



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 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.