



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



8 WEEKS BEFORE

Send Invitations
Tournament Submissions & Approval



2 WEEKS BEFORE

Distribute Tickets
Tournament Final Forms

FRIDAY, APRIL 19

Venue Layout

MONDAY, MAY 6

Preliminary Menu Choices

Preliminary Guest Counts

THURSDAY, MAY 9

Corporate Merchandise

Sponsor Gift Approvals

FRIDAY, MAY 17

Pairings Guide Submissions

Video Board Submissions

Video Tower Submissions

MONDAY, MAY 27

Certificate of Insurance

FRIDAY, MAY 31

Shipping Forms

Venue Set-Up and Breakdown



DURING TOURNAMENT

Hosting Roles
A-Z Information



1-2 WEEKS AFTER

Guest Follow-Up and Internal Analysis