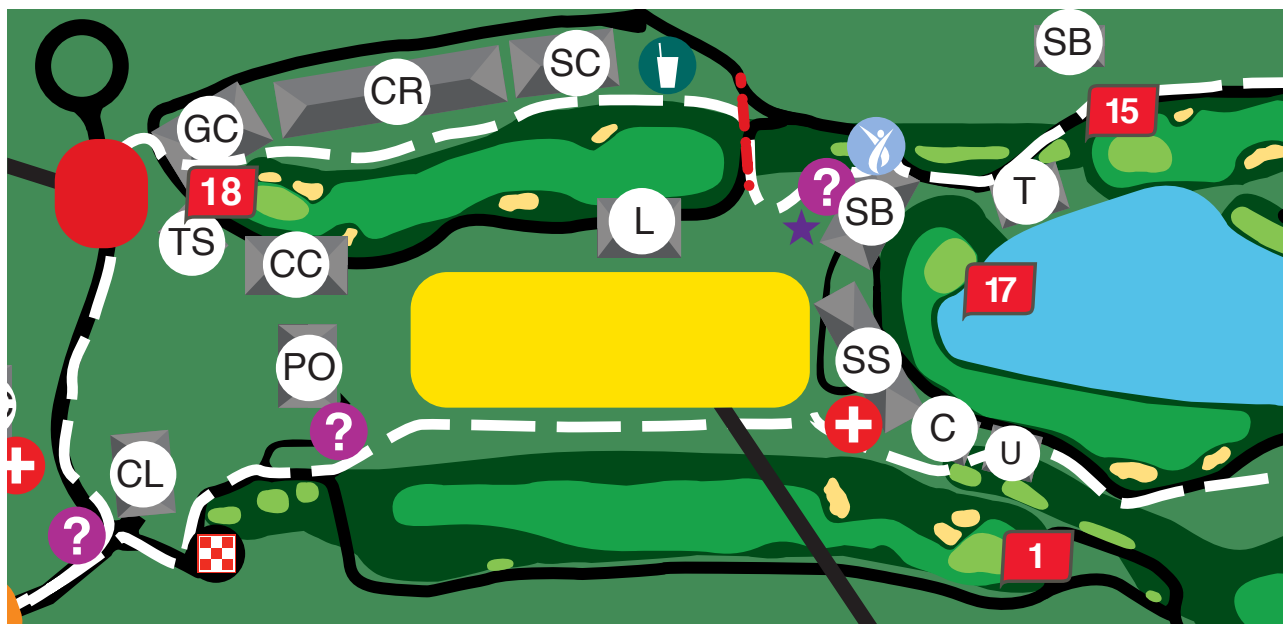
## TOURNAMENT/SKYBOX PASSES

The tournament will provide client with printed or electronic 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 on-site 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.**

## RESTROOM FACILITIES

Portable restroom facilities will be available exclusively to hospitality clients and their guests. 17 Green Skybox restrooms are located adjacent to the Stanley Black & Decker Fan Zone restrooms. (Denoted with a purple star on the map below)



# APPENDIX EXHIBITS



**TRAVELERS**  
CHAMPIONSHIP



**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 20-24**

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**JOIN US!**  
**JUNE 20-24**

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Client Logos Here

Layout A

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Layout B

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Client Logos Here

Layout C



# TRAVELERS CHAMPIONSHIP

## EMAIL BLASTS

**LIBERTY BANK CONCERT SERIES**

**TRAVELERS CHAMPIONSHIP**

**GRAMMY NOMINATED ROCK BAND GIN BLOSSOMS, COUNTRY SINGER DRAKE WHITE AND THE BIG FIRE HEADLINE LIBERTY BANK CONCERT SERIES AT 2017 TRAVELERS CHAMPIONSHIP**

**HARTFORD, Conn., May 12, 2017** – The Travelers Championship today announced that the rock band Gin Blossoms and country singer Drake White and The Big Fire will headline the Liberty Bank Concert Series at this year's tournament. Drake White will perform Thursday night and the Gin Blossoms will take the stage Saturday night. Both concerts are expected to begin at approximately 7 p.m. — after the last golfer finishes play for the day — in the MetroHartford Alliance Fan Zone. Fans can attend the Liberty Bank Concert Series by purchasing an Any One Day Ticket, which provides access to the tournament and all of that day's festivities.

"Liberty Bank is excited to be the presenting sponsor of this year's Concert Series for the first time. The Travelers Championship and its concerts offer a unique opportunity for local families and avid golf fans to see some of the world's finest athletes and musicians right here in our home state," said Chandler J. Howard, President and CEO of Liberty Bank. "Each year, we look forward to being a part of Connecticut's largest sporting event and we're honored to support it again this year in a whole new way."

The Gin Blossoms, a band that formed in the late 1980s in Tempe, Arizona, blends a variety of classic rock with their own high-energy pop style. Behind such hits as "Hey Jealousy," "Found Out About You" and "Til I Hear It from You," the Gin Blossoms have sold more than 10 million records and were nominated for a 1992 Grammy Award for "Mr. Tambourine Man" from their album.

**TRAVELERS CHAMPIONSHIP**

**JUSTIN THOMAS, ZACH JOHNSON COMMIT TO 2017 TRAVELERS CHAMPIONSHIP**

**HARTFORD, Conn., March 27, 2017** – The Travelers Championship today announced that rising star Justin Thomas, currently No. 8 in the Official World Golf Ranking, and two-time major champion Zach Johnson have committed to play in the 2017 tournament.

"We're very excited to be adding these two world-class players to our field," said Travelers Championship Tournament Director Nathan Grube. "Having Justin and Zach in our tournament will add to the great fan experience."

**Justin Thomas** already owns three victories on TOUR this season. The 23-year-old successfully defended his title at the 2016 CIMB Classic – his victory there in 2015 marked his first career TOUR win – and then pulled off the Hawaiian Slam in January, winning the SBS Tournament of Champions and Sony Open in consecutive weeks. He opened with a 59 at the Sony Open, where he broke the PGA TOUR's 72-hole scoring record. Thomas is currently third on the FedExCup points list. He tied for third at the 2016 Travelers Championship, his best finish in three starts at TPC River Highlands.

**Zach Johnson's** best Travelers Championship finish in 11 starts has also been a tie for third. Johnson has 12 TOUR victories, including a pair of major championships: He won the Masters in 2007 and captured the 2015 British Open in a playoff on the Old Course at St. Andrews. Johnson has represented the United States in five Ryder Cups and four Presidents Cups.

Thomas and Johnson join a player field that includes Rory McIlroy, Bubba Watson and defending champion Russell Knox.

The 2017 Travelers Championship will be held June 19-25. Tickets are now on sale. For more information on this year's tournament, visit [www.TravelersChampionship.com](http://www.TravelersChampionship.com).

**TRAVELERS CHAMPIONSHIP**

**ENTREPRENEUR TORY BURCH AND CHEF ANDREW ZIMMERN TO HEADLINE 2017 TRAVELERS CHAMPIONSHIP WOMEN'S DAY BREAKFAST**

**HARTFORD, Conn., May 16, 2017** – The Travelers Championship today announced details for this year's Women's Day, taking place Thursday, June 22, at TPC River Highlands. The annual Women's Day Breakfast will feature global entrepreneur, designer and philanthropist Tory Burch as well as four-time James Beard Award-winning TV personality, chef and writer Andrew Zimmern. Proceeds from this event will benefit tournament charities, including The Hole in the Wall Gang Camp, which serves children with serious illnesses. All women attending the Travelers Championship on Women's Day will receive special discounts and other benefits.

"The Women's Day Breakfast is one of our most popular events, and we have some incredible guests this year," said Travelers Championship Tournament Director Nathan Grube. "Tory is a business icon – she built an influential global lifestyle brand from the ground up and is using her success to empower other women entrepreneurs. Andrew has traveled the world exploring different cultures and experimenting with unique cuisines. They will provide an engaging experience outside the ropes."



# 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](http://www.TravelersChampionship.com).

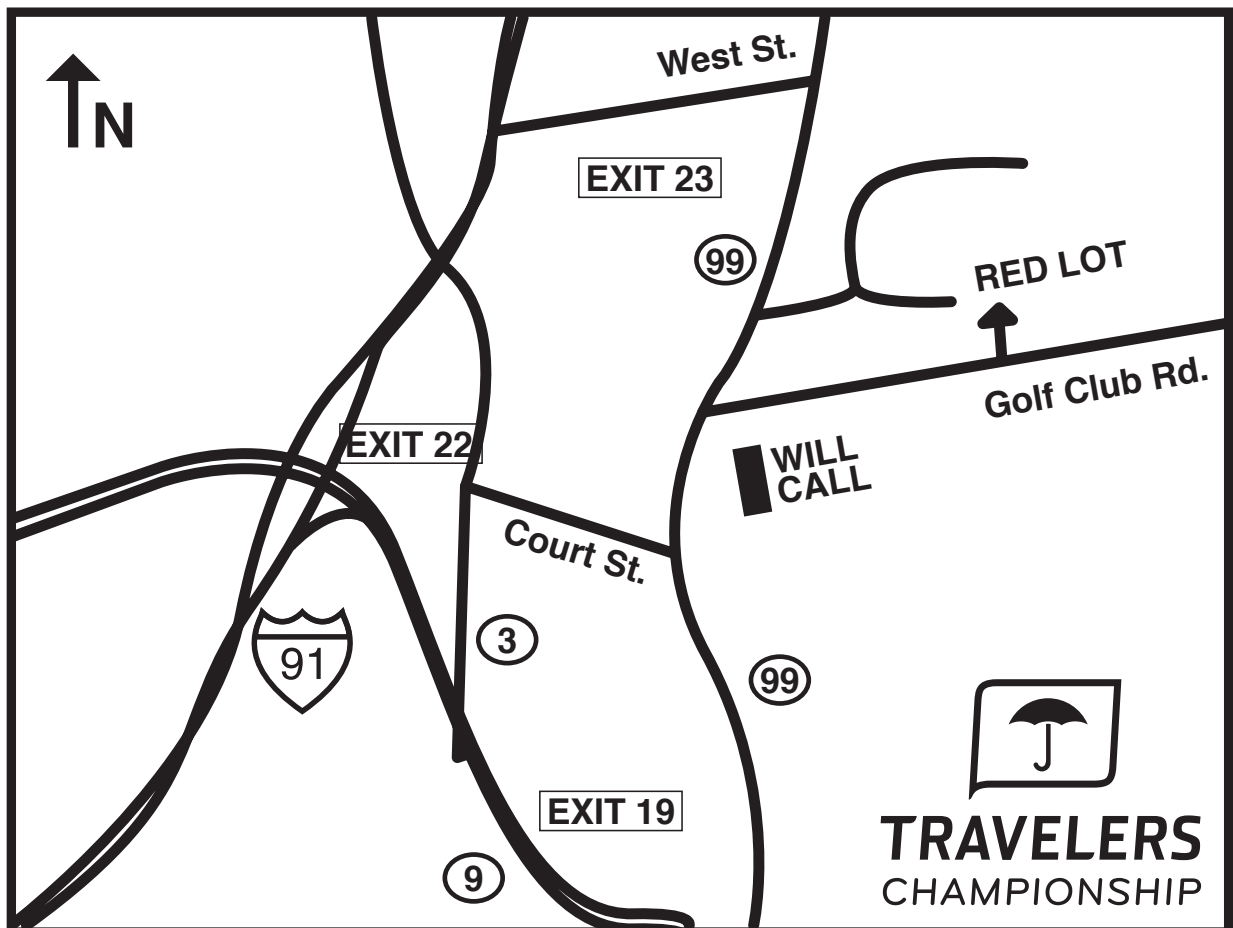
### TICKETS:

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

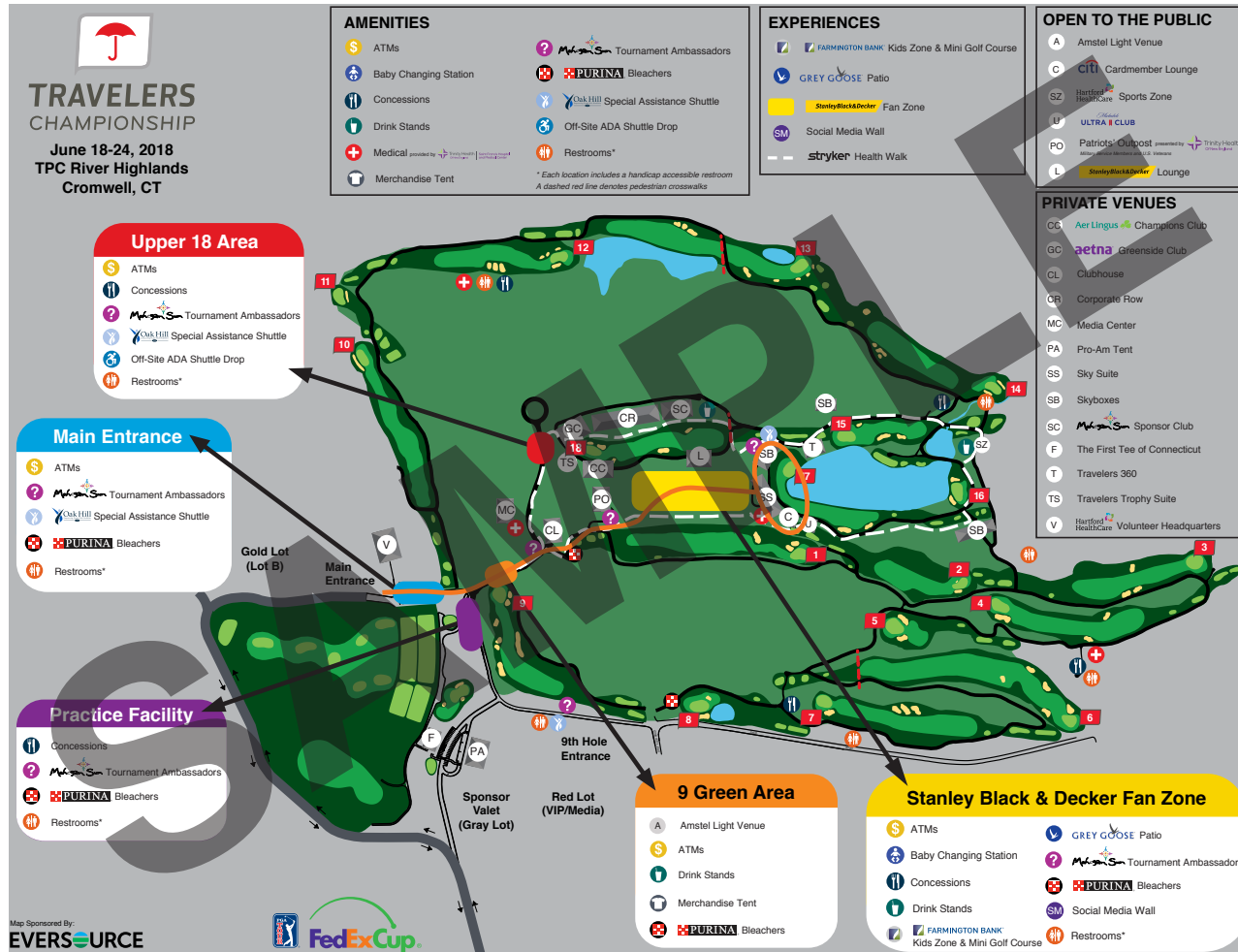
### BAG POLICY:

#### 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?





# 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>?

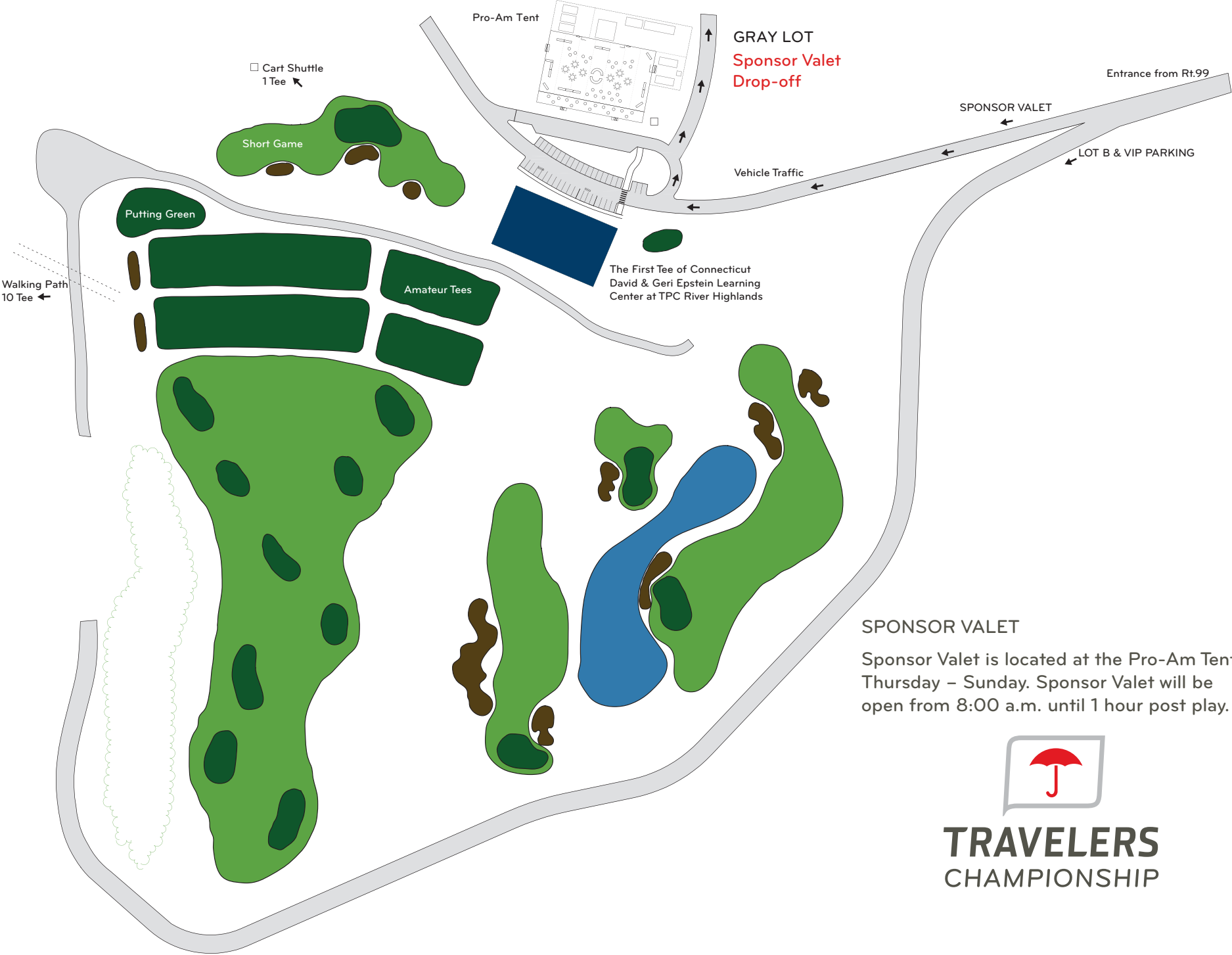
### 17. NAME ONE THING THAT YOUR HOSTS DID WELL THAT STOOD OUT TO YOU.

### 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**  
**CHAMPIONSHIP**

**TRAVELERS CHAMPIONSHIP**  
 June 18-24, 2018  
 TPC River Highlands  
 Cromwell, CT

**AMENITIES**

- ATMs
  - Baby Changing Station
  - Concessions
  - Drink Stands
  - Medical provided by Trinity Health | Saint Joseph Hospital & Health Center
  - Merchandise Tent
  - Mehogan Sun Tournament Ambassadors
  - PURINA Bleachers
  - Oak Hill Special Assistance Shuttle
  - Off-Site ADA Shuttle Drop
  - Restrooms\*
- \* Each location includes a handicap accessible restroom  
 A dashed red line denotes pedestrian crosswalks

**EXPERIENCES**

- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- StanleyBlack&Decker Fan Zone
- Social Media Wall
- stryker Health Walk

**OPEN TO THE PUBLIC**

- A** AMSTEL LIGHT Public House
- C** Citi Cardmember Lounge
- SZ** Hartford HealthCare Sports Zone
- U** ULTRA II CLUB
- PO** Patriots' Outpost presented by Trinity Health Military Service Members and U.S. Veterans
- L** StanleyBlack&Decker Lounge

**PRIVATE VENUES**

- CC** Aer Lingus Champions Club
- GC** aetna Greenside Club
- CL** Clubhouse
- CR** Corporate Row
- MC** Media Center
- PA** Pro-Am Tent
- SS** Sky Suite
- SB** Skyboxes
- SC** Mehogan Sun Sponsor Club
- F** The First Tee of Connecticut
- T** Travelers 360
- TS** Travelers Trophy Suite
- V** Hartford HealthCare Volunteer Headquarters

**Upper 18 Area**

- ATMs
- Concessions
- Mehogan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- Off-Site ADA Shuttle Drop
- Restrooms\*

**Main Entrance**

- ATMs
- Mehogan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- PURINA Bleachers
- Restrooms\*

**Practice Facility**

- Concessions
- Mehogan Sun Tournament Ambassadors
- PURINA Bleachers
- Restrooms\*



**9 Green Area**

- A** AMSTEL LIGHT Public House
- ATMs
- Drink Stands
- Merchandise Tent
- PURINA Bleachers

**Stanley Black & Decker Fan Zone**

- ATMs
- Baby Changing Station
- Concessions
- Drink Stands
- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- Mehogan Sun Tournament Ambassadors
- PURINA Bleachers
- Social Media Wall
- Restrooms\*



## TRAVELERS CHAMPIONSHIP

June 18-24, 2018  
TPC River Highlands  
Cromwell, CT

### AMENITIES

- ATMs
  - Baby Changing Station
  - Concessions
  - Drink Stands
  - Medical provided by Trinity Health West Coast Hospital West Medical Center
  - Merchandise Tent
  - Mehgan Sun Tournament Ambassadors
  - PURINA Bleachers
  - Oak Hill Special Assistance Shuttle
  - Off-Site ADA Shuttle Drop
  - Restrooms\*
- \* Each location includes a handicap accessible restroom  
A dashed red line denotes pedestrian crosswalks

### EXPERIENCES

- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- StanleyBlack&Decker Fan Zone
- Social Media Wall
- stryker Health Walk

### OPEN TO THE PUBLIC

- A AMSTEL LIGHT Public House
- C Citi Cardmember Lounge
- Hartford HealthCare Sports Zone
- U ULTRA CLUB
- PO Patriots' Outpost presented by Trinity Health Military Service Members and U.S. Veterans
- L StanleyBlack&Decker Lounge

### PRIVATE VENUES

- CC Aer Lingus Champions Club
- GC aetna Greenside Club
- CL Clubhouse
- CR Corporate Row
- MC Media Center
- PA Pro-Am Tent
- SS Sky Suite
- SB Skyboxes
- SC Mehgan Sun Sponsor Club
- F The First Tee of Connecticut
- T Travelers 360
- TS Travelers Trophy Suite
- V Hartford HealthCare Volunteer Headquarters

### Upper 18 Area

- ATMs
- Concessions
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- Off-Site ADA Shuttle Drop
- Restrooms\*

### Main Entrance

- ATMs
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- PURINA Bleachers
- Restrooms\*

### Practice Facility

- Concessions
- Mehgan Sun Tournament Ambassadors
- PURINA Bleachers
- Restrooms\*



### 9 Green Area

- A AMSTEL LIGHT Public House
- ATMs
- Drink Stands
- Merchandise Tent
- PURINA Bleachers

### Stanley Black & Decker Fan Zone

- ATMs
- Baby Changing Station
- Concessions
- Drink Stands
- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- Mehgan Sun Tournament Ambassadors
- PURINA Bleachers
- Social Media Wall
- Restrooms\*

**TRAVELERS CHAMPIONSHIP**  
 June 18-24, 2018  
 TPC River Highlands  
 Cromwell, CT

**AMENITIES**

- ATMs
  - Baby Changing Station
  - Concessions
  - Drink Stands
  - Medical provided by Trinity Health West Greenwich Medical Center
  - Merchandise Tent
  - Mehgan Sun Tournament Ambassadors
  - PURINA Bleachers
  - Oak Hill Special Assistance Shuttle
  - Off-Site ADA Shuttle Drop
  - Restrooms\*
- \* Each location includes a handicap accessible restroom  
 A dashed red line denotes pedestrian crosswalks

**EXPERIENCES**

- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- StanleyBlack&Decker Fan Zone
- Social Media Wall
- stryker Health Walk

**OPEN TO THE PUBLIC**

- A** AMSTEL LIGHT Public House
- C** Citi Cardmember Lounge
- SZ** Hartford HealthCare Sports Zone
- U** ULTRA CLUB
- PO** Patriots' Outpost presented by Trinity Health  
Military Service Members and U.S. Veterans
- L** StanleyBlack&Decker Lounge

**PRIVATE VENUES**

- CC** Aer Lingus Champions Club
- GC** aetna Greenside Club
- CL** Clubhouse
- CR** Corporate Row
- MC** Media Center
- PA** Pro-Am Tent
- SS** Sky Suite
- SB** Skyboxes
- SC** Mehgan Sun Sponsor Club
- F** The First Tee of Connecticut
- T** Travelers 360
- TS** Travelers Trophy Suite
- V** Hartford HealthCare Volunteer Headquarters

**Upper 18 Area**

- ATMs
- Concessions
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- Off-Site ADA Shuttle Drop
- Restrooms\*

**Main Entrance**

- ATMs
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- PURINA Bleachers
- Restrooms\*

**Practice Facility**

- Concessions
- Mehgan Sun Tournament Ambassadors
- PURINA Bleachers
- Restrooms\*



**9 Green Area**

- A** AMSTEL LIGHT Public House
- ATMs
- Drink Stands
- Merchandise Tent
- PURINA Bleachers

**Stanley Black & Decker Fan Zone**


- ATMs
- Baby Changing Station
- Concessions
- Drink Stands
- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- Mehgan Sun Tournament Ambassadors
- PURINA Bleachers
- Social Media Wall
- Restrooms\*








## TRAVELERS CHAMPIONSHIP

June 18-24, 2018  
TPC River Highlands  
Cromwell, CT







### AMENITIES

-  ATMs
  -  Baby Changing Station
  -  Concessions
  -  Drink Stands
  -  Medical provided by Trinity Health | East Greenwich | West Greenwich | Westfield Center
  -  Merchandise Tent
  -  Mehgan Sun Tournament Ambassadors
  -  PURINA Bleachers
  -  Oak Hill Special Assistance Shuttle
  -  Off-Site ADA Shuttle Drop
  -  Restrooms\*
- \* Each location includes a handicap accessible restroom  
A dashed red line denotes pedestrian crosswalks














### EXPERIENCES

-  FARMINGTON BANK Kids Zone & Mini Golf Course
-  GREY GOOSE Patio
-  StanleyBlack&Decker Fan Zone
-  Social Media Wall
-  stryker Health Walk







### OPEN TO THE PUBLIC

-  A AMSTEL LIGHT Public House
-  C Citi Cardmember Lounge
-  SZ Hartford HealthCare Sports Zone
-  U ULTRA CLUB
-  PO Patriots' Outpost presented by Trinity Health | Military Service Members and U.S. Veterans
-  L StanleyBlack&Decker Lounge






### PRIVATE VENUES

-  CC Aer Lingus Champions Club
-  GC aetna Greenside Club
-  CL Clubhouse
-  CR Corporate Row
-  MC Media Center
-  PA Pro-Am Tent
-  SS Sky Suite
-  SB Skyboxes
-  SC Mehgan Sun Sponsor Club
-  F The First Tee of Connecticut
-  T Travelers 360
-  TS Travelers Trophy Suite
-  V Hartford HealthCare Volunteer Headquarters





### Upper 18 Area

-  ATMs
-  Concessions
-  Mehgan Sun Tournament Ambassadors
-  Oak Hill Special Assistance Shuttle
-  Off-Site ADA Shuttle Drop
-  Restrooms\*






### Main Entrance

-  ATMs
-  Mehgan Sun Tournament Ambassadors
-  Oak Hill Special Assistance Shuttle
-  PURINA Bleachers
-  Restrooms\*

### Practice Facility

-  Concessions
-  Mehgan Sun Tournament Ambassadors
-  PURINA Bleachers
-  Restrooms\*

### 9 Green Area

-  A AMSTEL LIGHT Public House
-  ATMs
-  Drink Stands
-  Merchandise Tent
-  PURINA Bleachers

### Stanley Black & Decker Fan Zone

-  ATMs
-  Baby Changing Station
-  Concessions
-  Drink Stands
-  FARMINGTON BANK Kids Zone & Mini Golf Course
-  GREY GOOSE Patio
-  Mehgan Sun Tournament Ambassadors
-  PURINA Bleachers
-  SM Social Media Wall
-  Restrooms\*

**TRAVELERS CHAMPIONSHIP**  
 June 18-24, 2018  
 TPC River Highlands  
 Cromwell, CT

**AMENITIES**

- ATMs
  - Baby Changing Station
  - Concessions
  - Drink Stands
  - Medical provided by Trinity Health West Connecticut Hospital
  - Merchandise Tent
  - Mehgan Sun Tournament Ambassadors
  - PURINA Bleachers
  - Oak Hill Special Assistance Shuttle
  - Off-Site ADA Shuttle Drop
  - Restrooms\*
- \* Each location includes a handicap accessible restroom  
 A dashed red line denotes pedestrian crosswalks

**EXPERIENCES**

- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
- StanleyBlack&Decker Fan Zone
- Social Media Wall
- stryker Health Walk

**OPEN TO THE PUBLIC**

- AMSTEL LIGHT Public House
- Citi Cardmember Lounge
- Hartford HealthCare Sports Zone
- ULTRA CLUB
- Patriots' Outpost presented by Trinity Health Military Service Members and U.S. Veterans
- StanleyBlack&Decker Lounge

**PRIVATE VENUES**

- Aer Lingus Champions Club
- aetna Greenside Club
- Clubhouse
- Corporate Row
- Media Center
- Pro-Am Tent
- Sky Suite
- Skyboxes
- Mehgan Sun Sponsor Club
- The First Tee of Connecticut
- Travelers 360
- Travelers Trophy Suite
- Hartford HealthCare Volunteer Headquarters

**Upper 18 Area**

- ATMs
- Concessions
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- Off-Site ADA Shuttle Drop
- Restrooms\*

**Main Entrance**

- ATMs
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- PURINA Bleachers
- Restrooms\*

**Practice Facility**

- Concessions
- Mehgan Sun Tournament Ambassadors
- PURINA Bleachers
- Restrooms\*



**9 Green Area**

- AMSTEL LIGHT Public House
- ATMs
- Drink Stands
- Merchandise Tent
- PURINA Bleachers

**Stanley Black & Decker Fan Zone**

- ATMs
- Baby Changing Station
- Concessions
- Drink Stands
- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
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- PURINA Bleachers
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## TRAVELERS CHAMPIONSHIP

June 18-24, 2018  
TPC River Highlands  
Cromwell, CT

### AMENITIES

- ATMs
  - Baby Changing Station
  - Concessions
  - Drink Stands
  - Medical provided by Trinity Health West Connecticut Hospital Center
  - Merchandise Tent
  - Mehgan Sun Tournament Ambassadors
  - PURINA Bleachers
  - Oak Hill Special Assistance Shuttle
  - Off-Site ADA Shuttle Drop
  - Restrooms\*
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### EXPERIENCES

- FARMINGTON BANK Kids Zone & Mini Golf Course
- GREY GOOSE Patio
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- Social Media Wall
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### OPEN TO THE PUBLIC

- AMSTEL LIGHT Public House
- Citi Cardmember Lounge
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### PRIVATE VENUES

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### Upper 18 Area

- ATMs
- Concessions
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
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- Restrooms\*

### Main Entrance

- ATMs
- Mehgan Sun Tournament Ambassadors
- Oak Hill Special Assistance Shuttle
- PURINA Bleachers
- Restrooms\*

### Practice Facility

- Concessions
- Mehgan Sun Tournament Ambassadors
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### 9 Green Area

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- ATMs
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**TRAVELERS CHAMPIONSHIP**  
 June 18-24, 2018  
 TPC River Highlands  
 Cromwell, CT

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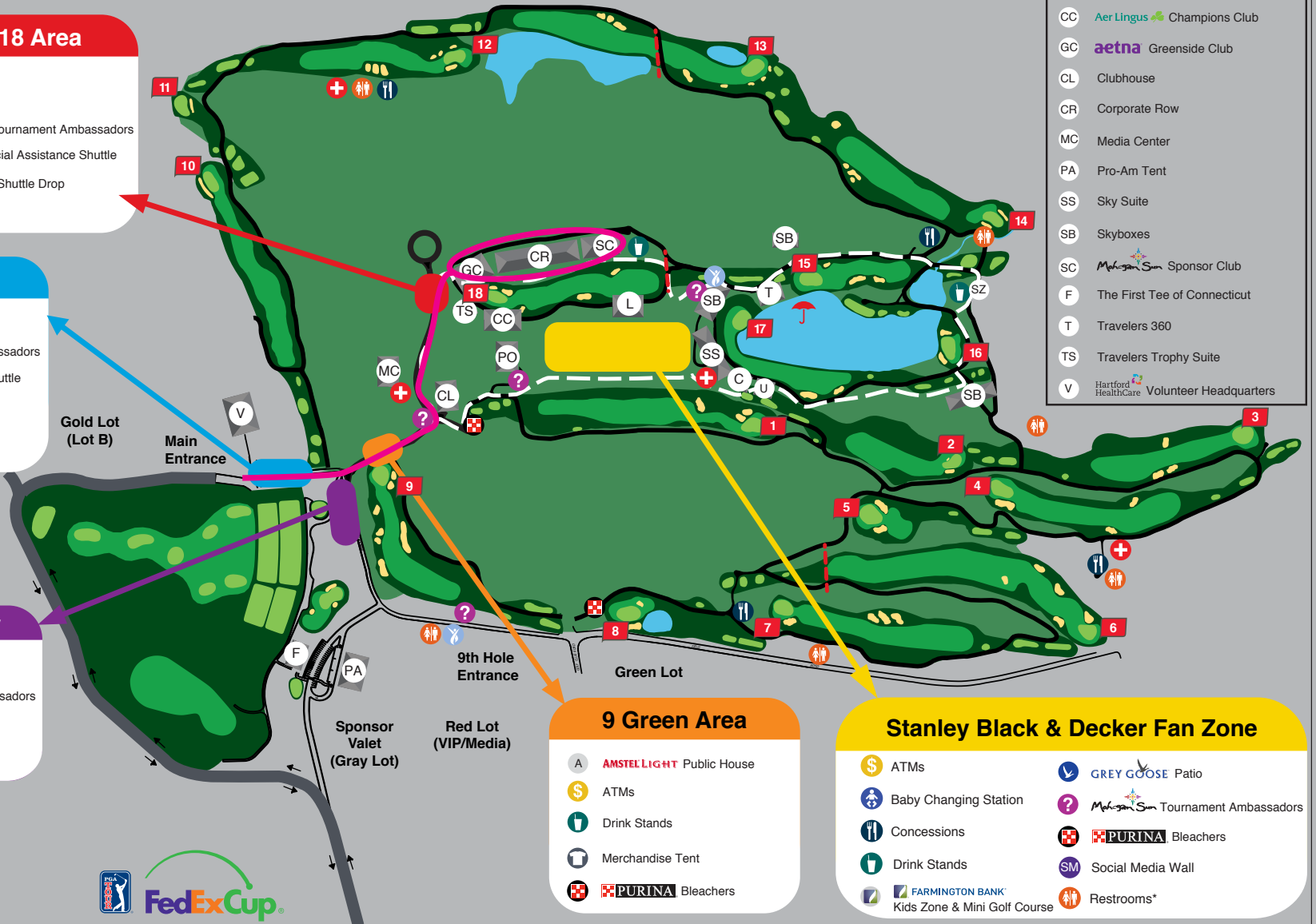
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**TRAVELERS**  
CHAMPIONSHIP